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Communication Work on Social Insurance, Health Insurance, Unemployment Insurance Policies: Research at Social Security of Lao Cai Province, Vietnam

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Abstract

Social insurance and health insurance are important policies and pillars of the social security system. In recent years, in Vietnam, the Party and State have always paid attention to directing the construction and promoting the implementation of social insurance, health insurance, and unemployment insurance policies and considered this to be the driving force for the sustainable development of the country. Communication and dissemination of social insurance, health insurance, and unemployment insurance policies and laws are identified as one of the key solutions to bring social insurance, health insurance, and unemployment insurance guidelines and policies to life. From the secondary data

sources collected, the authors used document research methods, statistical analysis methods, and comparison and contrast to analyze the collected data. The article has systematized the theoretical basis of social insurance, health insurance, and unemployment insurance policy communication, and analyzed the current status of social insurance, health insurance, and unemployment insurance policy communication at the Social Insurance of Lao Cai province, Vietnam; From there, we draw several lessons learned in carrying out this work to continue to improve the communication of social insurance, health insurance, and unemployment insurance policies.

Keywords: Communication, Policy, Social Insurance, Lao Cai, Vietnam

1. Introduction

In Vietnam, in recent years, the Party and State have always paid attention to directing the construction and promoting the implementation of social insurance, health insurance, and unemployment insurance policies. One of the key solutions to bring social insurance, health insurance, and unemployment insurance guidelines and policies into life identified by our Party and State is communication and dissemination of social insurance, health insurance, and unemployment insurance policies and laws. Resolution No. 96/NQ-BCS of the Vietnam Social Security Party Committee also identified the goal of "Overcoming limitations and shortcomings and effectively organizing communication work; Promoting a positive, proactive role, focusing on the intelligence and synergy of the entire industry to improve the quality and effectiveness of communication on social insurance and health insurance policies and laws. Lao Cai is a mountainous province located in Northern Vietnam, 296 km from Hanoi by rail and 375 km by road. After 30 years of re-establishment, from the poorest province in the country, Lao Cai has risen to become the leading province in the Northwest region and top among the 14 northern midland and mountainous provinces in terms of economy. Lao Cai Provincial Social Security was established on August 4, 1995, according to Decision No. 109/QD/TC-CB of the General Director of Vietnam Social Insurance to assist the General Director of Vietnam Social Insurance in implementing social insurance policy in Lao Cai province. After nearly 30 years of construction and development, Lao Cai Provincial Social Security has always strived and strived to effectively implement the task of developing participants and taking good care of policy beneficiaries; At the same time, constantly improves processes, and improves quality and service efficiency. Those efforts have contributed to spreading social insurance, health insurance, and unemployment insurance policies - important social security pillars of the Party and State to all villages and hamlets in Lao Cai province. The number of subjects participating in social insurance, health insurance, and unemployment insurance has gradually increased each year. The increase in participants in social insurance, health insurance, and unemployment insurance in the extremely difficult socio-economic conditions of Lao Cai province is proof of the right direction; consistent with development trends and aspirations of people in the entire province. However, compared to the potential and requirements, besides the achieved results, compliance with policies and laws on social insurance, health insurance, and unemployment insurance is still limited; Specifically, a

significant portion of employees, freelance workers, and workers in small and medium-sized enterprises still do not participate in social insurance, health insurance, and unemployment insurance according to the provisions of law; The situation of outstanding debt and evasion of social insurance, health insurance, and unemployment insurance payments continues and is increasingly on the rise, directly affecting the rights of employees and has not been prevented or repelled;... One of the causes of the difficulties and inadequacies according to the assessment of the Politburo mentioned in Resolution No. 21-NQ/TW is that "Propaganda work has not been given due attention"; Resolution No. 28-NQ/TW dated May 23, 2018, of the Seventh Conference of the 12th Central Executive Committee also commented: "The work of information, propaganda, and dissemination of legal policies on social insurance has not created a trust to attract employees to participate in social insurance". Therefore, to achieve the goal of "health insurance for all people and social insurance for all employees", promoting and improving the effectiveness of policy communication activities on social insurance, health insurance, and unemployment insurance plays an important role. This article systematizes the theoretical basis of social insurance, health insurance, and unemployment insurance policy communication, and analyzes the current status of social insurance, health insurance, and unemployment insurance policy communication; From there, draws some lessons learned in carrying out this work to continue to improve the communication of social insurance, health insurance, and unemployment insurance policies.

2. Theoretical Framework

2.1 Concept of communication of social insurance, health insurance, and unemployment insurance policies

Social insurance, health insurance, and unemployment insurance policies are an important component of the social policy system. Social insurance, health insurance, and unemployment insurance policies create an important legal environment for all members of society to exercise their right to participate and enjoy social insurance, health insurance, and unemployment insurance. Social insurance, health insurance, and unemployment insurance policy communication is a system of proactive and two-way interactive efforts of the State that is intentionally designed to receive and share information about social insurance, health insurance, and unemployment insurance policies as well as such as the policy process (how to plan, implement, evaluate) to the policy object; to promote understanding, criticism, consensus, and mutual trust between the State in general and policy subjects in particular for the public benefit. Understood in a narrow sense, communication of social insurance, health insurance, and unemployment insurance policies is the process of conveying messages, policy options, and policy content of state agencies to the people; to help people understand, participate in building, and reach consensus in the process of implementing and criticizing policies for the benefit of the State and the people themselves. This is an important task in the communication work of state agencies and policy implementation agencies and is an important task in the entire cycle (formulation and implementation) of social insurance, health insurance, and unemployment insurance policies.

2.2 Target audience for social insurance, health insurance, and unemployment insurance policies

The target audience for communication on social insurance, health insurance, and unemployment insurance is extremely diverse, including all people with and without labor relations. Identifying the right media audience is important in building content and choosing appropriate media forms, improving the effectiveness of media work. When organizing communication work on social insurance, health insurance, and unemployment insurance policies, it is possible to divide by target groups in society to choose appropriate content and form. The first audience (both the subject and the object of communication activities) is the agencies and organizations responsible for leading, directing, and coordinating the implementation of social insurance, health insurance, and unemployment insurance policies according to provisions of law; At the same time, it is a team of civil servants, public employees, and employees throughout the social insurance system; Propaganda collaborators, social insurance and health insurance collection agency staff. Important subjects of social insurance, unemployment insurance, and health insurance policy communication are the subjects involved such as organizations and individuals responsible for participating in social insurance, health insurance, and unemployment insurance. Including employers and employees in agencies, units, and socio-political organizations; enterprises, cooperatives, and business households of all economic sectors; social security agencies and international organizations; Foreign workers in Vietnam and the Vietnamese community abroad.

2.3 Content of communication work on social insurance, health insurance, and unemployment insurance policies

Propagate and promote legal policies on social insurance, health insurance, and unemployment insurance

The most important content of the media is to propagate, explain, and create social consensus on social insurance, health insurance, and unemployment insurance policies and laws; to bring the Party's policies and guidelines, and the State's legal policies on social insurance, health insurance, and unemployment insurance quickly into life. Accordingly, propaganda of social insurance, health insurance, and unemployment insurance policies should focus on the following specific contents: Propagate the rights and responsibilities of implementing social insurance, health insurance, and unemployment insurance according to the provisions of the Law on Social Insurance, Law on Health Insurance, Law on Employment, Law on Occupational Safety and Health; for your health, your life, your family and the stability of social security. From there, the subjects understand, know, and voluntarily comply. Propagate so that Party committees, authorities, political and social organizations, and unions in the political system are aware of and well carry out their responsibilities in leadership, direction, and coordination in implementing social insurance policies and Health insurance, and unemployment insurance. Communicate so that officials, civil servants, public employees, and workers in the Social Insurance Industry are aware of their responsibility to serve participants and beneficiaries of unconditional social insurance, health insurance, and unemployment insurance policies; Do not cause trouble or harassment.

Consulting and explaining social insurance, health insurance, and unemployment insurance regimes and policies

Social insurance, health insurance, and unemployment insurance policies are policies that ensure, support, and stabilize the lives of employees. One of the main reasons why social insurance, health insurance, and unemployment insurance policies have not been highly effective in recent times is that the employer has not fulfilled its social responsibilities and has not well complied with the law on social insurance; and the employees and people themselves are not fully aware of the legitimate rights and benefits of social insurance, health insurance, and unemployment insurance for themselves. Therefore, consulting, explanation, and dialogue on social insurance, health insurance, and unemployment insurance policies also play a very important role in communication. For consulting and dialogue on social insurance, health insurance, and unemployment insurance policies to be highly effective, agencies and units in general; The social insurance industry in particular need to synchronously and effectively deploy basic methods in propagating and disseminating the law. Firstly, propagate and disseminate widely throughout society to raise awareness and understanding of the law on social insurance, health insurance, and unemployment insurance for all citizens. Second, the propaganda and dissemination methods of law enforcement agencies on social insurance, health insurance, and unemployment insurance for specific target groups, are mainly directed at different groups of employers and employees.

Protect achievements and reputation for sustainable development of policies

Communicating social insurance, health insurance, and unemployment insurance policies is an extremely necessary job in disseminating and educating the law. Besides propagating the rights and obligations of employers, employees, and people according to the provisions of the law on social insurance, health insurance, and unemployment insurance; also performs the task of warning, deterring, and creating social pressure to fight strongly for the strictness of the law and the sustainable development of policies. Besides, there is an important content in the communication of policies and laws on social insurance, health insurance, and unemployment insurance which is "encouraging, encouraging and replicating good examples and advanced examples". A progressive civilized society is always based on the fundamental foundation of respecting and promoting the values of truth, goodness, and beauty and all the individuals and organizations that create those values.

Social criticism to improve policies and laws on social insurance, health insurance, and unemployment insurance

On the one hand, media activities create social consensus but do not forget the other side is to create social criticism because social reality always creates new problems that require policy-making agencies to listen to what is happening. critical comments; It is necessary to stimulate an atmosphere of "openness, frankness and democracy" to properly grasp the problems and "real needs" that arise in society and are reflected through public opinion to improve policies. Thus, communication of policies and laws on social insurance, health insurance, and unemployment

insurance needs to create social criticism; help the social insurance industry and relevant agencies grasp difficulties and obstacles in policy implementation; to promptly remove or propose competent agencies to amend and supplement social insurance, health insurance and unemployment insurance policies to become more and more complete.

2.4 Forms and methods of communicating social insurance, health insurance, and unemployment insurance policies

Communication of social insurance, health insurance, and unemployment insurance policies is carried out in two forms: Direct communication and indirect communication. Direct communication is a communication channel carried out between people. The object of direct communication can be a person or a group of people. Communicate directly to participants of social insurance, health insurance, and unemployment insurance such as consulting, organizing consulting conferences, and direct policy dialogue; talk by topic; discussion groups; Divide into small groups to visit each family, residential area, business establishment, and public location to propagate, mobilize, and persuade people to participate in voluntary social insurance and household health insurance. Indirect communication is a communication channel carried out through mass media such as television, radio, loudspeakers, newspapers, magazines, newsletters... and communication documents. The form of communication must come from the characteristics of each target group associated with appropriate, close, and friendly communication content; Effectively combine traditional forms of propaganda with new forms of communication. Communication of social insurance, health insurance, and unemployment insurance policies is carried out by 3 methods: Campaign-based communication, peak communication, and topic-based communication. Campaign communication: Implementing continuous, prolonged communication about a certain message. Peak communication: Carry out continuous forms of communication in a short period. Theme-based communication: Carries out communication in many forms, focusing on a few selected topics to change perceptions about that topic.

3. Results

3.1 Current status of the communication apparatus at Lao Cai Provincial Social Security

In recent years, the work of communicating social insurance, health insurance, and unemployment insurance policies in Lao Cai province has always been focused. In particular, the direction and management of information and communication activities on social insurance, health insurance, and unemployment insurance policies are always of concern and have mobilized the participation of the entire political system. To be consistent in directing and managing information and communication work, annually, based on assigned functions and tasks, based on the information and communication work plan of Vietnam Social Security, the instructions goals, and tasks of the entire sector, and the specific situation of the unit, the Provincial Social Security develops an information and communication work plan of the Provincial Social Insurance. Accordingly, the Office, functional departments of Provincial Social Security, and district social insurance concretize the content of assigned tasks into the operating plan of each unit. Directors of Social

Insurance of districts, Chiefs of Office, and Heads of functional departments are responsible before the Director and before the law for all information and communication activities within the scope of responsibility.

Currently, at Lao Cai Provincial Social Security, the organization of the communication apparatus is organized at two levels: The provincial level and the Social Security of districts and towns. Before 2020, the arrangement of officials working in communications at the Provincial Social Security has been consolidated according to Decision No. 37/QD-BHXH dated January 26, 2016, of the Provincial Social Insurance. The Provincial Social Security propaganda collaborator team consists of 20 comrades, including: 09 comrades in the Industry, who are Deputy Directors in charge (Master's degree), representatives of Office leaders, leaders of professional departments; In which, the Office has 02 comrades: 01 management officer with a master's degree, 01 specialized propaganda officer with a university degree, with 05 years of experience performing propaganda operations, have participated in professional training classes organized annually by Vietnam Social Security; 11 comrades from outside the Industry were invited to join the collaborator group, specifically: Representatives of the Provincial Party Committee's Propaganda Department, Lao Cai Newspaper, Provincial Radio and Television Station, Department of Labor, War Invalids and Social Affairs, Department of Health, Provincial Labor Confederation, Department of Education and Training, Provincial Farmers' Association, Vietnam News Agency resident in Lao Cai, Provincial Women's Union, Department of Information and Communications.

Since January 2020, the Lao Cai Provincial Social Security Department has established a Department of Communications and Object Development following Decision 969/QD-BHXH stipulating the functions, tasks, powers, and organizational structure of local Social Insurance. The Debt Collection and Collection Department was renamed to the Communications and Audience Development Department. The Department is responsible

for implementing the work of developing participants and implementing social insurance, health insurance, and unemployment insurance policies. The Department of Communications and Audience Development includes 05 comrades and 1 Deputy Director in charge of communications, directly acting as Head of the Editorial Board of the Provincial Social Security website and the spokesperson of the agency.

At the Social Insurance District, each district assigns 01 Director or Deputy Director to be in charge of propaganda work; 01 comrade doing propaganda work; 08 comrades from outside the Industry were invited to join the collaborator group, specifically: Representatives of agencies such as the District Party Committee Propaganda Department, District Radio Station, Department of Labor, War Invalids and Social Affairs, Medical Center Health, District Labor Federation, Department of Education and Training, District Farmers' Association, District Women's Union. The district-level social insurance agency currently does not have a staff to do communication work, so the organization of the apparatus and the arrangement of officials to do communication work in each unit are different. Officials directly involved in propaganda work also have to perform many tasks such as clerical, treasurer, payment...; This is one of the basic reasons for reducing the effectiveness of communication work in recent times. Communication work has not been carried out regularly and continuously. To organize and carry out the communication work of social insurance, health insurance, and unemployment insurance well, it is impossible not to mention the communication human resource that is operating relatively effectively at the facility, which is the collection agency staff. Currently, Lao Cai Provincial Social Security has 7 collection agent systems with 367 collection points and 434 agent staff in communes, wards, and towns; The collection agency system in the province covers all communes and wards, and each collection point is always arranged with at least one permanent employee to create favorable conditions for people to participate.

Table 1: System data and agent staff collecting social insurance and health insurance

S. No	Agent system	Number of employees agency	Number of collection points
1	People's Committee of commune and ward	171	171
2	Post office	124	61
3	Farmer Association	103	103
4	Women's Union	12	12
5	Medical Center	13	13
6	Employment service center	5	1
7	School	6	6
	Total	434	367

Source: Lao Cai Provincial Social Security

3.2 Communication content of social insurance, health insurance, and unemployment insurance policies in Lao Cai province

In recent years, in Lao Cai province, the communication work of social insurance, health insurance, and unemployment insurance has made positive contributions to the results of implementing political tasks of the unit as well as the entire industry; contributing to promoting the industry's social insurance cause and achieving many successes. The communication of social insurance, health insurance, and unemployment insurance policies has been promoted from the province to the districts. Media content

always closely follows the viewpoints and policies of the Party and State, and current new regimes and policies on social insurance, health insurance, and unemployment insurance. Social insurance, health insurance, and unemployment insurance communication activities in Lao Cai province have focused on the main goals: Creating social consensus, supporting and complying with social insurance, health insurance, and unemployment insurance policies and laws; Developing participants in social insurance, health insurance, and unemployment insurance; Protect the strictness of the law, for the sustainable development of policies; Encourage, encourage, and

replicate good examples and advanced examples; Protect achievements, strengthen trust, build reputation, create a good image, for development and social security. Specific communication content is Propaganda of the Party's policies, policies and laws of the State on social insurance, health insurance, and unemployment insurance; so that all levels and sectors can see their roles and responsibilities in the communication of social insurance, health insurance, and unemployment insurance policies and that participants and beneficiaries of the regime and policies understand and voluntarily comply; At the same time, through the media, we can grasp feedback information to promptly adjust, supplement and amend policies and laws to suit reality. Propagate and disseminate the need to implement social insurance, health insurance, and unemployment insurance, because these are important social security policies, helping people overcome difficulties when encountering risks in life, such as illness, childbirth, accidents, unemployment, old age, death...; At the same time, thanks to the implementation of these welfare policies, society is safe, secure, and politically stable and maintained, which is the foundation for sustainable economic and social development. Propagate and promote the position, role, functions, tasks, characteristics, and nature of social insurance, health insurance, and unemployment insurance; help society distinguish the difference from commercial insurance activities, to agree to support and voluntarily comply. At the same time, affirming the position and pivotal role of social insurance, health insurance, and unemployment insurance in the social security policy system. Propagate the Party and State's deep concern for social security in general and social insurance, health insurance, and unemployment insurance in particular. Propagate the rights and responsibilities of implementing social insurance, health insurance, and unemployment insurance according to the provisions of the Social Insurance Law, Health Insurance Law, and Employment Law, for the health and life of yourself, your family, stability, and social security; so that subjects understand, know, and voluntarily comply. Propagate the responsibility of leading, directing, and coordinating the implementation of social insurance, health insurance, and unemployment insurance policies according to the Party's guidelines and policies and the State's policies and laws; so that party committees, authorities, and mass organizations in the political system can perceive and implement it well. Propaganda about the responsibilities of officials, civil servants, public employees, and workers in the Industry to be aware of the responsibility to serve the target audience, avoid causing troubles and harassment, create trust, attract and attract participants increasingly crowded. Propagate and set good examples and advanced examples in the good implementation of social insurance, health insurance, and unemployment insurance according to the motto "Using fragrant flowers to repel weeds"; At the same time, implement fairness and equality in implementing the laws on social insurance, health insurance, and unemployment insurance.

In addition to the main communication contents mentioned above, the Provincial Social Security also focuses on specific communication contents such as Communication with employees in businesses; Communication with ethnic minorities; Communication and develop voluntary social insurance, household health insurance, student health insurance, and implement unemployment insurance;

Communication to build and sustainably develop the Social Insurance and Health Insurance Fund. The people, in addition to disseminating knowledge and social insurance and health insurance regimes, we also promote communication about the meaning, role, benefits, and humanity of the social insurance and health insurance regimes, especially the social insurance regime. Voluntary, household health insurance. Strengthen communication about examples of good people, good deeds, and good and useful initiatives in enjoying and implementing social insurance, health insurance, and unemployment insurance policies. Media content has gradually shifted to short, concise messages about the rights, benefits and human values of policies with close, easy-to-remember media messages such as: The Party and State take care of life, People's health through social insurance and health insurance policies; Social insurance and health insurance are insurance policies of the Party and State, for the welfare of the People; The Party and State are determined to implement social insurance and health insurance for all people; The whole country joins hands to implement social insurance and health insurance for all people; Participating in social insurance and health insurance is the responsibility and right of organizations and individuals; Participating in social insurance and health insurance is an essential need of workers and people; Participate in voluntary social insurance to receive a monthly pension and health care in old age; Join household health insurance to take care of yourself and your family; Participate in social insurance and health insurance to take care of your health and stabilize the life of yourself and your family; The Government and the whole country are determined to implement social insurance and health insurance for all people according to the Party's Resolution; Social insurance and health insurance policies are for the people's rights and are guaranteed to be implemented by the State; Join social insurance and health insurance today, for the health and life stability of yourself and your family. The results achieved in the communication work on social insurance, health insurance, and unemployment insurance of the Provincial Social Security in recent years have made an important contribution to raising awareness of employees, employers, and people throughout the province. Most employees, employers, and people understand the Party's guidelines and policies, the State's policies and laws on social insurance, health insurance, and unemployment insurance.

3.3 Forms and methods of communicating social insurance, health insurance, and unemployment insurance policies

On November 21, 2019, the Government issued Decision No. 1676/QĐ-TTg promulgating the Project to comprehensively innovate the content, form, and method of social insurance propaganda aimed at all officials, party members and people; to create a strong change in awareness, thereby creating consensus in the process of building and implementing social insurance policies. In terms of form, communication methods in recent times have been applied flexibly and diversely according to each time, each area, and each audience.

3.3.1 Direct communication

The Provincial Social Security Agency has coordinated with the Provincial Post Office, commune, ward, and town collection agents to regularly organize refresher courses and

training for the social insurance and health insurance collection agency staff system; to equip knowledge about the Law on Social Insurance and Health Insurance, propaganda skills, and develop subjects participating in Social Insurance and Health Insurance. Lao Cai Provincial Social Security actively propagates directly to residential clusters, households, and potential target groups about voluntary social insurance and household health insurance policies in a simple, concise, easy-to-listen, and easy-to-understand manner; There are specific illustrative examples related to life regarding the regimes and benefits enjoyed...; Organize a visual and mobile propaganda program to mobilize participation in voluntary social insurance and household health insurance directly from house to house and person to person in 09 districts and cities. Propaganda directly at the department receiving documents and

returning results of administrative procedures to individuals and units who come to transact in the management and use of health insurance cards, social insurance books, and social insurance and health insurance policies; Propaganda to patients at medical facilities about the management and use of health insurance cards and proper implementation of health insurance medical examination and treatment procedures. Social insurance of districts has also coordinated with agencies at the same level (Labor Department, Justice Department, District Police, District Labor Federation, District Farmers' Association, Post Office...); Organize propaganda activities for social insurance, health insurance, and unemployment insurance policies through conferences, direct propaganda and consulting activities...

Table 2: Communication results of training conferences, consultations, dialogues, and seminars

S. No	Targets	2016	2017	2018	2019	2020
1	Number of coordinating units	15	15	16	18	20
2	Total number of training conferences, consultations, dialogues, and seminars					
2.1	Total number of conferences	38	46	68	96	107
2.2	Total number of attendees	2,157	2,536	3,209	4,586	6,298
3	Conference on consulting and developing participants in the Post Office's voluntary social insurance					
3.1	Total number of conferences	84	96	137	163	72
3.2	Total number of attendees	1,250	1,573	2,065	3,268	2,735
4	Conferences, seminars... separate propaganda about health insurance					
4.1	Total number of conferences	1	1	1	1	1
4.2	Total number of attendees	112	163	118	150	120

Source: Lao Cai Provincial Social Security

3.3.2 Indirect communication

(i) Visual propaganda, printing and distribution of propaganda publications

To improve the effectiveness of communication work, in recent times the Provincial Social Security Department has enhanced many forms of visual propaganda. This is a method that directly impacts the senses, giving viewers strong and profound impressions because "A hundred hearings are not as good as one seeing"; can propagate vividly, attractively, easily remember, understand, and do... Thanks to that, it brings great efficiency in the communication work of social insurance, health insurance, and unemployment insurance. Propaganda activities through popular forms of visual promotion today are banners, slogans, posters, billboards, and banners propagandizing policies on social insurance and health insurance; hung along major traffic routes, streets in the centers of cities, towns, densely populated areas, and in front of the headquarters of social insurance agencies at all levels; and some other forms of visual promotion, such as at the headquarters of the Provincial Social Security and District Social Insurance, electronic boards have been used to propagate very convenient social insurance, health insurance, and unemployment insurance policies; Can propagate multiple contents at the same time. In addition, in recent years, the Provincial Social Security has received, compiled, and released many propaganda documents and publications such as Question and Answer books on social insurance, health insurance and unemployment insurance regimes and policies; all kinds of leaflets, leaflets, propaganda handbooks about voluntary social insurance...;

"Propaganda Handbook" to provide social insurance agencies in districts, towns and cities as propaganda materials. For subjects who need direct propaganda, there are leaflets and leaflets "What you need to know about voluntary social insurance". In particular, the Provincial Social Security Department has directed the District Social Insurance Departments to install signs "Social insurance and health insurance collection agents" at the headquarters of the People's Committees of communes, wards, towns, and the Postal agency system throughout the province...

This job not only creates favorable conditions for those working professionally on social insurance, health insurance, and unemployment insurance regimes and policies from the province to the grassroots; but also has a positive effect in providing participants in social insurance, health insurance, and unemployment insurance with the most practical information about participation procedures, payment rates, payment methods, and benefits received when participating in social insurance; especially those participating in voluntary social insurance and self-paying health insurance for households). Thus, the above forms of visual propaganda have attracted the attention of the community; thereby contributing to promoting the image of the Social Insurance Industry in general and the Provincial Social Security Industry in particular. At the same time, are the most basic messages about social insurance, health insurance, and unemployment insurance policies; to propagate social insurance, health insurance, and unemployment insurance policies to a large number of people. The results of communication through publications are shown specifically in Table 3:

Table 3: Results of visual propaganda through propaganda publications on social insurance, health insurance, and unemployment insurance

Publication name	Unit	2016	2017	2018	2019	2020
Panos, posters, banners, slogans, led panels,	piece	680	705	950	1,263	1,513
Printing and distributing flyers and leaflets	sheet	70,312	232,906	140,354	146,230	172,547
Collection agent sign	Sign	123	102	88	45	21

Source: Lao Cai Provincial Social Security

(ii) Activities of the electronic information page of the Provincial Social Security (Website)

The address on the Internet is <https://laocai.baohiemxahoi.gov.vn/>; established and in operation since 2012, is a specialized electronic information site built to provide specialized services and products for such agencies, organizations, and businesses. Only provides specialized information about social insurance, health insurance, and unemployment insurance policies without providing general information; Specialized electronic information pages are established and operate according to state regulations on specialized fields. The Provincial Social Security Department has established the Editorial Board of the Electronic Information Page of Lao Cai Provincial Social Security on the Internet with the following structure: 01 Head of Editorial Board (Director); 02 Deputy Heads of the Editorial Board (01 Deputy Head of the Office responsible for article content; 01 Deputy Head of the Information Technology Department in charge of website administration); 02 secretaries (01 Deputy Chief of Office - General Secretary; 01 Information Technology Department Specialist - Publishing Secretary). In addition to promptly posting the Party's policies and guidelines, the State's policies and laws on social insurance, health insurance, and unemployment insurance; Documents and documents guiding the implementation of social insurance, health insurance, and unemployment insurance regimes and policies; documents and guidelines of the Industry...

The Electronic Information Page Editorial Board regularly coordinates with units in the industry to update and reflect on the operational situation and results of implementing social insurance, health insurance, and unemployment insurance policies at social insurance agencies in districts, towns, and cities; Answering questions about social insurance, health insurance, and unemployment insurance policies to help people understand and properly implement social insurance, health insurance, and unemployment insurance policies. Focus on communicating new points of the revised Social Insurance Law, revised Health Insurance Law, and new policy documents; promote the image and outstanding activities of the Provincial Social Security and Vietnam Social Security; praising organizational units for good implementation of social insurance, health insurance, unemployment insurance and many other attractive contents.

Table 4: Number of news articles and documents on the Provincial Social Security Website

Year	News, articles, documents	Number of people access
2016	182	42,650
2017	206	47,465
2018	218	48,317
2019	266	168,175
2020	264	364,191
Total	1,116	670,798

Source: Lao Cai Provincial Social Security

(iii) Mass communications

During the period 2016-2020, the Provincial Social Security coordinated with the Audit Scientific Research Magazine to propagate the content "Results of implementing social insurance and health insurance policies in Lao Cai province"; Social Insurance Magazine conducts a special topic on the contribution of social insurance to sustainable social security in Lao Cai and promoting social security for highland people; VOV channel in Lao Cai with the content of advocating participation in health insurance for those who are no longer covered or supported by the state budget; Lao Cai newspaper with the content of social insurance debt and the consequences when workers receive one-time social insurance; Propaganda about Lao Cai province's social insurance in Electronic Inspection Magazine, Law Magazine, Control Magazine.

Propaganda coordination between the Provincial Social Security and media agencies, newspapers and radio has been carried out strongly and proactively, with wide coverage and increased frequency; Propaganda content and forms are rich and diverse, including a number of lively programs that are well-received and highly appreciated by public opinion; Propaganda information is carried out to ensure the correct orientation, focus, and key points at each time. The broadcast time of programs, as well as news and articles in newspapers and magazines, have responded promptly when there are new, important events on issues that readers are interested in. Propaganda work is both widespread and regular in newspapers and radio stations and concentrated through specialized pages, columns and topics. The work of providing information to reporters continues to receive attention.

Table 5: Results of coordination with press and media agencies

Year	Propaganda on local Radio - Television, local newspapers (Columns, pages, news, articles, reports...)	Propagate through the facility's loudspeaker system (number of broadcasts)
2016	163	327
2017	198	386
2018	232	408
2019	265	432
2020	279	464
Total	1,137	2,017

Source: Lao Cai Provincial Social Security

(iv) Propaganda through theatrical form (Propaganda contest on social insurance and health insurance)

Theater is an effective form of communication about social insurance, health insurance, and unemployment insurance policies that is easy to reach people's hearts. Through lyrics and singing, the skits are elaborately and realistically constructed; Helps the audience deeply perceive the humanity of social insurance, health insurance, unemployment insurance policies, and social security purposes, easily remember participation application procedures, payment levels, and payment methods... To communicate policies on social insurance, health insurance, and unemployment insurance through theater, it is necessary to invest time, effort, money, and coordination of relevant units to be effective. Organized a propaganda contest on social insurance, health insurance, and unemployment insurance in 2017. Participated and propagated social insurance, health insurance, and unemployment insurance policies at the Provincial Excellent Trade Union Contest in 2019 organized by the Provincial Labor Confederation; Participate in the 2019 Social Insurance and Health Insurance Propaganda Contest of the Social Insurance Contest Group in the Northern Mountainous Region. Through the contests, awareness of people from all walks of life has been raised in implementing the Party and State's guidelines and policies on social insurance, health insurance, and unemployment insurance. At the same time, foster and improve communication skills of policies and laws on social insurance, health insurance, and unemployment insurance for officials, civil servants, public employees, employees of the social insurance industry, social insurance and health insurance propaganda collaborators, unemployment insurance and agency staff collecting social insurance, health insurance, and unemployment insurance in the entire province. Through theatrical form, the contest is a bridge to bring social insurance, health insurance, and unemployment insurance policies to all classes of people; contributing to raising awareness of compliance with the Social Insurance Law and Health Insurance Law, and well implementing social security policies in the province. However, propaganda through Theater requires a lot of effort, time, and a large budget. On the other hand, there needs to be smooth coordination between units under the Provincial Social Security as well as inter-sectoral coordination to bring about the desired effect.

(v) Other forms of communication: In addition to the communication activities mentioned previously, the Provincial Social Security carries out communication through other activities such as Supervision activities of the Provincial People's Council; Workshop on propaganda work of Lao Cai Provincial Party Committee in the new situation...; activities to help communes build new rural areas such as visiting and wishing New Year's Eve to communes building new rural areas and sister units; Support and volunteer activities of the Youth Union such as organizing gift giving programs for children in difficult circumstances; Free rice ATM program "Share love - Join hands to overcome the pandemic" awarded to poor households in Xuan Hoa - Xuan Thuong - Tan Duong commune, Bao Yen district, Lao Cai province... Propagate social insurance, health insurance, and unemployment insurance policies on social networking sites through personal Zalo and Facebook accounts of agency officials.

4. Discussion

In recent years, the communication work of Lao Cai Provincial Social Security has made positive contributions to the results of implementing political tasks of the entire Industry, contributing to promoting the Social Insurance cause of the Industry and achieving many victories. The Provincial Social Security Agency has been proactive in advising the Party Committee and local authorities to direct and organize the good implementation of social insurance, health insurance and unemployment insurance policy communication in the area. Coordination with relevant departments, branches, branches, and organizations in communicating social insurance, health insurance, and unemployment insurance policies has been implemented relatively synchronously and has initially brought efficiency. The Provincial Social Security Department develops an information and communication work plan right from the beginning of the year to direct units to organize, deploy, and implement. Media content always closely follows the viewpoints and policies of the Party and State, and current new regimes and policies on social insurance, health insurance, and unemployment insurance. Forms of communication are gradually being cared for in the direction of diversification, towards suitability with the specific characteristics of the area, to improve communication efficiency, such as: Electronic news sites; oral communication through the one-stop system; through a system of panels, slogans, leaflets, leaflets, posters, handbooks, and collection agency signs; Communication through reports, news, articles, pages, and columns on Radio and Television, Written Newspapers, and Electronic Newspapers. Building and maintaining specialized pages and columns on mass media and grassroots radio systems; has helped disseminate to all classes of people the policies, guidelines, and policies of the Party and State on social insurance, health insurance, and unemployment insurance promptly. In particular, the Provincial Social Security has strengthened communication work down to the grassroots by organizing direct dialogue conferences. Communication through the Agriculture Association's Activity Handbook through the website of the Provincial Women's Union and Lao Cai Provincial Farmers' Association has also been promoted,... Media coordination activities have contributed to a change in awareness; and enhanced the roles and responsibilities of all levels and sectors in organizing the implementation of policies and laws on social insurance, health insurance, and unemployment insurance in the entire province; Raising awareness, understanding, and sense of compliance with the Law on Social Insurance, Health Insurance, and Unemployment Insurance among employers, employees, and people; especially contributing to increasing the rate of participation in social insurance, health insurance, unemployment insurance, and implementing social security well in Lao Cai province.

Based on the annual propaganda plan and direction of the Provincial Social Security agency; The social insurance agencies of districts and towns have developed plans and proactively coordinated with local units to promote many forms of propaganda suitable to the specific characteristics of the area, specifically as follows:

Advise and report to the People's Committee at the same level to organize a media launch ceremony appropriate to the actual situation in the locality; Coordinate with relevant

units to conduct propaganda, consultation, and mobilization of people to participate in voluntary social insurance.

Coordinate with the Department of Labor, War Invalids and Social Affairs, and the Medical Center to implement communication activities on legal policies on health insurance at the social insurance in districts and towns; Organize propaganda of social insurance and health insurance policies through propaganda activities, dissemination of policies, laws, propaganda work, and mobilization to develop participants in social insurance, health insurance, unemployment insurance...

District medical center, post office, district cultural, sports and communication center; People's Committees of communes, towns, and relevant agencies and departments in the district propagate health insurance to students, about social insurance and health insurance policies so that employees and people in the area understand their rights and obligations. when participating in social insurance and health insurance.

Coordinate grassroots organizations, employers, social insurance and health insurance collection agents, reporters, village health workers, village heads, and pension and health insurance payment agents. Social insurance subsidies propagate voluntary social insurance policies, household health insurance, use of health insurance cards, issue social insurance codes, complete household data...

Coordinate with the Center for Culture, Sports, and Communications to organize news coverage: Launching ceremony to respond to the month of campaigning to deploy universal social insurance; pension payments; reporting on social distancing according to Directive 16/CT-TTg of the Prime Minister; At the same time, it conveys the content of the district social insurance agency receiving documents and handling arising work at home through electronic transactions; Coordinate with the Department of Culture and Information, communes, wards, and towns to organize visual propaganda activities; Organize periodic broadcasts on the radio system of content related to the implementation of the Law on Social Insurance, the Law on Health Insurance, Unemployment Insurance and the unit's operating situation.

Coordinate with the District Party Committee's Propaganda Department to integrate propaganda on social insurance and health insurance policies at the district and commune-level reporter conferences. Coordinate with the Department of Education and Training and schools to organize health insurance propaganda for students. Coordinate with the district Farmers' Association to organize dialogue and propagate voluntary social insurance and household health insurance policies. Coordinate with Post Offices at the same level, collection agents: Organize conferences, policy propaganda campaigns, and directly mobilize people to participate in voluntary social insurance in villages, hamlets, residential groups...

Although many encouraging achievements have been achieved, in recent times, the communication work of social insurance, health insurance, and unemployment insurance still has some limitations and inadequacies:

Firstly, regarding the direction and management of communication activities: Proactivity in information and propaganda work is not high; Communication work is still heavily administrative; the attention and direction of communication work at some district-level social insurance agencies is not uniform; some district-level social insurance

agencies are not proactive in directing and implementing communication activities.

Second, regarding the organization of the communication apparatus: It is slow to be supplemented and consolidated at the provincial level, not unified, and lacking synchronization at the district level; the staff working in communication is generally lacking in quantity and limited in expertise and skills. Communications officers at district-level social insurance work part-time, while the amount of professional work is large, so they do not spend much time on communication work. Besides, the number of collaborators from outside the industry is large, but they operate on a part-time basis, which is not very effective.

Third, regarding the organization and implementation of communication: The coordination of departments, branches, agencies, and units in the province in the communication of social insurance, health insurance, and unemployment insurance policies has not been regular or continuous; some coordination programs are not very effective.

The form and content of communication information on social insurance, health insurance, and unemployment insurance policies have had significant but incomplete innovations; have not met the diverse information needs of all classes of people, and have not kept up with the development of information technology and social media.

Fourth, fostering and improving professional communication skills for propaganda officers and collaborators is not regular; Knowledge of social insurance, health insurance, and unemployment insurance regimes and policies of collaborators and the responsibility of implementing propaganda and advocacy to develop subjects participating in social insurance and health insurance of collection agents is still limited; There is no mechanism to control the implementation of propaganda tasks by agent collaborators.

5. Recommendations

Through studying, analyzing, and evaluating the current status of social insurance, health insurance, and unemployment insurance policy communication in Lao Cai; some lessons that can be learned in carrying out this work to continue improving the communication of social insurance, health insurance, and unemployment insurance policies are: Firstly, strengthen the leadership and direction of party committees of party organizations under the Party Committee of Vietnam Social Insurance Agency, Social Insurance of provinces and cities in implementing Resolution No. 96/NQ-BCS. Party committees and authorities at all levels need to regularly pay attention to leading and directing the implementation and implementation of policies and regimes on social insurance, health insurance, and unemployment insurance in the province in the spirit of Resolution No. 28-NQ /TW, Resolution No. 20-NQ/TW, Law on Social Insurance, Law on Health Insurance, Law on Employment.

Second, focus on innovating the content, form, and method of social insurance and health insurance communication; ensuring richness, flexibility, diversity, and suitability, associated with the task of developing participants in social insurance and health insurance; especially voluntary social insurance and household health insurance. The innovation of communication content, forms, and methods must be carried out regularly and continuously in association with plans in each period, with practical research for each subject and

each locality; Apply many new communication methods and modern multimedia products in performing tasks, improving the quality and effectiveness of communication on social insurance and health insurance policies and laws.

Third, focus on improving the qualifications and awareness of civil servants, public employees, and employees of the Social Insurance Industry in social communication work; Strengthen training, fostering and coaching knowledge and communication skills of social insurance and health insurance policies for the communication team of the industry and collection service organizations in localities.

Fourth, pay attention to, invest in, and allocate funding for the communication of social insurance, health insurance and unemployment insurance policies to synchronously deploy this work in both breadth and depth; Strengthen the application of information technology, digital transformation, reform of administrative procedures, and improve the quality of service to the people; Improve the qualifications, capacity, and service spirit of social insurance industry officials, create satisfaction for participants, and contribute to improving the effectiveness of communication on social insurance, health insurance, and unemployment insurance policies and laws.

Fifth, periodically conduct preliminary reviews, evaluate and learn from the implementation process, thereby promptly proposing solutions to effectively implement the Resolution for the following years. Integrate the communication of social insurance, health insurance, and unemployment insurance policies into the annual emulation and commendation review of units; promptly reward outstanding collectives and individuals. Discover and replicate good and creative models in communicating social insurance, health insurance, and unemployment insurance policies throughout the industry.

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