NHS Quality Improvement Scotland

EQIA Report For

Scottish Health Council Communications Strategy 2010 - 2011

Date: 22-Sep-10

Policy, Function or Output Details

Section One:	**Ownership / Commitments**
1.1 Organisation: NHS Scottish Health Council	1.2 Directorate: Scottish Health Council
1.3 Person Responsible: Sandra McDougall	1.4 Unit:
1.5 Select Title: **Scottish Health Council Communications Strategy 2010 - 2011**	1.6 Target Publication Date: 1-Oct-10
1.7 What stage is it at? Draft	1.8 Status: Replacement
1.9 This work has been developed : Select	
1.10 What equality data are you aware of being available in relation to the subject matter?	

Section Two:	**The Select Background**
2.1	What is the purpose of this Select To set out key aspects of the Scottish Health Council's approach to communications and identify actions that will be taken to improve this approach during 2010 - 2011.
2.2	Which NHS QIS work themes does this relate to? Other projects Give details:
2.3	Who are the stakeholders? Internal stakeholders: Scottish Health Council staff; The national Council; Volunteers; NHS Quality Improvement Scotland (Board members, staff and volunteers). External stakeholders: Patient and public representatives; NHS Boards – territorial and Special; Community Health Partnerships & Public Partnership Forums; General Practitioners (GPs) and primary care teams; Voluntary organisations and community groups; Scottish Government Health Directorates; MSPs and the Scottish Parliament; The media.
2.4	Who is it to benefit or affect? Primarily: patients & public; Scottish Health Council staff; NHS Scotland; In what way? By ensuring that the Scottish Health Council communicates with those stakeholders in the most effective way in order to help improve patient and public participation in the NHS in Scotland and to promote an inclusive approach in all of the organisation's communications activities.

Section Three:	**Initial Checklist**
Equality target groups	
Please check the relevant boxes, where it is anticipated that there will be a differential impact on the equality group (due to their membership of that equality group)	
Age: consider children, young people and older people	☒
Disability eg. physical, sensory impairment and learning disability.	☒
Gender: male, female, transgender and transsexual people	☐
Race/ethnic groups including minorities eg. gypsy travellers, refugees & asylum seekers.	☒
Religion or belief: religious or other groups with a recognised belief system	☐
Sexual orientation eg. lesbian, gay, bisexual	☐
Cross Cutting Strands	
People in poverty	☒
Homeless people	☒
Language or social origins issues	☒
People in Criminal Justice System	☐
People with mental health issues	☒
Marital status including civil partnership	☐

Section Four:	**Initial Checklist - Summary Sheet**
4.1	Have actual or potential differential positive impacts been identified for one or more equality target groups? Yes
4.2	Have actual or potential differential negative impacts been identified for one or more equality target groups? Yes
4.3	Additional information and evidence required: No
4.4	Assessment status: • Data collection was sufficient for the initial checking Yes • If not what can / should be done to improve it:
4.5	This has been subjected to EQIA before No Date: Give details of outcomes etc.
4.6	What efforts will be made/ have been made to include representatives from the relevant equality target groups as identified in Section 3? From the outset, we have taken account of issues affecting equality groups that have arisen during our previous work. We have engaged previously with third sector organisations representing equality strands on how they wish to be involved; and we have learned from our significant experience in meeting communication support needs due to requests for alternative format publications and for assistance at our events. The draft strategy has been subject to consultation with our staff, national Council, and some of our volunteers, and we have incorporated suggestions that they have made.
4.7	How have they been/will they be involved in the development? Give details: See above
4.8	What research or consultation has been/requires to be carried out with regard to the impact on equality target groups as identified in Section 3? We have been mindful of the needs of equality groups when revising our approach to communications - indeed, one of the drivers for this revision was the need to ensure that we were including all stakeholders and actively seeking to prevent discrimination. We have developed considerable experience in this field as our work is all about promoting good practice in participation and we engage frequently with representatives of equality groups. However, we recognise that our continuing reliance on written communication, both hard copy and electronic, may disadvantage some people who would prefer communication in other formats, due to language or literacy issues, learning disability, or sensory impairment - or due to limited access to computer based resources. Our strategy seeks to minimise the impact of that disadvantage. Recent work has been carried out within the organisation to ensure that we can respond speedily to rquests for alternative formats by identifying appropriate and reliable suppliers, and this has included seeking advice on specific issues from voluntary sector organisations such as RNIB, RNID and Enable. We have sought to improve general accessibility of key public communications by working with the Plain

	Language Commission. Our Information Officer also put together tips for making our powerpoint presentations more accessible, informed by good practice guidance available on the web.	
Initial Checklist - Recommended actions and **sign off**		
4.9	Further initial checking No If yes what should be undertaken?	
4.10	Recommendations summary: Although the needs of equality groups have clearly been considered in the strategy, more detail is required on how the needs of particular groups will be met e.g. people with sensory impairments, learning disability, people who use languages other than English etc. This would best be addressed through a further action on accessibility which is already identified in the strategy i.e. to review and update the Scottish Health Council's existing accessibility policy. It is recommended that this work is carried out as soon as possible, with the Scottish Health Council working in partnership with NHS Quality Improvement Scotland with the aim of producing a single comprehensive accessibility policy for the whole organisation in order to ensure a consistent approach.	
4.11	No further action is recommended and the conclusions of the initial checklist are accurate and comprehensive ☒ If not give reasons: Publishing date:	
4.12	Assessors:Sandra McDougall Richard McCrea Jeniffer Kibagendi Fiona Campbell	Start date: 07.09.10 Finish date:07.09.10
Name:	Sandra McDougall (Lead Assessor)	Date: 22.09.10
Quality approved:	Jeniffer Kibagendi (Equality and Diversity Officer)	Date: 14.04.11