

Equality Impact Assessment Toolkit

Equality Impact Assessment (EIA) Tool

The purpose of an equality impact assessment is to understand the impact of a new policy proposal or service on different people and diverse groups within our service population.

Key questions to consider when reviewing or developing policies, proposal and services:

- Are we acting fairly?
- Are we reaching all the communities we serve or employ, and are we meeting their needs?
- Are we applying the same professional standards in every situation?

An impact assessment is made up of two stages:

Stage 1: Standard screening

A standard screening assessment should produce estimates or signs of possible adverse or unequal impact. It will be based on information you already have.




(See green boxes overleaf)

Stage 2: Detailed screening

If the standard screening assessment points to real concerns about adverse impact, a more detailed assessment will be required. This includes consultation process leading to a final recommendation. Arrangements for monitoring and evaluating the impact of the policy or service will be made as part of the detailed assessment.

(See blue boxes overleaf)

Key for overleaf:

-  Standard screening
-  Detailed screening
-  Things to consider when screening

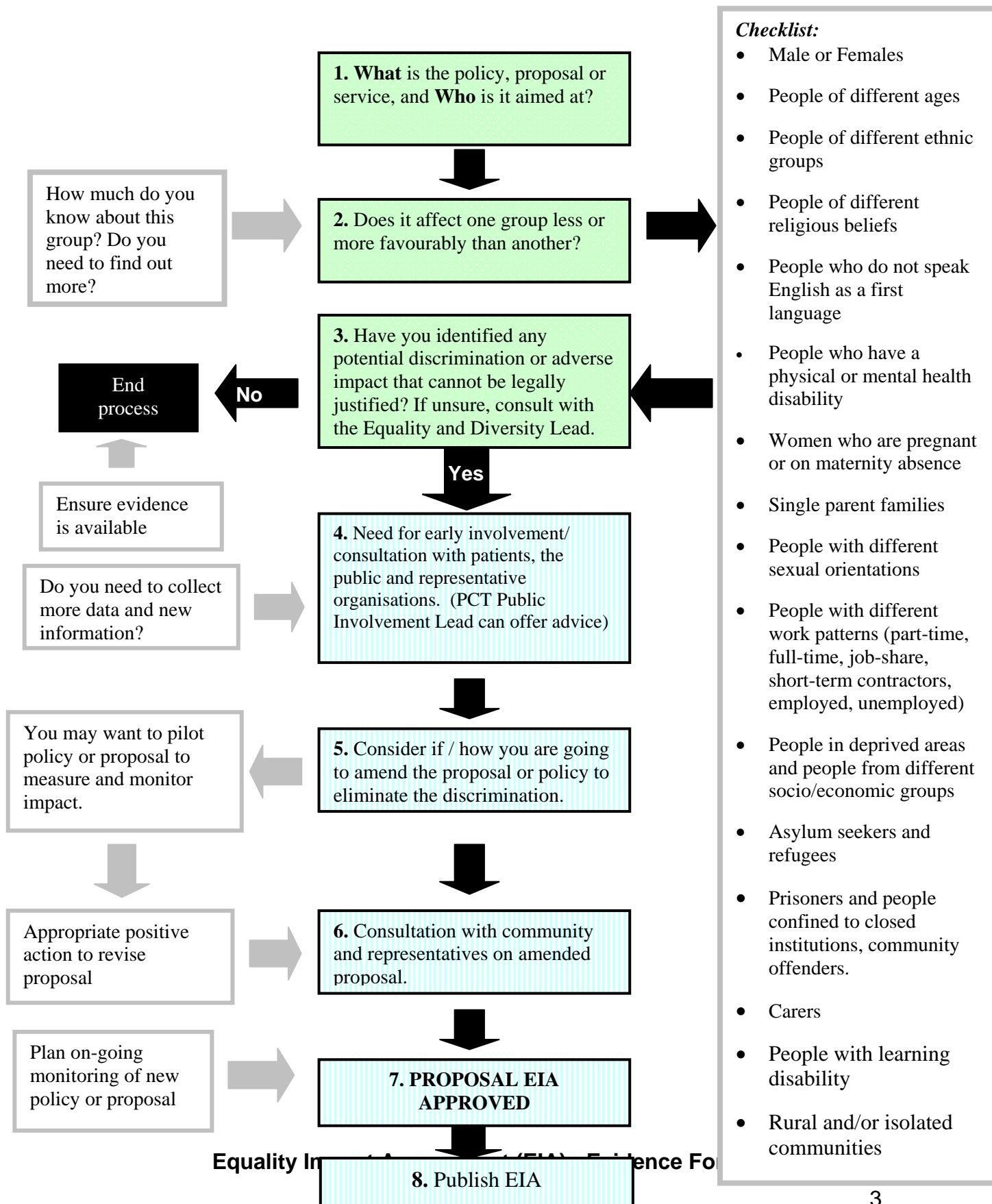
Discrimination:

Unfair treatment of a person or group on the basis of their....colour, race, culture, religion, disability, sexual orientation, age.....

Equality Impact Assessment (EIA) Tool

The PCT strives to design and implement services, policies and measures that meet the diverse needs of our service population and workforce, ensuring that none are placed at a disadvantage over others.

This tool is designed to help you to consider the needs and assess the adverse, positive or neutral impact of your policy, protocol, proposal or service on all groups within our local communities.



The PCT strives to design and implement services, policies and measures that meet the diverse needs of our service population and workforce, ensuring that none are placed at a disadvantage over others. This form is designed to help you to consider the needs and assess the positive, adverse or neutral impact of your policy, protocol, proposal or service on all groups within our local communities, and to record the evidence that you have done so. Any proposal or policy submitted to the Board must have undergone EIA.

This form will be used as evidence of the assessment you have undertaken. It will need to be made available to the Board and PCT's Equality and Diversity Steering Group.

Policy/Proposal/Service Title

Name of EIA Lead: Annika Howard, Communications and Engagement Coordinator

Others involved in assessment: Sarah Adair, Head of Communications and Engagement

Date EIA commenced: 2 June 2010

EIA Completed and Approved

Signature (Lead Director): Ronan O'Connor

Name (print) Ronan O'Connor

Job Title: Director of Communications and Engagement

Date: 25 November 2010

ONCE COMPLETED, PLEASE SUBMIT TO EQUALITY AND DIVERSITY LEAD FOR EVIDENCE AND PUBLICATION.

STAGE 1: Standard Screening

EIA questions	EIA Narrative	Sources of Evidence
<p>1. What is purpose and objectives of the policy, proposal or service?</p>	<p>The aims and objectives of the media strategy are to:</p> <ul style="list-style-type: none"> • Develop good media relations and address any inaccuracies. • Develop good media relations to prevent misunderstanding and confusion. • Protect the reputation of NHS Oxfordshire. • Increase confidence in NHS Oxfordshire. • Establish NHS Oxfordshire as the leader of the local NHS. • Provide consistent and timely messages to the media. • Ensure our audiences are aware of service successes and developments. • Increase awareness of the issues facing NHS Oxfordshire and the local health economy which impact on the public. • Work with our local media to promote public health messages. • Encourage the public to be involved as active partners in promoting their own health and wellbeing. • Identifying, training and supporting potential media spokespeople at NHS Oxfordshire. <p>This strategy sets out how NHS Oxfordshire (PCT) will develop a positive and proactive approach to media relations, how we will build a positive profile of NHS Oxfordshire; promote the health and wellbeing of people in the County in partnership with relevant organisations and with the media and manage potential negative press coverage effectively.</p> <p>To ensure that media relations support the objectives and implementation of the communications and engagement strategy which in turn support the PCT's strategic goals. By doing so, this will support all communications and engagement work required to deliver the PCT's strategic aims.</p> <p>This project involves further development of the PCT's current media activities and also the adoption of clear, documents processes and approaches the media. The project is part of the overall Communications and Engagement Strategy for NHS Oxfordshire.</p> <p>Yes, we surveyed our local journalists.</p>	

EIA questions	EIA Narrative	Sources of Evidence
2. Who is the policy, proposal or service aimed at?	The Communications and Engagement Strategy identifies our key stakeholders, many of whom can be targeted through the local and national media and trade publications. When designing communication and engagement strategies for different projects, initiatives and public health campaigns careful consideration will need to be given to how we use the media to push our key messages and help achieve our objectives.	
3. Does it affect one group less or more favourably than another (see groups below)?	See responses below.	
Male or Females	N/A	
People of different ages	Neutral – There will always be people in each age group that do not engage with local media however, this project is intended to better target our messages to ensure we are doing the best we can to reach the right people with the right message. This project is intended to enhance existing communications and not replace them.	
People of different ethnic groups	N/A	
People of different religious beliefs	N/A	
People who do not speak English as a first language	Neutral – non-English speakers may find it harder to understand coverage in the local media, print or broadcast however, there are local media outlets specifically targeted at people for whom English may not be their fist language and we will need to ensure we target the messages appropriately.	

EIA questions	EIA Narrative	Sources of Evidence
People who have a physical disability	Neutral – Those people with a visual impairment may find it harder to understand coverage in the local media, print or broadcast. However, we can send all press releases to the Oxford and District talking news. It is important to emphasise that this project is intended to enhance existing communications and not replace them. All public leaflets are available in other formats on request and the website is available in different font sizes.	www.oxtalk.org.uk
People who have a mental disability	N/A	
People with learning disabilities	N/A	
Women who are pregnant or on maternity absence	N/A	
Single parent families	N/A	
People with different sexual orientations	N/A	
People with different work patterns (part-time, full-time, job-share, short-term contractors, employed, unemployed)	N/A	
People in deprived areas and people from different socio/economic groups	Neutral – Access may be limited due to literacy levels, however because we are working with print, online and broadcast media people have more than one means of accessing local media. The PCT also continues to engage with these communities using appropriate channels and traditional communication methods.	

EIA questions	EIA Narrative	Sources of Evidence
Asylum seekers and refugees	Neutral – If people are non-English speakers may find it harder to understand coverage in the local media, print or broadcast however, there are local media outlets specifically targeted at people for whom English may not be their first language and we will need to ensure we target the messages appropriately. The PCT also continues to engage with these communities using appropriate channels and traditional communication methods.	
Prisoners and people confined to closed institutions, community offenders	Neutral – Access to local media may be limited. However the PCT also continues to engage with these communities using appropriate channels and traditional communication methods.	
Carers	N/A	
Rural and/or isolated communities	N/A	
<p data-bbox="107 737 416 938">4. Have you identified any potential discrimination or adverse impact that cannot be legally justified?</p> <p data-bbox="107 975 398 1064">If unsure, consult with the PCT Equality and Diversity Lead.</p>	No.	

STAGE 2: Detailed Screening (PCT's Equality and Diversity Lead to advise)

EIA questions	EIA Narrative	Sources of Evidence
<p>1. Need for early involvement/consultation with patients, the public and representative organisations. (named PPI Lead can offer advice)</p>	<p>A consultation, including a public workshop and online consultation, has taken place on the full communications and engagement strategy. We surveyed our local journalists in early 2010 to gather candid feedback.</p>	
<p>2. Consider how you are going to amend the proposal or policy to eliminate the discrimination.</p>	<p>n/a</p>	
<p>3. Consultation with community and representatives on amended proposal.</p>	<p>n/a</p>	
<p>4. What processes are in place for on-going</p>	<p>Monitoring the strategy is two fold. One area we need to concentrate on is the monitoring of media activity; the other is monitoring the implementation of the media strategy.</p> <p>The implementation of the media strategy will be monitored by the team on a monthly</p>	

monitoring of policy or proposal implementation?	basis and by the already established Communication and Public Involvement Group. An activity report as part of the communications and engagement strategy report will also be taken to the PCT Board twice a year.	
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EIA Action Plan Follow-up

(for EIA of existing services, policies or projects)

EIA Recommendations	Key actions required	Officer Responsible	Progress Made
<i>NONE</i>			