

Media Policy Equality Impact Assessment

Title of work: NHS Media Policy 2024	Date of completion: 16 February 2024	Completed by: Ruth Fry
Description of work: This document sets out NHS Highland policy for working with the media, including roles, responsibilities and procedures. It gives a broad corporate framework to guide staff in developing a positive two-way relationship with the media. This is a refresh of the 2020 version of the policy.		
Outcome of work: The policy aims to ensure the media provides accurate and helpful information to the public, while protecting individuals' confidentiality. It aims to protect the reputation of NHS by guiding staff on their interactions with the media.		
Who: Stakeholders: (who will this work affect?) The policy applies to all NHS employees, which includes people with protected characteristics. The media itself has a broad audience, as it encompasses print, radio, tv and digital media consumed by a wide range of people. In general, media interacting with NHS will be targeting residents of the Highlands and Argyll and Bute, but audiences may sometimes be larger, for example for tv or national press. BBC Alba caters for a Gaelic-speaking audience. It should be assumed that media audiences include people with protected characteristics.		
How do you know: Stakeholder engagement: How will you know what impact this will have - please detail what work you have done to find this out? Remember to consider the way in which you use language matters. We have looked at the demographics of the population served by NHS: https://www.nhshighland.scot.nhs.uk/about/our-population-and-people/		

And the public health profiles: <https://www.nhshighland.scot.nhs.uk/about/publications-and-public-records/public-health-profiles/>

We have also looked at the data available on our workforce: <https://www.nhshighland.scot.nhs.uk/media/whdit3vv/nhs-highland-3-year-strategic-workforce-plan.pdf>

We have used data from Ofcom to inform us of wider audience usage of media:

- <https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/2023>
- https://www.ofcom.org.uk/data/assets/pdf_file/0019/241930/News-Consumption-Survey-2022-Scotland.pdf

The draft policy was shared with the staff Listening and Learning Panel. No comments relevant to the EQIA were received.

What will the impact of this work be? (see appendix 1 for list of protected characteristics and other groups that you may wish to identify)

People may also be excluded from some types of media due to digital exclusion, literacy, or language difficulties. For a small minority of people in our audience, their religion may exclude them from accessing media or some types of media due to beliefs about technology or imagery. While most people access some form of news media, it is important that we do not rely solely on media as a form of communication with our audiences.

Given all of the above what actions, if any, do you plan to take?

EQIAs for NHH projects and policies should take into account the communications needs of their audiences and whether media interaction is appropriate. To remind staff of this, the Media Policy 2023 has been updated to include the principle of “To use appropriate media to reach target audiences as set out in the Communications and Engagement Annual Action Plan”

The NHH Gaelic Language Plan separately details our approach to Gaelic media relations.

**Approved by:
Area Partnership Forum**