

SOSIAALIJOHTO-SOCIALLEDNING RY

PLAN OF ACTION 2010

1. SUPERVISION OF INTERESTS AND MEMBER SERVICES

1.1 Professional supervision

Goal: Promoting the salary development of social services management and ensuring it remains at the same level with the requirements and responsibilities of the tasks in relation to other professional fields in municipal, public and third sectors

Realisation:

- In social services management's local negotiations cooperation with Talentia, if necessary
- Informing the Juko chief shop stewards in the municipalities and the trade union's own shop stewards of the distortions in the salary of the social services management
- Increasing the influencing possibilities to municipal management and public administration superiors
- Follow-up of the salary development in cooperation with Talentia
- Utilising standard wage rate

Goal: Securing the position of social services management in new organisational structures and maintaining the professional expertise of the social services field

Realisation:

- Supporting the strengthening of the municipal social policy in cooperation with the expert working group on municipal social policy of the Finnish Ministry of Social Affairs and Health and the Huoltaja foundation
- Following the position of the social services management in the new municipal and service structures
- Following the execution of the qualification legislation
- Bringing out the necessity for legislation for practising a profession

1.2 International cooperation and supervision of interests

Goal: Participating in the operation of the European social services management network

Realisation: Participating in international seminars and meetings whenever possible

- Nordic meetings
- Participating in the annual ESN conference within the coalition
- Participating in the preparatory meetings of the ESN conference

1.3 Member services

Goal:

- Increasing the number of members by 10 members a year
- Improving the professional sense of unity

Realisation:

- Positive visibility and information about the operation
- Organising seminars in cooperation with Talentia, the Association of Finnish Local and Regional Authorities, the Finnish Federation for Social Welfare and Health, the Central Union for Child Welfare in Finland, and the Huoltaja Foundation
- Participating in the planning of the negotiation conference of the social services and health management and the development day of child protective services, increasing the participation of social services management in these events, and compensating for the participation fee

- An annual general meeting in connection with the social services and health policy development days
- Regional invitational seminars for social services management in cooperation with Huoltaja Foundation, the Association of Finnish Local and Regional Authorities, the National Institute for Health and Welfare (THL) and expertise centres of the social services field as well as the host locality at each time
- The 50th anniversary seminar and reception is to be held in Tampere 21.5.2010

2. SOCIAL INPUT

2.1. Social politics and municipal social services politics

Goal:

- Strengthening social policy and municipal social services policy
- Executing the Kaste programme in a socially influencing way
- Maintaining the functional entity of social services in the municipal sector

Realisation:

- Issuing statements and giving presentations on the legislation in preparation in cooperation with the Huoltaja Foundation, the Finnish Federation for Social Welfare and Health, and Talentia
- Individually settled meetings with the National Institute for Health and Welfare (THL), the Finnish Ministry of Social Affairs and Health, Valvira and other national operators where the significance of the functional entity of social services is being brought up
- Participating in regional management teams and contributing in them
- Communication with the Finnish Ministry of Social Affairs and Health, the National Institute for Health and Welfare (THL), Valvira, the Association of Finnish Local and Regional Authorities and the social affairs and health committee of the Finnish Parliament
- Board meetings with the affiliates and current news reports from the affiliates

2.2. Participation and memberships

Goal: Having representatives of social services management in national and regional committees and working groups and in bodies of different organisations and contributing in them

Realisation:

- Striving to have Sosiaalijohto ry always represented in different working groups of the Finnish Ministry of Social Affairs and Health
- Following the operation of other bodies and making suggestions on the representatives (for example, the Huoltaja Foundation)
- Maintaining the memberships in the decision-making bodies of Talentia, the Finnish Federation for Social Welfare and Health, and the Health and Central Union for Child Welfare as well as participating in their meetings actively
- Working actively in the trade organisation Talentia ry and informing the other representatives in its decision-making bodies of the association's goals

3. COMMUNICATION**3.1. Internal communication**

Goal: Improving the ways in which members receive information

Realisation:

- Newsletters twice a year
- Active utilisation of the organisation's own websites in informing of the members
- The feedback channel of the members on the webpage
- Developing the utilisation of email addresses of Sosiaalijohto in cooperation with Talentia
- News stories in the Talentia journal
- Actions of the press officer

3.2 External communication

Goal: Improving the familiarity of Sosiaalijohto and increasing the publicity of the association's operation

Realisation:

- Distributing information in connection with national events, for example during the development days of the social services and health care
- Announcements, statements and comments to regional and national media
- Working on news material with Talentia for local communication
- Compiling a plan of communication and announcement
- The translations of the main points of the websites in English and Swedish
- Publishing the history of the association in contact with the anniversary seminar 21.5.2010