

Inclusive Communication Stakeholder Reference Group Meeting

Date of Meeting	Monday 17 February 2020
Time	10:30-12:30
Location	Atlantic Quay 5, 150 Broomielaw, Glasgow, G2 8LU
Note	Participants have been anonymised with the exception of those who are most senior.

Attendees

In Attendance:

Miriam Craven (MC) (Chair)	Deputy Director for Policy and Client Experience, Social Security Scotland.
AB	Inclusive Communication Expert Adviser, Social Security Scotland
KS	Strategic Communications and Marketing Lead, Social Security Scotland
DP	National Partnership Lead, Social Security Scotland
RM	Head of Client Experience, Social Security Scotland
HF	Inclusion Scotland
HD	Accessibility and Inclusive Design Lead, Scottish Government
TW	Carers Voice
CR	Scottish Commission for Learning Disability
DT	Deaf Scotland
LW	British Limbless Ex-Service Men's Association (BLESMA).
RSJ	Trust Housing Association.
DS	Ochil Tower Scotland
HS	Age Scotland.
JP	Scottish Autism.

JB	CAS
KHK	Royal College Of Speech and Language Therapists
EG	Non-Executive Board Member, Social Security Scotland
JB	Non-Executive Board Member, Social Security Scotland
DW	Chief Executive, Social Security Scotland (from 11:30am)
CV	Royal National Institute of Blind People (RNIB)

Apologies

HC	Welfare Rights, Deaf Blind Scotland
AH	Individualised Solutions
SM	Enable
JR	The ALLIANCE
MS	Glasgow Disability Alliance

Secretariat

RP	National Engagement Support, Social Security Scotland.
EM	National Engagement Support, Social Security Scotland.
RE	National Engagement Support, Social Security Scotland.

1. Welcome from the Chair and actions from last meeting.

1.1. MC welcomed everyone to the third meeting of the group.

1.2. MC gave an update:

The Inclusive Communication Internal Coordination Group watched Andy Higgins' video 'Social Security AAC User Communication Needs' and found it extremely useful.

The review of the Group's terms of reference will be on the agenda of the next meeting.

The Job Start payment has been launched.

1.3. Discussed language guidance around extending support to people using similar language, recruitment and how do we attract a diverse workforce and the language around that. Also, language within all information that is sent out. MC

explained that how to use language had been fed back to all areas within Social Security so that good practice is embedded within the organisation.

2. Public Commitment to Inclusive Communication

2.1. At the last meeting a small working group agreed to look at the draft statement to simplify it.

2.2. The Group agreed the redrafted statement.

People made the following points:

Extend the phrase in the statement “We will remember this every time we communicate online, by phone, face-to-face or in writing” to include email and text relay.

Language line is an important part of the process but not a complete solution.

In time people will be able to contact Social Security Scotland via email and via an online chat system.

Action	DP and AB	Approach Social Security Scotland Senior Leadership Team to agree how we will use the statement
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3. External Communication Standards Update.

3.1. KS updated the group on the External Communication Standards.

During discussion people made the following points:

Could embargoed information be supplied to stakeholders in advance to allow for early translation? Social Security Scotland are actively working on having translations completed so they can be issued at the same time once information is released.

It is important to have standards that are measurable.

Include BSL as one of the languages that people can ask information to be in.

The new website which Social Security Scotland is developing will include information about inclusive communication guidance and standards.

3.2. KS explained the process for developing Easy Read Standards for Social Security Scotland. She invited anyone interested to attend the focus groups in March organised by Values Into Action.

Action	KS	Present results of the research and focus groups for discussion at the next meeting.
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4. Working groups.

- 4.1. Miriam explained that there will be three working groups to work on the development of specific resources and asked for people who would be interested. These groups would be working on ;
- The development of icons
 - The development of Social Security Scotland's website
 - The development of staff training on inclusive communication

Action	Group	Members who want to volunteer to be part of one of the working groups should contact EM or DP.
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5. David Wallace, Chief Executive, Social Security Scotland.

- 5.1. David introduced himself. He spoke about his background in the Civil Service and the beginnings of Social Security Scotland. He explained that the devolution of benefits to Scotland is complex and was moving at a quick pace
- 5.2. Social Security Scotland aims to look and feel different, fundamental to this is communication. The work of the Reference group is doing is fundamentally important to making this happen. Social Security Scotland is a learning organisation and one that is focused on continuous improvement
- 5.3. the group commented that stakeholders were feeling more included and engaged because of the way Social Security Scotland was working
- 5.4. there was a suggestion that at the launch of the public statement there should be BSL/English sign language interpreter next to David

There was a question as to what the difference the legal requirement for inclusive communication had made. David explained that having legislation allows us to not only say this is what we need to do, but what we must do.

6. Shared Vocabulary.

6.1. AB presented the topic:

- Social Security Scotland is using some of the phrases already for internal and external use
- we don't want to develop new jargon but we need language to discuss ideas which are new for some people
- Terms to describe individuals and groups e.g. people with autism are already included in the internal language guide

There was discussion and people raised the following points:

- include the communication setting
- the expression 'communication difficulty' is not universally popular
- change wording to more clearly reflect communication as a two way process in order to remove any implied 'blame' for communication breakdown
- The Communication Inclusion Network has discussed similar key terms and will share this information
- if using the word disability, there needs to be clear explanation that it is society that needs to make changes to ensure inclusion. It is not the individual who should be making those changes

Action	KHK	Share key terms information from Communication Inclusion Network
Action	AB	Redraft key terms in an organisational context and present at the next meeting.

7. Summary and dates of next meeting.

7.1. Miriam thanked everyone for attending.

Date of next meeting: Thursday 20 April 2020, 5 Atlantic Quay, 150 Broomielaw, Glasgow G2 8LU. Agenda and papers will be sent out before the meeting.

