

Inclusive Communication External Stakeholder Reference Group

Date of Meeting	14th December 2021
Time	13:00 – 15:00
Location	Virtual – Microsoft Teams
Note	Note: As this information is available to the public, we have anonymised attendees. We have named only the most senior civil servants and members of Social Security Scotland Executive Advisory Board.

Attendees

Present

- KHK (Chair) - Inclusive Communication Expert Adviser, Social Security Scotland
- JR - Deputy Director, Client Services Delivery, Social Security Scotland
- DP - National Partnership Development Lead, Social Security Scotland
- LB - National Partnership Development Officer, Social Security Scotland
- BT - Service Designer, Social Security Programme, Scottish Government
- SB - BLESMA
- GK - Advocating Together
- HF - Inclusion Scotland
- DT - Scottish Sensory Hub, the ALLIANCE
- DS - Ochil Tower School
- SS - Creative Communications Executive, Social Security Scotland
- GH - The Royal National Institute of Blind People
- CV - The Royal National Institute of Blind People

Secretariat

- AG - Administrative Support, Social Security Scotland

Apologies

- MC - Deputy Director, Strategy, Change, Data & Engagement, Social Security Scotland

1. Welcome and introduction from the Chair

- 1.1 The Chair welcomed the group to the meeting
- 1.2 KHK shared that BT and herself will present approach to embedding Inclusive Communication across Social Security Scotland.

2. Presenters - approach to embedding Inclusive Communication in Social Security Scotland

- 2.1 KHK explained we need to support colleagues across Social Security Scotland and Scottish Government Social Security directorate to ensure we are communication inclusive. Evidence of impact of both good and poor communication helps drive action on Inclusive Communication. Group members were asked to share any evidence they hold of good and poor communication – and its impact on people with disability.
- 2.2 As part of a group discussion, members were asked to share their experiences of good and poor communication. Members were invited to share further experiences using Google Jamboard. (The Jamboard will remain open for comments until Wednesday 22 December).
- 2.3 BT asked group to think about the impact if Social Security Scotland do not provide an accessible service. Members were asked to consider the impact on clients. They were also asked to think about how we can measure accessibility of our service. BT opened up for discussion and encouraged the use of Jamboard.

Some of the comments made were :

- Clients being unable to read or write. This had caused barriers and had led to their Department for Work and Pensions benefit claim being cancelled.
 - There are legal obligations to get things right .
 - Communication preferences and support needs not being captured. This had led to unnecessary stress and anxiety.
 - Clients having to repeat themselves can affect trust and cause fear. It was suggested further staff training around inclusive communication or disability awareness would be good.
- 2.4 KHK shared four inclusive communication principles that Social Security Scotland was working to. To achieve these principles, five assets have been identified. This will be Social Security Scotland's approach to support with benefit uptake, the law around Inclusive Communication and to support the values of dignity, fairness and respect. (Refer to slide deck if required)
 - 2.5 The group were asked to provide comment on Social Security Scotland's approach

DT suggested listing these assets in one accessible place.

Action Point	DT	Share data on communication difficulties and engagement with Department for Work and Pensions / Social Security Scotland
Action Point	All	Share stories of good and poor communication experiences on Google Jamboard by Wednesday 22 December.
Action Point	Dean/Kim	Number of clients applying for Social Security Scotland benefits who have a disability/communication disadvantage

3. Any other business, summary and dates of next meeting

- 3.1 The Chair summarised the session and thanked the group for their support and feedback.
- 3.2 KHK advised the group that information on the next meeting will be issued soon. This will include the subject for discussion.
- 3.3 Date of next meeting: 26 January 2022.