



Social Impact Assessment & Information management – examples from an NGO

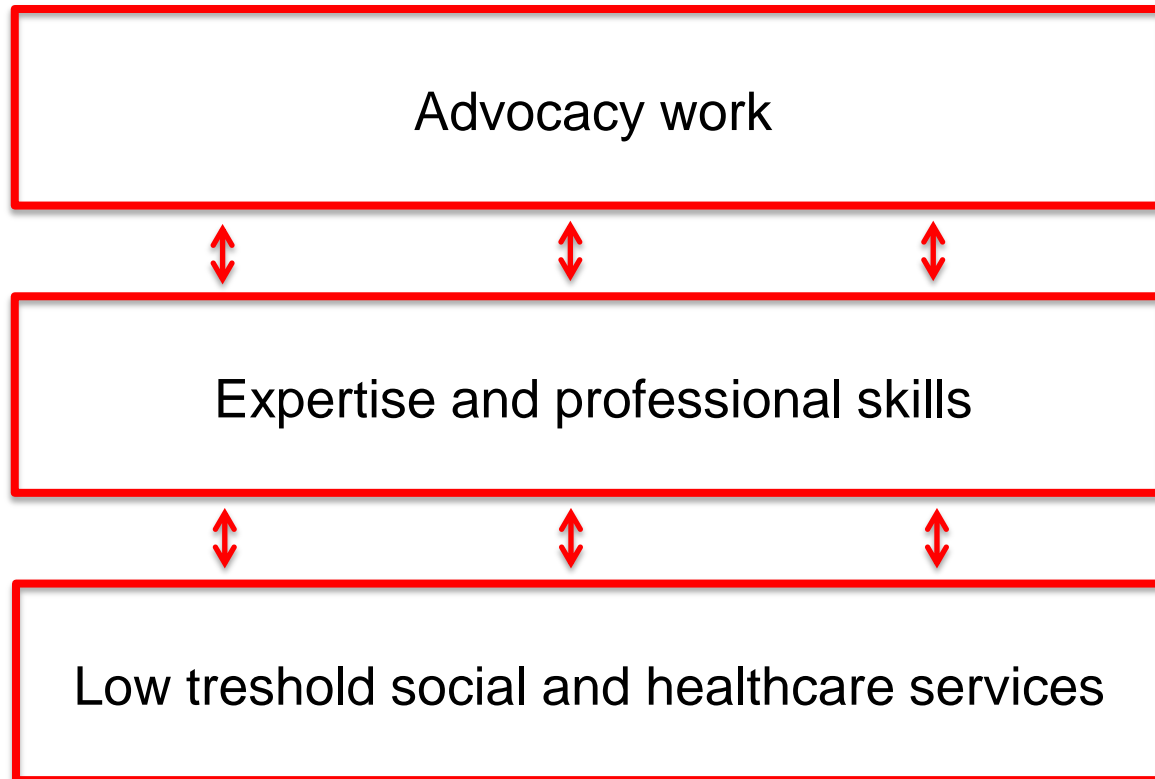
PRO·tukipiste

Nordic Prostitution Network
Copenhagen 27.-28.10.2014
Essi Thesslund & Vaula Tuomaala

Pro-tukipiste

- NGO, expert organisation, service provider
- Only NGO in Finland providing support to people selling sexual services
- Assistance to victims of trafficking
- Free of charge, anonymous, confidential services
- Our core values: Equality, transparency and participation

The levels of our work



Our work in numbers

- 20 staff members, mainly social & healthcare professionals
- 1500 – 2000 individuals yearly in our services
- In Helsinki, drop-in was visited 3519 times year 2013
- Since year 2006 we have assisted 47 victims of THB ; last year 5 persons assisted in court processes
- We sent 1 press release and gave 44 interviews to media during 2013

27.10.2014

PRO·tukupiste

Profi project

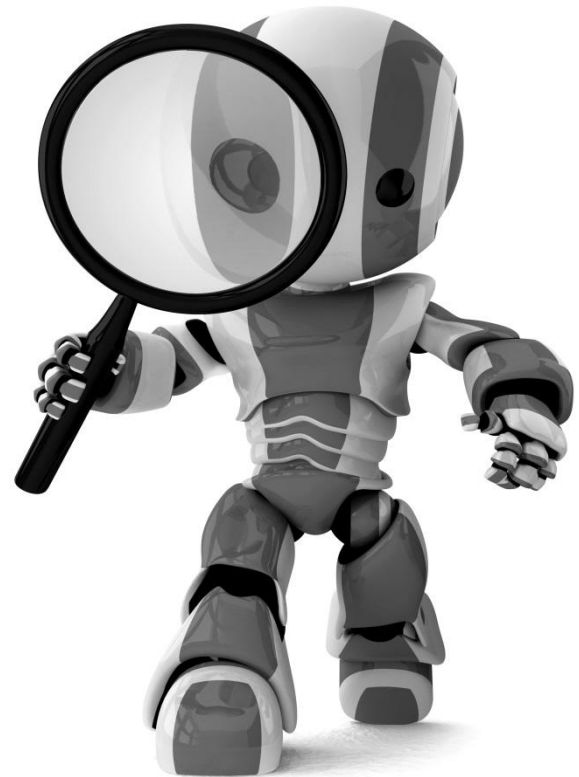
- From Jan 2012 to Feb 2014
- 1 Project Coordinator, but everyone participated
- 1. Measuring the social impacts of our work
- 2. Creating a system for internal communication and information management, "Prologi"

Questions & needs we had

1. Are we doing the right things?
2. Are we meeting the needs of people who sell sex?
3. How could we get comparable, up to date information on our work and on the needs of service users?
4. What would help us in pointing out the effects of our advocacy work?

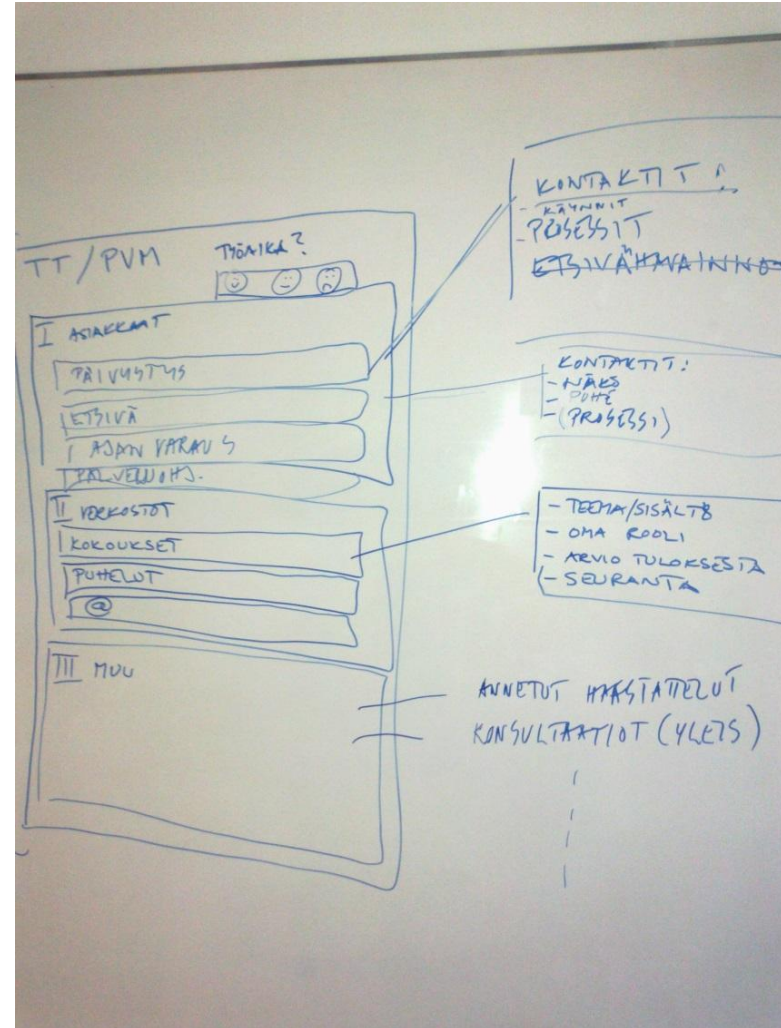
Why assess the impacts?

- "Evidence based" is often stressed in discussions of effective prostitution and anti-trafficking policies
- Our aim has always been to provide services that are needed
- We didn't have valid information on the impacts of our work



Sofie: Method & tool for SIA

- **Impact House** facilitated planning, followed the process & provided internet based **tool** for organizing self-evaluation
- **Method** based on Social Return on Investment analysis (SROI) and Social Accounting (SA)
- Enables reporting impacts in qualitative, quantitative & monetary values



Assessing the impacts of our work

- Not an academic study
- Assessing the social impacts : always a chain of interpretations
- "How has your situation changed when using our services?"

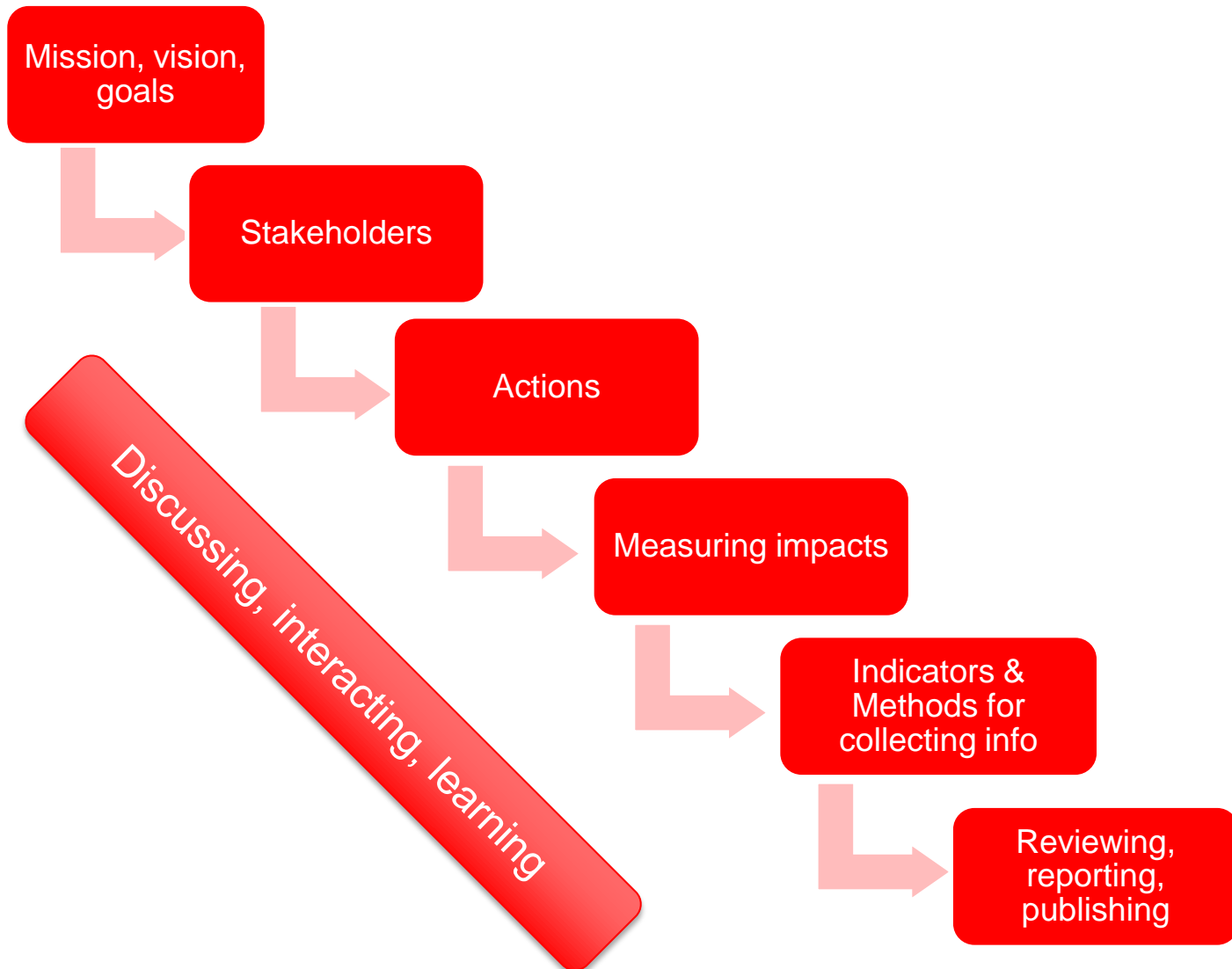


The Process - 1

- Three evaluation lines: 1) advocacy work, 2) service units and 3) Iris work
- Working groups planned how to get information on impacts from a specific field of work



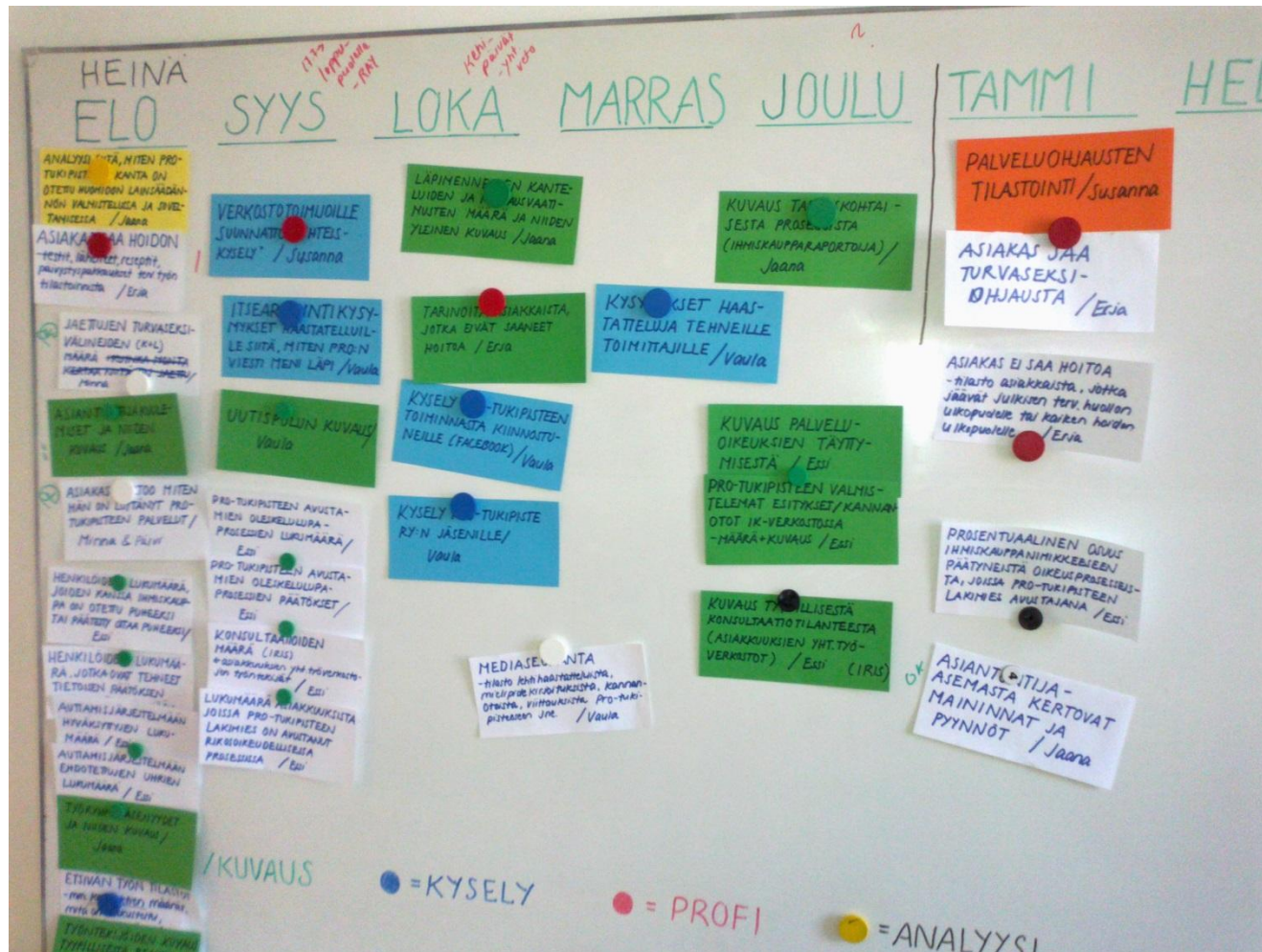
The Process - 2



Examples on how we collected information

- Different types of surveys
 - Quick feedback at drop-ins
 - Anonymous web surveys
- Group discussions
- Service users' statements and interviews
- Process descriptions and analysis
- Text analysis

Monthly schedule on gathering information



27.10.2014

PRO·tukipiste

Study findings & results of group discussions as indicators - 1

- Ongoing year 2013: **A Study on Health and Welfare of Sex & Erotic Workers in Finland** with the National Institute for Health and Welfare
- 22 peers worked as voluntary study assistants
- Peers participated in group interviews and gave feedback on study and **our services**

Study findings & results of group discussions as indicators - 1

- The use of our services correlated with testing and vaccination frequency
- Group discussions (N: 7)
 - Grade for using Pro-tukipiste's services: 4,4 (1-5)
 - Satisfaction with our attitudes towards clients, diverse services, anonymity & free testing
 - Needs for development in communications, marketing of services and drop-in schedules

Survey in drop-in - 2

- Measuring satisfaction to our services, ongoing one month
- " I got assistance exactly in a way that suited my situation."
- Result: 3,9 (1-4)



Web surveys - 3

- A survey to 560 Facebook followers (N: 67)
- “What kind of values you think Pro-tukipiste promotes? Write down 1-3 values you connect with our work.”

Equality	24
Human Rights	22
Dignity	8
Right for self-determination	8
Transparency	7

Web surveys - 4

- National NGO network on trafficking in human beings
- 38 organisations on the mailing list; 16 persons answered the survey
- "I have been able to use the information received from the network in my own work" (1-5)

5	31 %
4	38 %
3	25 %
2	0 %
1	0 %

Challenges - 1

- What can be justified as indicators or evidence?
- In general: hard to develop indicators for multidimensional work that takes place in many levels
 - E.g.: direct health services aim to different impacts than sending out a statement on a law reform

Challenges - 2

- More critical feedback from the method & tool provider would have been useful
- We would have needed more assistance in prioritizing, from the beginning
- New software & tools
- Not enough time and human resources

Challenges - 3

- Our services are anonymous & confidential – we had to make sure that this process doesn't break these principles
- **Our basic messages:**
 1. The principles we have are not changing.
 2. We are collecting data in order to serve you better.
 3. You choose what/if you want to tell us.

What we learned

- The feedback from Impact House: **Your work has positive impacts**
- Our understanding of the concepts of SIA and evidence based policies developed
- We learned the limitations of measuring the impacts of our work
- The process showed us we're going to the right direction
 - useful tool for strategic planning
 - made us to bring our values to a very concrete level (participation, transparency)

If you are interested...



























- Select very concrete indicators to show the impact
- Make sure that service users participate in the planning of the process
- Start the assessment with a humble volume
- Be critical when analysing the impacts: every positive impact is not about you – and neither is every negative
- Consider the timeframe and resources carefully

Prologi – the concrete outcome

- We are continuing to collect information with the help of our own information management system
- Every staff member collects information on her/his own work
- Ability to analyse and follow up
- Systematic and comparable information
- Way of communicating internally

VIRTA

Etsi hakusanalla Etsi kirjoittajalla

	Sakari Seutu: Mapal 25.8.2014 ja 15.9.2014	20.10.2014 - 11:30	 1
	Sakari Seutu: Mapal 22.9.2014 ja 29.9.2014	20.10.2014 - 11:15	 1
	Sakari Seutu: Mapal 20.10.2014	20.10.2014 - 10:36	 1
	Sakari Seutu: Mapal 13.10.2014	20.10.2014 - 09:26	 1
	Sakari Seutu: Mapal 6.10.2014	20.10.2014 - 09:25	 1
	Erja Aalto: TOIMINTAOHJELMA: seksuaali- ja lisääntymisterveyden toimintaohjelma 2014...	17.10.2014 - 11:09	 1
	Jaana Häggman: TRE TOPAL	16.10.2014 - 15:55	 1
	Essi Thesslund: VIESTINTÄ: Pro-tukipiste ihmiskaupan vastaisessa kv-kampanjassa 17....	16.10.2014 - 15:03	 1
	Jaana Kauppinen: Uusin JORY-muistio	16.10.2014 - 13:06	 1
	Mari Kinnunen: Uusi seksityötä koskeva wiki-sivusto, jossa käsitellään myös Suomea...	15.10.2014 - 13:22	 1
	Minna Huovinen: Etsivä työ: AMET ry:n kuulumisia ja Riku-chat	15.10.2014 - 10:49	 1
	Mari Kinnunen: Sexpo täyttää 45-v -vuotta ja järjestää kaksi maksutonta seminaaria...	14.10.2014 - 14:46	 1
	Vaula Tuomaala: OPINNÄYTTÖTITÄ SEKSITYÖSTÄ	14.10.2014 - 13:04	 1

HUUTOLAATIKKO

sakke: Hukkavärisäiliö tuli. Vaihdoin samointein. Vuorikadulle on toinen tossa pöydällä... 10 min 25 s sitten

sakke: Hanna on pois tänään, keskiviikkona. 6 tuntia 4 min sitten

sakke: <http://www.hs.fi/mielioide/a141>
Kaikki huudot

Huuda

Laatikkoa päivitetään automaattisesti puolen minuutin välein

PAIKALLA OLEVAT KÄYTTÄJÄT

- jaana
- sakke
- JaanaH
- vaula
- erja

How we use Prologi - 1

Social work



Peer work



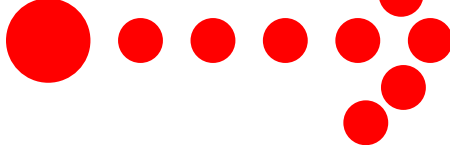
Healthcare work



Drop-ins



Outreach work



How we use Prologi - 2

07.08.2013

Did you know that Pro-tukipiste has thousands of client contacts per year?

During year 2013 Pro-tukipiste had 4849 client contacts by the end of July.

This figure tells us the number of client contacts, not the amount of individual clients. The figure includes all the client contacts in all the Pro-tukipiste services in Helsinki and Tampere.

The services offered by Pro-tukipiste are individual appointments, drop-in services, outreach work and peer interventions.

Read more about our data collection [here](#).

4849



27.10.2014

PRO·tukipiste

Stay updated & keep in touch!

- pro-tukipiste.fi
- facebook.com/protukipiste
- twitter.com/protukipiste
- E-mail: firstname.lastname@pro-tukipiste.fi
- More information on Social Impact Assessment method & tool: www.sofienet.fi/en/home/ and www.impacthouse.fi