

## Inclusive Communication Stakeholder Reference Group Meeting

<b>Date of Meeting</b>	Thursday 17 December 2019
<b>Time</b>	10:30-12:30.
<b>Location</b>	Atlantic Quay 5, 150 Broomielaw, Glasgow, G2 8LU
<b>Note</b>	Participants have been anonymised with the exception of those who are most senior.

### Attendees

#### In Attendance:

Miriam Craven (MC) - Chair	Head of Local Delivery and Client Experience, Social Security Scotland.
AB	Inclusive Communication Specialist Adviser, Social Security Scotland
AH	Individualised Solutions
CR	Scottish Commission for Learning Disability
DS	Ochil Tower Scotland
DP	National Partnership Lead, Social Security Scotland
DT	deafscotland
GP	Operations Manager, Social Security Scotland Design Lead, Scottish Government
HD	Accessibility and Inclusive Design Lead, Scottish Government
HS	Age Scotland
HC	Deaf Blind Scotland
JP	Scottish Autism
JB	Citizens Advice Scotland
KHK	Royal College of Speech and Language Therapists

KS	Strategic Communications and Marketing Lead, Social Security Scotland
MS	Glasgow Disability Alliance.
RSJ	Trust Housing Association.
SB	British Limbless Ex-Service Men's Association (BLESMA).
SM	Enable
TW	Carers Voice, the ALLIANCE

### **Secretariat**

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

### **Apologies**

RM	CoSLA
GH	Royal National Institute of Blind people (RNIB)
CL	CEMVO

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

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

## **2. Introductions.**

2.1. Everyone introduced themselves.

## **3. Get to know each other**

3.1. Everyone had a short discussion with their neighbour about what they had done around inclusive communication since the last meeting.

## 4. Communication preferences.

4.1. We watched a short video produced by AH. The video highlighted some of the issues that communication aid users face.

4.2. Members made the following comments:

- The video was very powerful.
- The background music could be distracting.
- It would be useful to have other videos showing communication barriers faced by other people.

Action	Group	Discuss production of other videos.
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## 5. Public Commitment to Inclusive Communication.

5.1. MC introduced a draft statement which Social Security Scotland will use to show their commitment to inclusive communication.

The group welcomed the draft statement, and agreed it could be simplified.

Action	AB, CR, RSJ , JB, KHK	Redraft the statement and present at the next meeting.
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## 6. Standards for Communication and Marketing.

6.1. MC explained that we will be discussing standards for external communications today. This is the area that the Communications Department is responsible for. We will discuss standards for other activities in future meetings.

6.2. KS introduced her paper on communication standards for external communications. This included news materials, promotional information, detailed benefit information and corporate documents.

The aim is to have a set of standards to work to. We will add to them when needed.

6.3. We discussed the following:

- standards are important for having influence beyond Social Security Scotland
- news information

good to use specialist news outlets to reach diverse audiences. There is a possibility that this will create barriers as they do not necessarily have skills in inclusive communication

- Case studies  
It is difficult to find case studies. Members agreed to help with this. It is important to protect people's anonymity if requested. Radio can be a better way of telling stories
- The Alliance is launching a series of webinars and podcasts, which may be of mutual benefit re inclusion
- Experience Panel members feedback is important
- how many documents should be produced in Easy Read
- there was not enough time to discuss the draft leaflets that Kirsten presented

Action	Group	Send any comments on the leaflets to EM or DP.
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## 7. Summary and dates of next meeting.

7.1 MC thanked everyone for attending.

**Date of next meeting:** Monday 17 February 2020. 5 Atlantic Quay, 150 Broomielaw, Glasgow G2 8LU. Full details will be sent out with the agenda