



Staffordshire Police Equality Impact Assessment



The purpose of this EIA is to ensure you consider any equality issues as part of your decision making when developing / reviewing your policy / procedure.

Please complete the sections below and send to the Equality and Diversity unit to be quality assured. New / revised policies cannot be published on the policy database until the EIA has passed the quality assurance process.

Title of policy/procedure:	Media Policy for effective and appropriate relationships with the media
Department:	Corporate Communication
Date:	17/7/2012

1. Identify the aims and purpose of the policy

The purpose of this policy is to:

- establish a clear and consistent approach to working with the media based on national guidelines and industry best practice
- clarify roles and responsibilities for media liaison
- define appropriate relationships between the police and the media
- maintain and further develop proactive, open and transparent relationships with the media to support the force's mission and strategic priorities

2. Identify the individuals and organisations who are likely to have an interest in, or be affected by the policy.

- All members of the force;
- Staff associations;
- Although the procedure applies to members of the force only, the public may have an interest;

- **The media.**

3. Data

Summarise the findings of any monitoring data / information which you have considered regarding the impact of this policy on people from all or any of the protected groups. This could include national or local data.

These are addressed by the key principles of the policy.

As detailed in the force's overarching Communities First strategy we will be open and transparent in our communications to ensure we are accountable to those that we serve. We will only withhold information for investigative, operational or legal reasons.

We will always communicate with dignity and respect for individuals and communities ensuring information is managed legally, ethically and professionally.

Our communication will be timely, relevant and accessible, recognising the diverse audiences within the county based on age, disability, race, religion or belief, sex, sexual orientation or transgender.

We will always aim to deliver communication plans and activity in partnership to be more effective and efficient.

We will be flexible and responsive to the needs of front-line, operational policing by offering and prioritising support to where it is needed.

This policy also takes account the national guidance provided by the ACPO Communications Advisory Group (CAG).

3.1 Age

As above

3.2 Disability

As above

3.3 Race

As above

3.4 Religion or Belief

As above

3.5 Sex

As above

3.6 Sexual Orientation

As above

3.7 Transgender

As above

4. Research

Summarise the findings of any research you have considered regarding this policy for all or any of the protected groups. This could include information you have obtained from other sources eg. ACPO, Home Office.

4.1 Age

Research included a review of existing ACPO MAG guidance and reviews of media policies of a number of neighbouring and other forces including West Midlands, Cheshire, Warwickshire, Lancashire and the Metropolitan Police.

4.2 Disability

see 4.1 above

4.3 Race

see 4.1 above

4.4 Religion or Belief

see 4.1 above

4.5 Sex

see 4.1 above

4.6 Sexual Orientation

see 4.1 above

4.7 Transgender

see 4.1 above

5. Consultation

Summarise the opinions of any consultation for all or any of the protected groups. Who was consulted and how e.g. survey, discussion, forum.

If there was no consultation please justify why.

Consultation included COMM membership (includes UNISON, Police Federation and Supt's Association) in June 2012 and the Trade Union and Staff Association (TUSAM) meeting in the same month.

5.1 Age

There was no specific consultation in relation to age.

5.2 Disability

There was no specific consultation in relation to disability.

5.3 Race

There was no specific consultation in relation to race.

5.4 Religion or Belief

There was no specific consultation in relation to religion or belief.

5.5 Sex

There was no specific consultation in relation to sex.

5.6 Sexual Orientation

There was no specific consultation in relation to sexual orientation.

5.7 Transgender

There was no specific consultation in relation to age.

6. Conclusions

Taking into account the results of the monitoring, research and consultation, set out how the policy impacts or could impact on people from the following protected groups? (Include positive and/or negative impacts)

The principles stated in section 3 above set out that our work with the media will be targeted to ensure we reach specific audiences to provide public information and reassurance. Particular publications/media targeting protected characteristic groups set out in 6.1 to 6.7 below are used, and contact details of local publications/media organisations are held on the force's Solcara media database.

The force also uses other direct forms of communication, such as social media and targeted neighbourhood newsletters, to reach specific audiences as indicated below.

6.1 Age

To target younger people we use social media (Facebook and Twitter) and can also use specific media like 'Staffs Live' to reach students. 'Staffs Live' is a website produced by journalism students at Staffordshire University. The website includes news, sport and entertainment information from across the county.

We know from the listenership profile that we can reach older people tuning in to radio stations such as BBC Radio Stoke and Signal 2.

6.2 Disability

We have again used Facebook to target messages to those with disabilities or those who are carers. We have also targeted messages to specific support websites such as 'Staffordshire Cares'.

6.3 Race

We are able to target people by race using social media. For example, Facebook has

been used to raise awareness of race hate crimes and how to report hate crimes directly to Staffordshire Police or via the True Vision website: www.report-it.org.uk.

In terms of targeting particular ethnic groups, we have also used neighbourhood newsletters (sometimes in specific languages), and specific media such as BBC Radio Stoke's 'Desi Show' – a music and talk show for South Asian listeners.

6.4 Religion or Belief

We have used Radio Ramadan (a Muslim radio station that broadcasts during Ramadan), Cross Rhythms (online Christian radio and podcasts), and newsletters targeted at local faith groups to communicate with people of a particular religion/belief.

6.5 Sex

We can target specific messages to males or females via Facebook.

6.6 Sexual Orientation

We have used Midland Zone, a magazine publication aimed at the gay community to communicate with the lesbian, gay and bi-sexual (LGB) community.

Messages to LGB groups can be targeted via Facebook, the social media tool.

Facebook has been used to raise awareness of sexual orientation hate crimes and how to report hate crimes directly to Staffordshire Police or via the True vision website: www.report-it.org.uk

6.7 Transgender

Social media (Facebook) has been used to communicated messages to transgender people. This includes raising awareness of transgender hate crimes and how to report hate crimes directly to Staffordshire Police or via the True vision website: www.report-it.org.uk

7. Decisions

If the policy will have a negative impact on members of one or more of the protected groups, explain how the policy will change or why it is to continue in the same way.

If no changes are proposed, the policy needs to be objectively justified.

Not applicable

8. Monitoring arrangements

If the policy is new what consideration has been given to piloting the policy?

If monitoring is not already in place what arrangements have been made to monitor the effects of the policy on equality and diversity?

The policy will be reviewed annually as part of the Corporate Communications Departmental plan.

This equality impact assessment will be published on the force website.

EIA Form Dated
01/11/11