

## Equality and Diversity Council Meeting Paper

28<sup>th</sup> April 2015

### Communications Subgroup Update

#### Purpose and context

The Equality and Diversity Council provides visible and robust leadership on equality issues across the health care system. The Council has agreed the need for a collaborative approach in communicating the work of the EDC and its key messages to the wider health care system, and beyond.

#### Action taken to date

Key EDC messages and an EDC Communications Strategy has been drafted and agreed upon by EDC members. A virtual EDC Communications Group has been established and includes communications expertise from NHS England, NHS Leadership Academy, NHS Employers, Health Education England, NHS Providers, CQC, TDA, and Monitor. Key communication messages are sent to contacts within each of these organisations, to ensure consistent and timely messaging to the system.

The most recent communication activities have included:

- Inclusion of WRES and EDS2 within the NHS standard contract from April 2015
- Publication of the WRES Technical Guidance and associated resources
- Launch of the new EDS2 resources, including the EDS2 animation video

Current communication mechanisms for the EDC include:

- An EDC webpage – providing background and information to the Council and where EDC material including minutes of meetings and membership details can be found
- EDC and individual organisation's twitter accounts
- An email account for communicating to EDC members and beyond

#### Current position

The established virtual communications group has a key role to communicate, in a consistent and timely manner, the current work of the EDC, including:

- Work on equality and the workforce, including the roll-out and implementation of the Workforce Race Equality Standard (WRES);
- The consistent implementation of the Equality Delivery System – EDS2;
- Plans for equality data Information Standard(s) development;
- Future direction of the EDC and its programme of work.

## Key risks

The absence of consistent communications messaging is likely to have a negative impact upon:

- Positively positioning the EDC as a body of influence in promoting equality and tackling health inequalities within the NHS and beyond;
- Improving understanding of how people's differences, cultural expectations and social status can affect their experiences, health outcomes and quality of care and how EDC can help shape that process;
- Keeping the wider system updated on the current and future work programme of the EDC and how it aligns with key policy levers;
- Timely promotion and communications coverage of EDC products such as the Workforce Race Equality Standard and the Equality Delivery System for the NHS – *EDS2*.

## Next steps

- Continue to communicate the work and products of the Council via the virtual communications group.

## Recommendation and action requested

For the EDC to note the above.

**EDC Virtual Communications Group**  
**April 2015**