



## 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.

<b>1</b>	<p><b>Title of function, policy or service to be assessed:</b></p> <p>Beyond Communications: A strategy for communication, engagement and consultation</p>
<b>2</b>	<p><b>Date:</b></p> <p>December 2021</p>
<b>3</b>	<p><b>Name of EHIA author:</b></p> <p>Daniel Arnold</p>
<b>4</b>	<p><b>EHIA team:</b></p> <p>Sal Khan</p>
<b>5</b>	<p><b>Head of Service:</b></p> <p>Sal Khan</p>
<b>6</b>	<p><b>Is the policy, function or service existing, new or being reviewed?</b></p> <p>New</p>
<b>7</b>	<p><b>State the aims, objectives and purpose of the function, policy or service and provide a summary of the service provided:</b></p> <p>The aim of the strategy is to ensure all members, officers, residents and partners have a clear understanding and a positive perception of our vision, aims, values, services and achievements. This should lead to high levels of satisfaction and engagement.</p> <p>The strategy encourages managers and officers across the organisation to take ownership of communicating and engaging in their service areas.</p> <p>The Council's communications should:</p>

	<ul style="list-style-type: none"> <li>• Tell the story of East Staffordshire and the priorities of the Council</li> <li>• Improve corporate and professional reputation</li> <li>• Support the leadership and objectives of the Council</li> <li>• Engage with members, officers, residents and partners</li> <li>• Build trust</li> <li>• Attract investment</li> <li>• Strengthen public support and understanding</li> <li>• Follow legislation with regards to communicating with residents</li> <li>• Involve the right person at the right time</li> </ul>
<p><b>8</b></p>	<p><b>Are there any other functions, policies or services which might be linked with this one for the purpose of this EHIA?</b></p> <p>Marcomms Strategy  Digital Strategy 2020 – 2023  Social Media Policy</p>
<p><b>9</b></p>	<p><b>Who is it intended to affect or benefit (the target population)?</b></p> <p>The strategy is intended to benefit all Council stakeholders ranging from officers involved in the planning and delivery of communication to members, residents and stakeholders who receive communication and 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.
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	✓		Whether to translate communications into different languages can be considered at the 'Target Audience Insight' stage of the communication campaign model,
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	✓	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.
11	<p><b>What evidence do you have for the statements made in Question 10?</b></p> <p>The strategy describes a model that is to be used a basis for communicating key objectives, campaigns and initiatives. The model will provide structure and consistency to our communications and encourages members and officers to carefully consider campaign objectives, the target audience and the communication methods to be utilised. The model will allow members and officers 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 which will review and improve the quality of content on the website. As part of this programme, content editors will ensure that the 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>		

12	<p><b>Consultation:</b> 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>						
13	<p><b>Briefly explain how the policy, function or service contributes to community cohesion by answering the following questions:</b></p> <ul style="list-style-type: none"> <li>• How will it provide equality of access to services, information and employment?</li> <li>• Does it or could it promote good relationships within and between communities?</li> <li>• How will it help to prevent social exclusion?</li> <li>• Will it help to reintegrate those who have become excluded?</li> <li>• Will this assist with communities feeling that they are connected to decision making that affects them?</li> <li>• How will it provide good quality, inclusive services?</li> </ul> <p>The strategy provides an overview of the Council’s approach to communications 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>A place brand will be developed which will enable members, officers, residents and partners 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>As part of this strategy the Council will conduct a residents survey utilising the Local Government Association’s guidance on understanding the views of residents. The Council will conduct a resident survey to gain a better understanding of what local people think about the authority, the services we provided, how they access information, and how they prefer to receive it. The strategy will also link directly into the Digital Strategy and will look to obtain feedback on service delivery.</p>						
14	<p><b>Health impacts – screening question</b> Will the subject of this EHIA:</p> <table border="1" data-bbox="231 1839 1460 2031"> <thead> <tr> <th data-bbox="231 1839 715 1951"></th> <th data-bbox="715 1839 1010 1951"><b>No</b> (Provide a brief explanation of your response.)</th> <th data-bbox="1010 1839 1460 1951"><b>Yes</b> (Is this impact positive or negative? Provide a brief explanation of your response.)</th> </tr> </thead> <tbody> <tr> <td data-bbox="231 1951 715 2031">Have a direct impact on health, mental health and wellbeing?</td> <td data-bbox="715 1951 1010 2031">No – Whilst comms will</td> <td data-bbox="1010 1951 1460 2031"></td> </tr> </tbody> </table>		<b>No</b> (Provide a brief explanation of your response.)	<b>Yes</b> (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	
	<b>No</b> (Provide a brief explanation of your response.)	<b>Yes</b> (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.			
<b>15</b>	<b>Head of Service signature:</b> I am satisfied with the results of this EHIA.		

## 16. HEALTH IMPACT ASSESSMENT<sup>1</sup>

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

<b>A. Describe the health impact(s). Please refer to the screening questions in Q14 above.</b>	<b>B. Answering ‘YES’ to the above questions (Q14) indicates an important health impact. Be explicit and include the evidence that has been considered.</b>	<b>C. Are the health impacts significant?</b>
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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)?

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<sup>1</sup> 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.

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