

## Equality Impact Assessment (EQIA) form

### A. General Information

<b>Name of proposal</b>	SSSC Brand Guide 2023
<b>Responsible department</b>	Communications and Policy

### B. Aims of the proposal

<b>What do you hope to achieve?</b>	The brand guide gives an overview of our brand which helps all those we engage with to recognise who we are to form a connection with us.
<b>Why is the proposal needed?</b>	The brand guide gives direction and guidance on how we present ourselves and makes sure we have clear and consistent messaging and visual identity. It helps staff and people outside the organisation know who we are, what we do and what we stand for. It is the master document that sets the standards for design of documents, any visual material, digital products, websites etc, or any other output that is a brand identifier. It contains advice and information on house style for writing, design, digital products etc.
<b>How will the proposal contribute to the SSSC's strategic objectives and/or priorities?</b>	<p>The brand guide supports all four of the strategic plan themes: trusted, skilled, confident and valued by ensuring that our outputs are clear, consistent, understandable and recognised as from the SSSC.</p> <p>Our brand guide also supports our values.</p>

<b>How will the proposal address the SSSC's Equality duties?</b>	<p>The brand guide addresses our equalities duties through setting out how we present ourselves in a consistent and clear way that is understandable and accessible so that there is equality of opportunity between people who share a relevant protected characteristic and those who do not.</p> <p>It guides us in relation to the language we use, specifically plain language, and the messaging used to describe ourselves. It guides the way we set out our materials about font, colour palette, layout and design. It provides guidance on accessibility for our staff and representatives to use in their work.</p>
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### **C. Data and evidence gathering**

<b>What evidence has been used to come to the decisions contained in this EqIA?</b>	Knowledge and experience of the Multimedia Graphic Designer and the Communications Team. Used the previous brand guide as a baseline and updated it to incorporate changes in the requirements for accessibility for public sector bodies including links to the most up to date guidance.
<b>Has the proposal been the subject of relevant engagement and/or consultation?</b>	<p>We have consulted with the Operational Management Team and Executive Management Team in updating the brand guide. We carried out a survey in preparation for the review of the guide in October 2020 which included both internal and external stakeholders.</p> <p>We also gather feedback through the SSSC's annual surveys and engagement with registrants, employers and other stakeholders and customers.</p>
<b>Has best judgement been used in place of data/research/evidence?</b>	Yes
<b>Have any gaps been found in the data?</b>	N/A

## D. ASSESSING IMPACT AND IDENTIFYING OPPORTUNITIES TO PROMOTE EQUALITY

- Gender

Our brand guide promotes equality through using diverse imagery clearly specifying that images should include a range of jobs, roles, ethnicity, age, gender of social service workers.

We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of gender.

- Ethnicity

Our brand guide promotes equality through using diverse imagery clearly specifying that images should include a range of jobs, roles, ethnicity, age, gender of social service workers.

The Brand Guide promotes the use of plain language which helps make our communications as easy to understand as possible. We believe this will help promote equality of opportunity on the basis of ethnicity as it will help anyone whose first language is not English to better understand our messages.

We have not identified any other potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of ethnicity.

- Disability

The Brand Guide provides links to guidance on accessibility requirements such as making images, tables, use of colour accessible. It will have a positive impact on those with a visual disability through making sure our documents are set up for use by screen readers and other technologies.

The Brand Guide promotes the use of plain language which helps make our communications as easy to understand as possible. We believe this will help promote equality of opportunity on the basis of disability as it will help people with learning disabilities to better understand our messages.

- Sexual Orientation

We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of sexual orientation.

<ul style="list-style-type: none"> <li>• Gender Reassignment</li> </ul> <p>We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of gender reassignment.</p>
<ul style="list-style-type: none"> <li>• Age</li> </ul> <p>Our brand guide promotes equality through using diverse imagery clearly specifying that images should include a range of jobs, roles, ethnicity, age, gender of social service workers.</p> <p>We have not identified any other potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of age.</p>
<ul style="list-style-type: none"> <li>• Marital and Civil Partnership</li> </ul> <p>We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of marital and civil partnership.</p>
<ul style="list-style-type: none"> <li>• Pregnancy and Maternity</li> </ul> <p>We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of pregnancy and maternity.</p>
<ul style="list-style-type: none"> <li>• Religion/Belief/Non-belief</li> </ul> <p>We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of religion/belief/non-belief.</p>

## **E. CHALLENGES AND OPPORTUNITIES FOR GROUPS LIVING IN AN ISLAND COMMUNITY**

This section considers the impact or effect of the proposal on island communities and whether this could be significantly different from its effect on other communities.

We have not identified any potential impact, either negative or positive resulting from the SSSC Brand Guide on the basis of living in an island community. We do not require an ICIA (Islands Community Impact Assessment).

## **F. CHILD RIGHTS AND WELLBEING**

This section considers the impact of the proposal on children and young people, or specific groups of children and young people, in Scotland.

The Brand Guide promotes the use of plain language which helps make our communications as easy to understand as possible. We believe this will go some way towards helping young people to better understand our messages. The guide may not have a direct impact on the rights and wellbeing of children and young people but may have an indirect impact through helping those who work with children and young people to better understand who we are, what we do and what we stand for through our use of the brand guide and its principles.

## **G. HEALTH AND WELLBEING AND HEALTH INEQUALITIES**

This section considers the impact of the proposal on physical and mental health and wellbeing; this includes for example, participation, creativity and developing potential.

The Brand Guide promotes the use of plain language which helps make our communications as easy to understand as possible. We believe that using plain language which helps make our communications as easy to understand as possible will mean that any information about health and wellbeing is likely to be understood by more people.

## **H. ECONOMIC AND SOCIAL SUSTAINABILITY**

This section is concerned with the impact of the proposal on pay and employment opportunities as well as valuing and supporting voluntary work.

We have not identified any potential impact on economic and social sustainability, either negative or positive resulting from the SSSC Brand Guide.

## I. Care experienced children, young people and adults

This section concerns our duties to put Scotland's care experienced children, young people and adults at the heart of what we do.

The Brand Guide promotes the use of plain language which helps make our communications as easy to understand as possible. We believe this goes some way towards helping us meet our duties to put care experienced children, young people and adults at the heart of what we do. The guide may not have a direct impact but indirectly impacts this through helping those who work with care experienced children, young people and adults to better understand who we are, what we do and what we stand for through our use of the brand guide and its principles.

## J. DECISION MAKING

Which of the following statements best describes the action that should be taken following the EqIA in relation to your proposal?

<b>No major change</b>	<input checked="" type="checkbox"/>
<b>Adjust the policy</b>	<input type="checkbox"/>
<b>Continue with Policy</b>	<input type="checkbox"/>
<b>Stop and remove the policy</b>	<input type="checkbox"/>

Outline the reasons why you've selected this option

We have not identified any major changes following the completion of the Equality Impact Assessment.

### K. MONITORING AND REVIEWING

How will the implementation of the policy/proposal be monitored? How and when will the impact of the proposal be reviewed? Outline the actions that will be taken, the timescale for these and who will be responsible for carrying out these actions.

Action	Timescale	Person Responsible
The policy will be monitored on a two-yearly cycle to test for effectiveness and continued suitability.	Ongoing.	Nicola Chainey  Communications Manager

### L. SIGN OFF

**Name:** Nicola Gilray

**Title:** Head of Strategic Communications and Policy

**Date Approved:** 02 August 2023