



Equality Impact: Screening and Assessment Form

Section 1: Policy details - policy is shorthand for any activity of the organisation and could include strategies, criteria, provisions, functions, practices and activities including the delivery of our service.	
a. Name of policy or practice (list also any linked policies or decisions)	Social Media policy
b. Name of department	Corporate Affairs and Engagement
c. Name of Lead	Mark Bargon
d. Equality Impact Assessment Team [names, job roles]	
e. Date of assessment	
f. Who are the main target groups / who will be affected by the policy?	Scottish Ambulance Service staff and volunteers
g. What are the intended outcomes / purpose of the policy?	For staff and volunteers to use social media responsibly To ensure that social media use by staff and volunteers is effective, lawful and does not compromise Scottish Ambulance Service information, ICT or reputation
h. Is the policy relevant to the General Duty to eliminate discrimination? advance equality of opportunity? foster good relations?	Yes
If yes to any of the three needs complete all sections of the form (2- 7) If no to all of the three needs provide brief detail as to why this is the case and complete only section 7 If don't know: complete sections 2 and 3 to help assess relevance	

Section 2: Evidence, consultation and involvement Please list the available evidence used to assess the impact of this policy, including the sources listed below. Please also identify any gaps in evidence and what will be done to address this.			
a. Previous consultation / involvement with community, including individuals or groups or staff as relevant. Please outline details of any involvement / consultation, including dates carried out and protected characteristics			
Details of consultations - where, who was involved	Date	Key findings	Protected characteristics
Short Term Social Media group containing the following people: <ul style="list-style-type: none"> • Mark Bargon , Digital Communications Manager • Sharon Simpson – Communication and Engagement Manager • Graeme Fergusson – HR Manager • John Morton – Media Manager • James Marsh - Education Lead Digital Learning 	3/06/2016	The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person. The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.	Age

<p>and Commercial Services</p> <ul style="list-style-type: none"> • John Buchanan – Resilience Officer • Dave Bywater – Consultant Paramedic • Maureen Young – Scottish Charity Air Ambulance • Pat O’Meara – National Head of Ambulance Control Services • Robert Pearson – East ACC Supervisor • Murray McEwan – National Community Resilience Manager • Anne Harrison - Community Resilience Team Leader 			
Short Term Social Media	3/06/2016	The policy is there to ensure that staff and volunteers to	Disability

<p>group containing the following people:</p> <ul style="list-style-type: none">• Mark Bargon , Digital Communications Manager• Sharon Simpson – Communication and Engagement Manager• Graeme Fergusson – HR Manager• John Morton – Media Manager• James Marsh - Education Lead Digital Learning and Commercial Services• John Buchanan – Resilience Officer• Dave Bywater – Consultant Paramedic• Maureen Young – Scottish Charity Air Ambulance		<p>do not use social media to discriminate against any group or individual person. The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.</p>	
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<ul style="list-style-type: none"> • Pat O’Meara – National Head of Ambulance Control Services • Robert Pearson – East ACC Supervisor • Murray McEwan – National Community Resilience Manager • Anne Harrison - Community Resilience Team Leader 			
<p>Short Term Social Media group containing the following people:</p> <ul style="list-style-type: none"> • Mark Bargon , Digital Communications Manager • Sharon Simpson – Communication and Engagement 	3/06/2016	<p>The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person.</p> <p>The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.</p>	Gender reassignment

<p>Manager</p> <ul style="list-style-type: none">• Graeme Fergusson – HR Manager• John Morton – Media Manager• James Marsh - Education Lead Digital Learning and Commercial Services• John Buchanan – Resilience Officer• Dave Bywater – Consultant Paramedic• Maureen Young – Scottish Charity Air Ambulance• Pat O’Meara – National Head of Ambulance Control Services• Robert Pearson – East ACC Supervisor• Murray McEwan – National Community			
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Resilience Manager <ul style="list-style-type: none"> Anne Harrison - Community Resilience Team Leader 			
			Gender / sex
			Marriage / civil partnership *
			Pregnancy / maternity
Short Term Social Media group containing the following people: <ul style="list-style-type: none"> Mark Bargon , Digital Communications Manager Sharon Simpson – Communication and Engagement Manager Graeme Fergusson – HR Manager John Morton – Media Manager 	3/06/2016	The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person. The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.	Race

<ul style="list-style-type: none">• James Marsh - Education Lead Digital Learning and Commercial Services• John Buchanan – Resilience Officer• Dave Bywater – Consultant Paramedic• Maureen Young – Scottish Charity Air Ambulance• Pat O’Meara – National Head of Ambulance Control Services• Robert Pearson – East ACC Supervisor• Murray McEwan – National Community Resilience Manager• Anne Harrison - Community Resilience Team Leader			
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<p>Short Term Social Media group containing the following people:</p> <ul style="list-style-type: none"> • Mark Bargon , Digital Communications Manager • Sharon Simpson – Communication and Engagement Manager • Graeme Fergusson – HR Manager • John Morton – Media Manager • James Marsh - Education Lead Digital Learning and Commercial Services • John Buchanan – Resilience Officer • Dave Bywater – Consultant Paramedic 	<p>3/06/2016</p>	<p>The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person. The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.</p>	<p>Religion / belief</p>

<ul style="list-style-type: none"> • Maureen Young – Scottish Charity Air Ambulance • Pat O’Meara – National Head of Ambulance Control Services • Robert Pearson – East ACC Supervisor • Murray McEwan – National Community Resilience Manager • Anne Harrison - Community Resilience Team Leader 			
<p>Short Term Social Media group containing the following people:</p> <ul style="list-style-type: none"> • Mark Bargon , Digital Communications Manager 	3/06/2016	<p>The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person.</p> <p>The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.</p>	Sexual orientation

<ul style="list-style-type: none">• Sharon Simpson – Communication and Engagement Manager• Graeme Fergusson – HR Manager• John Morton – Media Manager• James Marsh - Education Lead Digital Learning and Commercial Services• John Buchanan – Resilience Officer• Dave Bywater – Consultant Paramedic• Maureen Young – Scottish Charity Air Ambulance• Pat O’Meara – National Head of Ambulance Control Services• Robert Pearson – East ACC Supervisor			
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<ul style="list-style-type: none"> • Murray McEwan – National Community Resilience Manager • Anne Harrison - Community Resilience Team Leader 			
<p>Short Term Social Media group containing the following people:</p> <ul style="list-style-type: none"> • Mark Bargon , Digital Communications Manager • Sharon Simpson – Communication and Engagement Manager • Graeme Fergusson – HR Manager • John Morton – Media Manager • James Marsh - 	3/06/2016	<p>The policy is there to ensure that staff and volunteers to do not use social media to discriminate against any group or individual person.</p> <p>The policy is there to help the Service engage with groups through social media who we may have had limited opportunity to engage with through other channels.</p>	<p>Cross cutting - e.g. health inequalities - people with poor mental health, low incomes, involved in the criminal justice system, those with poor literacy, are homeless or those who live in rural areas.</p> <p>Other?</p>

<p>Education Lead Digital Learning and Commercial Services</p> <ul style="list-style-type: none">• John Buchanan – Resilience Officer• Dave Bywater – Consultant Paramedic• Maureen Young – Scottish Charity Air Ambulance• Pat O’Meara – National Head of Ambulance Control Services• Robert Pearson – East ACC Supervisor• Murray McEwan – National Community Resilience Manager• Anne Harrison - Community Resilience Team Leader			
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	Available evidence
b. Research and relevant information	Reviewed social media policies form a number of organisations including other Health Boards and local councils
c. Knowledge of policy lead	
d. Equality monitoring information -- including service and employee information	
e. Feedback from service users, partner or other organisations as relevant	Social Media Policy Group included Maureen Young from the Scottish Charity Air Ambulance
f. Other	
g. Are there any gaps in evidence? Please indicate how these will be addressed	
Gaps identified	
Measure to address these; give brief details. Further research? Consultation? Other	
Note: specific actions relating to these measures can be listed at section 5	

Section 3: Analysis of positive and negative impacts			
Please detail impacts in relation to the three needs specifying where the impact is in relation to a particular need - eliminating discrimination, advancing equality of opportunity and fostering good relations			
Protected characteristics	i. Eliminating discrimination	ii. Advancing equality of opportunity	iii. Fostering good relations
Age			
Positive impacts	Ensuring that staff and volunteers do not discriminate people due to their age		
Negative impacts			
Opportunities to enhance equality	Giving the opportunity for the Service to engage with all age groups.		
Disability			
Positive impacts	Ensuring that staff and volunteers do not discriminate people due to their disability		
Negative impacts			
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people with disabilities		
Gender reassignment			
Positive impacts	Ensuring that staff and volunteers do not discriminate against people who have had a gender reassignment		
Negative impacts			
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people who have had a gender reassignment		
Gender / sex			

Positive impacts	
Negative impacts	
Opportunities to enhance equality	
Marriage / civil partnership	
Positive impacts	
Negative impacts	
Opportunities to enhance equality	
Pregnancy / maternity	
Positive impacts	
Negative impacts	
Opportunities to enhance equality	
Race	
Positive impacts	Ensuring that staff and volunteers do not discriminate people due to their race
Negative impacts	
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people of all races
Religion / belief	
Positive impacts	Ensuring that staff and volunteers do not discriminate people due to their religious beliefs
Negative impacts	
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people from all religions
Sexual orientation	
Positive impacts	Ensuring that staff and volunteers do not discriminate people due to their sexual orientation
Negative impacts	
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people from all sexual orientation groups

Cross cutting - e.g. health inequalities people with poor mental health, low incomes, involved in the criminal justice system, those with poor literacy, are homeless or those who live in rural areas. Other	
Positive impacts	Ensuring that staff and volunteers do not discriminate people who are suffering from mental health
Negative impacts	
Opportunities to enhance equality	Giving the opportunity for the Service to engage with people from all groups
Note: specific actions relating to these measures can be listed at section 5	

Section 4: Addressing impacts
Select which of the following apply to your policy and give a brief explanation - to be expanded in Section 5: Action plan

	Reasons
a. No major change - the EQIA shows that the policy is robust, there is no potential for discrimination or adverse impact and all opportunities to promote equality have been taken	The policy is there to ensure that there is no discrimination and to encourage the opportunity for the Service to engage with groups who have had little opportunity to engage with the Service.
b. Adjust the policy – the EQIA identifies potential problems or missed opportunities and you are making adjustments or introducing new measures to the policy to remove barriers or promote equality or foster good relations	

<p>c. Continue the development and implementation of the policy without adjustments – the EQIA identifies potential for adverse impact or missed opportunity to promote equality. Justifications for continuing without making changes must be clearly set out, these should be compelling and in line with the duty to have due regard. See option d. if you find unlawful discrimination. Before choosing this option you must contact the Equalities Manager to discuss the implications.</p>	
<p>d. Stop and remove the policy - there is actual or potential unlawful discrimination and these cannot be mitigated. The policy must be stopped and removed or changed. Before choosing this option you must contact the Equalities Manager to discuss the implications.</p>	

Section 5: Action plan Please describe the action that will be taken following the assessment in order to reduce or remove any negative / adverse impacts, promote any positive impacts, or gather further information or evidence or further consultation					
Action	Output	Outcome	Lead responsible	Date	Protected characteristic / cross cutting issue*

* list which characteristic is relevant - age, disability, gender reassignment, gender / sex, marriage and civil partnership, pregnancy and maternity, race, religion / belief, sexual orientation or cross cutting issue e.g. poor mental health, illiteracy etc

Section 6: Monitoring and review Please detail the arrangements for review and monitoring of the policy	
	Details
a. How will the policy be monitored? Provide dates as appropriate	Monitoring on the use of social media will be ongoing
b. What equalities monitoring will be put in place?	
c. When will the policy be reviewed? Provide a review date.	July 2017

Section 7: Sign off Please provide signatures as appropriate			
Name of Lead	Title	Signature	Date
Mark Bargon	Digital Communications Manager		5/09/2016
Completed form: copy of completed form to be retained by department and copy forwarded to Equalities Manager for publication on Service website			
Provide date this was sent			