

PROFORMA FOR A FULL EQUALITY IMPACT ASSESSMENT

APPENDIX THREE

Directorate:	Adult and Community Services	Function:	Public Information
Assessment by:	Clive Griffiths	Related Policies:	<ul style="list-style-type: none"> ➤ Public Information Plan ➤ Corporate Communications Policy
Date:	13/10/06	Related Procedures:	<ul style="list-style-type: none"> ➤ Contact Procedural Manual ➤ Mental Health Referral Procedures ➤ Transfer of Calls from Hub to Access Centre
Equality Impact Assessment Working Group	Names <ul style="list-style-type: none"> ➤ Clive Griffiths ➤ Vicki Marshall ➤ Lyndon Thomas 	Role on Group	<ul style="list-style-type: none"> ➤ Lead ➤

Step and page in Toolkit	Description of Step	Checklist	Checklist
<p>1 Pg 7</p>	<p>Identify all aims of the function/policy</p> <ul style="list-style-type: none"> ➤ Statutory responsibility to provide information about services ➤ Policy around publicising us as an organisation ➤ Duty to ensure communicating with all sections of the community 	<p>What do you want to achieve?</p> <ul style="list-style-type: none"> ➤ Trying to reach the widest audience possible ➤ Trying to tell people how to access our services ➤ Trying to access everyone not just those who may need services ➤ Providing basic information about what services we provide 	<p>How will you do that?</p> <ul style="list-style-type: none"> ➤ Variety of formats- need to be aware that we should make a range of formats available to all sections of the community
<p>2 Pg 7 - 10</p>	<p>Consider the evidence</p> <p>Identify existing data/research sources you will need?</p>	<p>Existing Sources</p> <ul style="list-style-type: none"> ➤ Demographic breakdown – basic diversity data ➤ Usage information of service users ➤ Directory of ethnic minorities ➤ Distribution lists ➤ Records about requests for 	<p>What does the evidence show you?</p> <ul style="list-style-type: none"> ➤ Break down of diversity in the county ➤ Diversity information on services users

		information	
	<p>What new data or research, if any, do you need?</p> <ul style="list-style-type: none"> ➤ The evidence is not taking us very far at the moment because we have gaps in the data. It is only taking us to those people we are aware of. ➤ It is pointing us towards consultation about how we collect the information 	<p>New Sources</p> <ul style="list-style-type: none"> ➤ Market research data ➤ Data from website 	<ul style="list-style-type: none"> ➤ Monitoring where people get the 0845 607 2000 number from. ➤ Which pages/ info are people hitting on the website.
<p>3 Pg10-12</p>	<p>Assessing the likely Impact</p> <ul style="list-style-type: none"> ➤ It is a huge job – idea would be to look at specific targets and get some quick wins – start off with small scale issues ➤ Do some work on 	<p>Could some groups be affected differently?</p> <ul style="list-style-type: none"> ➤ Need to be aware that all sections of the community have different needs. 	<p>List the barriers to and opportunities to promoting equality and diversity?</p> <ul style="list-style-type: none"> ➤ Resource implications- <ul style="list-style-type: none"> ▪ cost ▪ time ▪ staff ➤ Language and cultural differences ➤ Over complicated jargon ➤ Perception of meaning ➤ Lack of expertise of cultural

	monitoring		<p>differences</p> <ul style="list-style-type: none"> ➤ Staff training issues ➤ Gaps in distribution information and lists ➤ Uncertainty/fear of getting involved ➤ Racism ➤ Fear/disrespect of authority ➤ Financial implications ➤ Stigmatism
		<p>Negative impacts (if yes, state how) e.g.</p> <ul style="list-style-type: none"> ➤ People might be offended ➤ Literal translation might not mean literal meaning ➤ Images could offend ➤ How many versions do we make – do we produce everything in every format? ➤ Is targeting right ➤ Negative publicity ➤ Public may not have access to the publicity 	<p>Positive impacts (if no, could they be yes) e.g.</p> <ul style="list-style-type: none"> ➤ Better informed community groups ➤ Better relations for the authority with community groups ➤ Learning lessons about communicating with the community
		<p>Could these be justified? If so, how?</p> <ul style="list-style-type: none"> ➤ 	<p>What, if anything, could be done to improve positive impact or promote equality?</p>

			➤
		What are the reasons for adverse impact? Is it illegal? Is it unavoidable? State why?	
4 Pg 12-14	Consider the alternatives	<p>What would make it possible to reduce or eliminate adverse impact?</p> <ul style="list-style-type: none"> ➤ Face to Face consultation to dispel fears ➤ Remove pictures ➤ Tailor for each cultural group ➤ Consultation with representative groups ➤ Champions/experts to help design info and translate meaningfully ➤ Awareness of cultural differences ➤ Targeting audiences ➤ Understanding need – looking at the best way of getting info to each group ➤ Different methods of distribution 	<p>What action do you intend to take?</p> <ul style="list-style-type: none"> ➤ Further discussions needed with diversity officers to develop an action plan ➤ Consultation with community champions to identify appropriate methods.

		<ul style="list-style-type: none"> ➤ Using other agencies to help ➤ Diversity training for staff ➤ Service awareness for staff ➤ Supporting information available ➤ Visits to community groups ➤ Range of distribution channels ➤ Collate evidence/market research ➤ Appropriate formats ➤ Getting info into peoples homes e.g. through newspapers 	
<p>5 Pg 15-16</p>	<p>Consult Formally</p> <p>Identify existing consultation data that you need</p>	<p>Existing consultation sources:</p> <ul style="list-style-type: none"> ➤ 	<p>What does this show you?</p> <ul style="list-style-type: none"> ➤
	<p>What new consultation, if any do you need to undertake?</p>	<p>Original consultation</p> <p>Who</p> <ul style="list-style-type: none"> ➤ cultural groups 	<p>Questions</p> <ul style="list-style-type: none"> ➤ the best ways of providing them

		<ul style="list-style-type: none"> ➤ religious groups ➤ service users ➤ older peoples forums ➤ youth council/parliament ➤ disability groups ➤ staff groups ➤ members ➤ service provider groups ➤ mental health groups ➤ partner agencies ➤ non-service users <p>How</p> <ul style="list-style-type: none"> ➤ 	<p>with the information – process and distribution</p> <ul style="list-style-type: none"> ➤ appropriate formats for information ➤ feedback and monitoring ➤ what they want information on ➤ what would prevent them from accessing the services and what would break down the barriers ➤ have they seen the information before ➤ what do they think of the current format – how appropriate is it for them ➤ where do we stop – what is the political will – particularly with regard to resources?
<p>6 Pg 17-18</p>	<p>Decision and recommendation</p>	<p>What is your decision/recommendation?</p> <p>Will you be taking immediate action? Yes/No</p> <p>Have you developed equality objectives and targets? What are they?</p> <p>Have you attached a timescale to your targets?</p>	<p>Who will sign this off?</p>

		<p>Have the equality objectives and targets been included in your service plan?</p> <p>Have these objectives and targets been incorporate into your monitoring and performance management system?</p> <p>Yes/No</p> <p>How often will they be monitored and by whom?</p> <ul style="list-style-type: none"> ➤ 	
<p>7 Pg 18-19</p>	<p>Make the monitoring arrangements</p>	<p>What monitoring arrangements are in place?</p> <ul style="list-style-type: none"> ➤ <p>How will you publish results of monitoring?</p> <ul style="list-style-type: none"> ➤ 	<p>Who will monitor?</p> <ul style="list-style-type: none"> ➤

8 Pg 20-21	Publish assessment results	How will you publish? ➤ Has a summary report been prepared? Yes/No	Has a copy been given to your Directorate Equalities Lead? Yes/No

Signed (Completing Officer).....

Dated.....

Signed (Lead Officer)

Dated.....