



East Staffordshire Borough Council Equality and Health Impact Assessment (EHIA)

This EHIA documents how you have taken into account health impacts and the requirements of the Public Sector Equality Duty in the decision making process for this function, policy or service.

1	<p>Title of function, policy or service to be assessed:</p> <p>Beyond Communications: A Strategy for communication, engagement and consultation</p>
2	<p>Date:</p> <p>September 2023</p>
3	<p>Name of EHIA author:</p> <p>Daniel Arnold</p>
4	<p>EHIA team:</p> <p>Daniel Arnold James Abbott Mark Rizk</p>
5	<p>Head of Service:</p> <p>Mark Rizk</p>
6	<p>Is the policy, function or service existing, new or being reviewed?</p> <p>Reviewed</p>
7	<p>State the aims, objectives and purpose of the function, policy or service and provide a summary of the service provided:</p> <p>The aim of the strategy is to ensure that all officers, residents and partners have a clear understanding and a positive perception of our vision, aims, values, services and achievements.</p> <p>The strategy encourages managers and officers across the organisation to take ownership of communication and engagement in their service areas.</p>

	<p>The strategy will guide the Council on how to build trust and enhance engagement with stakeholders, influence how we communicate with members and officers, and structure our consultation process with residents</p>
<p>8</p>	<p>Are there any other functions, policies or services which might be linked with this one for the purpose of this EHIA?</p> <p>Marcomms Strategy Digital Strategy 2020 – 2023 Social Media Policy</p>
<p>9</p>	<p>Who is it intended to affect or benefit (the target population)?</p> <p>The strategy is intended to benefit all Council stakeholders ranging from officers involved in the planning and delivery of communication to residents, members and stakeholders who receive communication and participate in consultations.</p>

10 Equality impacts

The Public Sector Equality Duty requires public bodies, in the exercise of their functions, to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

Within this table, state whether the policy, function or service will have a positive or negative impact across the following protected characteristics and provide any comments.

	Positive Impact	Negative Impact	Comments
Age	✓		The communication campaign model described in the strategy outlines a process where the Council will consider its target audience when developing a communications plan. The strategy will ensure the methods of communications used are appropriate to the target audience identified.
Disability	✓		The strategy will ensure the content on our website meets accessibility requirements. In addition, our website accessibility toolbar provides a number of features that assist users including a dictionary, screen reader and alternative colour schemes. The Gunning Principles used for consultation state the information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response.
Sex / gender reassignment / pregnancy or maternity	✓		Depending on the objectives of an individual communication campaign, the messaging can be adapted so that it is appropriate.
Race	✓		At the 'Target Audience Insight' stage of the communication campaign model, whether to translate communications into different languages can be

			considered.
Religion or belief	✓		At the 'Target Audience Insight' stage of the communication campaign model, consideration can be given to adapting messaging to ensure it is relevant to the religion or beliefs of the audience we are communicating with.
Sexual orientation	✓		At the 'Target Audience Insight' stage of the communication campaign model the messaging can be adapted so that it is appropriate.
Other	✓		<p>Through the website content refresh programme, the Council will ensure content is at an appropriate readability age meaning those with lower literacy levels are still able to use, read and understand our website.</p> <p>The Gunning Principles used for consultation state the information provided must relate to the consultation and must be available, accessible, and easily interpretable for consultees to provide an informed response.</p>
11	<p>What evidence do you have for the statements made in Question 10?</p> <p>The strategy describes both the model to be used a basis for communicating key objectives, campaigns and initiatives and the Gunning Principles, which are the founding legal principles applicable to public consultation in the UK.</p> <p>The communications model will provide a structure and consistency to our communications and will encourage officers and members to carefully consider campaign objectives, the target audience and the communication methods to be utilised. The model will allow officers and members to consider who they are communicating with and the impact this will have on messaging.</p> <p>In addition to regular content management, the Council will launch a website content refresh programme that will review and improve the quality of content on the website.</p>		

	<p>As part of this programme, content editors will ensure information is accessible and compliant with accessibility standards and is graded at an appropriate reading age, ensuring users with lower literacy levels can still use the website.</p> <p>The Gunning Principles are the founding legal principles applicable to public consultation in the UK. They consist of four principles that must be met.</p>
<p>12</p>	<p>Consultation: Describe what consultation has been undertaken on this function, policy or service, who was involved and the outcomes.</p> <p>The strategy has been approved through the Council's decision making process.</p>
<p>13</p>	<p>Briefly explain how the policy, function or service contributes to community cohesion by answering the following questions:</p> <ul style="list-style-type: none"> • How will it provide equality of access to services, information and employment? • Does it or could it promote good relationships within and between communities? • How will it help to prevent social exclusion? • Will it help to reintegrate those who have become excluded? • Will this assist with communities feeling that they are connected to decision making that affects them? • How will it provide good quality, inclusive services? <p>The strategy provides an overview of the Council's approach to communications, engagement and consultation, and will be used to help guide the Council in meeting various targets throughout the lifespan of the strategy. The strategy describes how communication is vital to bring the Council and the community together.</p> <p>The strategy sets a framework for Council communications both internally and externally, and gives direction to all media, online, internal, marketing, publications and public relations communications activity undertaken on behalf of the authority.</p> <p>The strategy will guide the Council on how to build trust and enhance engagement with its stakeholders and consider how we engage and consult with our residents.</p> <p>The existing place branding will be rejuvenated. The place branding will enable officers, partners, residents and stakeholders to understand the role of the Council in delivering frontline services, providing a sustainable future for the area and improving people's lives in the borough.</p>
<p>14</p>	<p>Health impacts – screening question Will the subject of this EHIA:</p>

		No (Provide a brief explanation of your response.)	Yes (Is this impact positive or negative? Provide a brief explanation of your response.)
	Have a direct impact on health, mental health and wellbeing?	No – Whilst comms will support health initiatives it will not have a direct impact.	
	Have an impact on social, economic and environmental living conditions that would indirectly affect health?	No -	
	Have an effect on an individual's ability to improve their own health and wellbeing?	No -	
	Affect access to, and the quality of, health, mental health or wellbeing services?	No -	
Please refer to the EHIA guidance document. If you answer yes to any of these questions a health impact assessment is required, please complete section 16.			
15	Head of Service signature: I am satisfied with the results of this EHIA.		

16. HEALTH IMPACT ASSESSMENT¹

Please complete this, if you have answered yes to any of the health impact screening questions.

A. Describe the health impact(s). Please refer to the screening questions in Q14 above.	B. Answering ‘YES’ to the above questions (Q14) indicates an important health impact. Be explicit and include the evidence that has been considered.	C. Are the health impacts significant?
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Identify the health impact(s)	Will the health impacts affect the whole population? Will they affect particular groups of people differently?	Will the health impacts be difficult to remedy or have an irreversible effect? Are they likely to cause public concern?	Will the health impacts be medium or long-term? Are they likely to create cumulative effects?	Does this health impact have a significant positive or negative effect (based on your responses to Section B)?

¹ Adapted from ‘Health Impact Assessment of Government Policy, a guide to carrying out a Health Impact Assessment of new policy as part of the Impact Assessment process.’ Department of Health, July 2010 p.13

17. EQUALITY AND HEALTH IMPACT ASSESSMENT RECOMMENDATIONS AND ACTION PLAN

Please describe the actions, if any, you will take to mitigate against negative health or equality impacts identified in this assessment, or to maximise the benefits of the policy or service.
If significant action is required, it should be included in Service Plans.

Is it a Health or Equality action?	Issue / impact identified	Recommendation / action required	Lead officer and timescale	Resource allocation