

**HR / Corporate Policy Equality Impact Analysis:**

<b>Policy / Project / Function:</b>	Media Policy
<b>Date of Analysis:</b>	9 <sup>th</sup> January 2018
<b>Completed by: (Name and Department)</b>	Sue Lee, Associate Director of Communications and Engagement
<b>What are the aims and intended effects of this policy, project or function?</b>	<p>The purpose of this policy is to:</p> <ul style="list-style-type: none"> <li>• Provide a consistent, planned approach to liaison between the CCG and the media</li> <li>• Maximise opportunities to project a positive image and promote key messages to large audiences</li> <li>• Minimise the publication or broadcast of false or misleading information about the CCG and wider NHS</li> <li>• Acknowledge the important role of the media in providing information to the public about NHS services and formalise support for this process</li> </ul>
<b>Are there any significant changes to previous policy likely to have an impact on staff / other stakeholder groups?</b>	No
<b>Please list any other policies that are related to or referred to as part of this analysis</b>	Confidentiality; Code of Conduct Policy Conflicts of Interest Policy
<b>Who will the policy, project or function affect?</b>	Employees, Board members,
<b>What engagement / consultation has been done, or is planned for this policy and the equality impact assessment?</b>	SLT All employees Governing Body (approval)
<b>Promoting Inclusivity and Hull CCG's Equality Objectives.</b>  How does the project, service or function	Application of this policy helps ensure patients and public have improved access to information and communication barriers are minimised.

<p>contribute towards our aims of eliminating discrimination and promoting equality and diversity within our organisation?</p> <p>How does the policy promote our equality objectives:</p> <ol style="list-style-type: none"> <li>1. Ensure patients and public have improved access to information and minimise communications barriers</li> <li>2. To ensure and provide evidence that equality is consciously considered in all commissioning activities and ownership of this is part of everyone's day-to-day job</li> <li>3. Recruit and maintain a well-supported, skilled workforce, which is representative of the population we serve</li> <li>4. Ensure the that NHS Hull Clinical Commissioning Group is welcoming and inclusive to people from all backgrounds and with a range of access needs</li> </ol>	
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Equality Data	
<p><b>Is any Equality Data available relating to the use or implementation of this policy, project or function?</b></p> <p>Equality data is internal or external information that may indicate how the activity being analysed can affect different groups of people who share the nine <i>Protected Characteristics</i> – referred to hereafter as '<i>Equality Groups</i>'.</p> <p>Examples of <i>Equality Data</i> include: (this list is not definitive)</p> <ol style="list-style-type: none"> <li>1: Recruitment data, e.g. applications compared to the population profile, application success rates</li> <li>2: Complaints by groups who share / represent protected characteristics</li> <li>4: Grievances or decisions upheld and dismissed by protected characteristic group</li> <li>5: Insight gained through engagement</li> </ol>	<p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>Where you have answered yes, please incorporate this data when performing the <i>Equality Impact Assessment Test</i> (the next section of this document). If you answered No, what information will you use to assess impact?</p> <p><b>Please note that due to the small number of staff employed by the CCG, data with returns small enough to identify individuals cannot be published. However, the data should still be analysed as part of the EIA process, and where it is possible to identify trends or issues, these should be recorded in the EIA.</b></p>

## Assessing Impact

Is this policy (or the implementation of this policy) likely to have a particular impact on any of the protected characteristic groups?  
 (Based on analysis of the data / insights gathered through engagement, or your knowledge of the substance of this policy)

Protected Characteristic:	No Impact:	Positive Impact:	Negative Impact:	Evidence of impact and, if applicable, justification where a <i>Genuine Determining Reason</i> <sup>1</sup> exists (see footnote below – seek further advice in this case)
Gender	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of gender
Age	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of age
Race / ethnicity / nationality	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of race/ethnicity/nationality
Disability	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of disability
Religion or Belief	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of religion/belief

1. <sup>1</sup> The action is proportionate to the legitimate aims of the organisation (please seek further advice)

<b>Sexual Orientation</b>	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of sexual orientation
<b>Pregnancy and Maternity</b>	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of pregnancy and maternity
<b>Transgender / Gender reassignment</b>	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of transgender
<b>Marriage or civil partnership</b>	✓			This policy has been considered against this protected characteristic and applies equally to all staff regardless of gender

**Action Planning:**

**As a result of performing this analysis, what actions are proposed to remove or reduce any risks of adverse impact or strengthen the promotion of equality?**

<b>Identified Risk:</b>	<b>Recommended Actions:</b>	<b>Responsible Lead:</b>	<b>Completion Date:</b>	<b>Review Date:</b>

**Sign-off**

All policy EIAs must be signed off by Mike Napier, Associate Director of Corporate Affairs

I agree with this assessment / action plan

If *disagree*, state action/s required, reasons and details of who is to carry them out with timescales:



Signed:

Date: 11.01.18