










Equality, Diversity & Human Rights Week 2017 15–19 May

A toolkit for NHS
communications teams





CONTENTS

 Introduction	3
 Top tips for promoting Equality, Diversity and Human Rights Week	4
 Key messages about the week	5
 Equality and diversity mythbuster	6
 The bigger picture statistics and facts	8
 Template press release	12
 Template articles for your internal and external websites	13
 Tools and resources	14
 Contact details	16

Important:

This toolkit is not a media pack for distribution to journalists. It is designed for NHS communication teams and gives you everything you need to deliver your own local campaign.

INTRODUCTION

This is the sixth Equality, Diversity and Human Rights Week, and the theme for this year is **diverse, inclusive, together**. #EQW2017 is a national platform for NHS organisations to highlight their work to create a fairer, more inclusive NHS for patients and staff.

NHS Employers co-ordinate the week, which this year will take place between **15 and 19 May 2017**. The week brings together best practice from across the NHS on diversity, equality, inclusion and fairness issues, and helps NHS organisations to collectively shine a light on their achievements and priorities.

Equality, Diversity and Human Rights Week is an opportunity for your organisation to profile your local initiatives, highlight your successes and celebrate the people behind them. Your equality and diversity lead, and some of your senior managers, should already be familiar with last year's event. We need your help to promote the 2017 week to staff and your local community and make it an even bigger success than last year.

This communications toolkit will help you to deliver your local campaign and gives you information, templates, tools and resources to help you get your message out through your own channels and local media.

We're sure you'll know the best way to use it for your organisation – promoting your activity in the local media, placing articles on internal and external websites, or using the information for newsletters and publicity materials.

NHS Employers is raising awareness of Equality, Diversity and Human Rights Week 2017 nationally and we hope you'll add your voice.

Find out more on
the NHS Employers website:
www.nhsemployers.org/EQW2017

 **#EQW2017**

Or contact the communications team at
NHS Employers on 0113 306 3000



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

TOP TIPS

Some quick wins to help you promote Equality, Diversity and Human Rights Week 2017:

- Find out what your organisation is doing to mark Equality, Diversity and Human Rights Week 2017 by speaking to your equality and diversity lead. You can make this activity central to your communications, or if you currently don't have anything planned you can use this week to highlight great work over the past year.
- Get in touch with public health colleagues in local government about the work they are doing in the community to share good news stories and promote inclusion.
- Use social media to shout about Equality, Diversity and Human Rights Week 2017. We have created a "together we are..." resource for you to print out, take pictures with your team and colleagues and post on social media channels to help encourage conversation around #EQW2017. There is also an #EQW2017 twibbon campaign for you to upload onto your account. Social media is also a great way to share updates on your activity, and don't forget to use the hashtag **#EQW2017**.
- Talk to patients and colleagues about Equality, Diversity and Human Rights Week 2017 and the positive work that your organisation is doing to address key inclusion issues.



Keep up to date with the **Equality, Diversity and Human Rights Week web pages**. See what other organisations are planning to do during the week on our activity map, and find out about the resources we will be releasing throughout the week.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

KEY MESSAGES

- NHS Employers is co-ordinating the sixth Equality, Diversity and Human Rights Week, 15 to 19 May 2017.
- This week of equality-focused activity aims to raise awareness of equality, diversity and human rights issues in the NHS and celebrate best practice.
- As the largest employer in Europe, with over 1.3 million staff, the NHS has a responsibility to remain at the forefront of the inclusion and fairness agenda for patients and staff.
- There are many excellent examples of work happening in the NHS to embed the principles of inclusion and fairness. Equality, Diversity and Human Rights Week 2017 is an important opportunity for the NHS to demonstrate and celebrate this work.
- Throughout the week, NHS organisations will highlight work that is happening all year round to ensure the NHS continues to meet the diverse needs of local populations and is a place where staff from all backgrounds want to work.
- NHS Employers is championing the week nationally.
- The official theme for the week is **diverse, inclusive, together**.



A day-by-day guide to Equality, Diversity and Human Rights Week 2017 is available on the NHS Employers website at:
www.nhsemployers.org/EQW2017



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

MYTHBUSTER



A number of myths about equality and diversity still prevail in the workplace, including what equality and diversity means, and the benefits and risks associated with discrimination. Here are a few of the most commonly held misconceptions and how you can respond.

“Equality and diversity is just about ticking boxes”

FALSE. While tick boxes are one of the ways of collecting data in NHS organisations, equality and diversity is about translating that data into information to inform change. What doesn't get measured doesn't get done. Equality and diversity needs to be measured and monitored – in the same way that finances are monitored through budgets – so that issues are identified and action can be taken.

The NHS Equality Delivery System (EDS2) is a framework to help organisations use their equality data – alongside qualitative data gathered through engagement with patients and communities – to effectively measure their performance.

Find out more on our diversity and inclusion web pages.

The Workforce Race Equality Standard (WRES) requires NHS organisations to demonstrate progress against a number of indicators of workforce equality, including a specific indicator to address the low levels of Black and Minority Ethnic (BME) board representation.

Find out more on our workforce race equality standard web page.

“Equality and diversity is just political correctness”

FALSE. Equality and diversity is about more than trying not to offend, or making sure you say the right thing. It's about fairness in terms of access to employment and services – and creating an inclusive culture. It's also about freedom from discrimination. Equality and diversity policies and initiatives help to put these widely held values into action.

For example, a hospital trust introduced value-based recruitment for healthcare assistants and support staff and reduced sickness absence by 2 per cent, turnover by 7 per cent and recruitment costs by up to 40 per cent.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

“It’s only a problem for under-represented groups”

FALSE. The Equality Act 2010 applies to all individuals, providers of services and employers. We live in a complex society made up of people from diverse backgrounds and with a range of needs and requirements. This means someone may be seen as advantaged in some areas and, at the same time, disadvantaged in others.

For example, around 77 per cent of the NHS workforce are women, but women are under-represented in certain senior roles.

“There’s no evidence that it has an impact on patient care”

FALSE. People perform best when they can be themselves. Embedding equality and diversity in everything the NHS does will improve conditions for all staff and, ultimately, their patients.

A recent study, showed a clear and compelling need to cultivate a more diverse and effective NHS leadership. The moral arguments against discrimination are clear. The human costs are huge and the impact on patient care is clearly negative and substantial. If staff experience discrimination as a result of their identity as gay, Muslim, disabled or Black African, there is no doubt that patients who are members of these groups will experience similar discrimination.

“Improving equality and diversity won’t save us any money”

FALSE. In fact, it is costly to the NHS not to pursue an effective diversity and inclusion policy. Improving diversity can have a positive impact on the bottom line. In January 2013, a report commissioned by the government’s equalities office concluded that a well managed diversity strategy can bring benefits to the business. The costs of not promoting an inclusive, fair and equitable workplace can have significant costs for employers in terms of high turnover, high sickness absence rates and, ultimately, employment tribunal costs.

“It’s an issue for NHS leaders. Frontline staff can’t change anything”

FALSE. A personal, fair and diverse NHS is one where everyone’s contribution matters and everyone counts. Leadership in this area is crucial at all levels of the NHS. Senior leadership is needed to make equality a core part of quality service delivery. Middle management is vital for putting this into practice, and all NHS staff should be able to identify little things they can do in their day-to-day roles to put patients first and ensure that everyone has equal opportunities and treatment.

Find out more about the NHS Employers’- Personal, Fair and Diverse campaign at @PFDCamps or join the group on Facebook.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

THE BIGGER PICTURE – STATS & FACTS

UK demographics and workforce statistics can help demonstrate the facts behind equality and diversity issues across the UK and within the NHS. We've pulled together some useful statistics for each of the eight key areas of equality and diversity within healthcare in England.

Age

- There are now 11.6 million people aged 65 or over in the UK. (Mid-2015 Population Estimates UK Office for National Statistics, 2016)
- 1.5 million people are aged 85 or over. (Mid-2015 Population Estimates UK Office for National Statistics, 2016)
- There are now over 15 million people in the UK aged 60 and above. (Mid-2015 Population Estimates UK Office for National Statistics, 2016)
- One in four children born today will live to the age of 100.
- There are over 400,000 elderly people living in care homes and 750,000 suffering with dementia. By 2025, approximately one in three people over the age of 60 will have dementia when they die.
- The NHS has an ageing workforce – 47 per cent of the NHS workforce are now aged 45 and above.

Disability

- There are 12.9 million disabled people in the UK. 7 per cent of children are disabled, 17 per cent of working age adults are disabled and 45 per cent of pension age adults are disabled.
- Almost one in three working-age people in the UK have a long-term health condition which puts their participation in work at risk. Around one in five of the working-age population has a mental health condition. As many as 150,000 disabled people who are in work one quarter are out of work the next. Over half (54 per cent) of all disabled people who are out of work experience mental health and/or musculoskeletal conditions as their main health condition.
- The distribution of disabled people is fairly evenly spread across the UK. The North East, Wales, the North West and East Midlands have the highest rates of disability, while London, the South East and the East of England have the lowest.
- One in eight UK employees has a disability.
- Only 3 per cent of the NHS workforce actually declare a disability, while analysis of the annual NHS staff survey results reveals a declaration rate of 17 per cent.
- Despite an increase in the proportion of disabled and non-disabled adults in employment in Britain in 2015/16, less than half of disabled adults were in employment (47.6 per cent), compared with almost 80 per cent of the non-disabled adult population, and the gap between these groups has widened since 2010/11.
- Research by NHS Employers indicated 16 per cent of responders choose not to declare their disability, largely through concerns such as how declaration might affect their career and 41 per cent reported that their disability and the barriers put in their way meant their career progression was negatively affected.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

- People with mental health problems have much higher rates of physical illness, with a range of factors contributing to greater prevalence of, and premature mortality from, coronary heart disease, stroke, diabetes, infections and respiratory disease.
- People with severe mental illness die, on average, 20 years younger than the general population, often from preventable physical illnesses.
- Patients with schizophrenia will, on average, die 14.6 years earlier than the general population, while those with bi-polar disorder die 10.1 years earlier.
- Half of us say we have felt the despair of depression – twice as many as official statistics suggest. Almost nine out of ten of these individuals suffered loneliness as a result of depression, with many struggling to find others to talk to about the condition.

Ethnicity

- While the UK's white population has remained roughly the same size over the past ten years, the ethnic minority population has almost doubled and now is at least eight million people, or 14 per cent of the UK population.
- The proportion of UK citizens from ethnic minority communities is expected to double in the next decades and will be between 20 and 30 per cent by 2050.

- 17 per cent of the NHS workforce have a BME background.
- NHS reported levels of discrimination are highest for black employees and lowest for white employees; all other non-white groups are far more likely to report experiencing discrimination than white employees.
- The NHS staff survey item that was most consistently strongly linked to patient survey scores was discrimination, in particular discrimination on the basis of ethnic background.
- There has been no significant change in the proportion of nonexecutive BME trust board appointments in recent years, continuing the pattern of under-representation compared to both the workforce and the local population.
- The likelihood of white staff becoming managers/senior managers was three times higher than that for BME staff.
- Asian and BME staff are more likely to recommend their employer as a good place to work than white staff, but are still under-represented at senior management levels.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

Gender

- NHS workforce data shows that the proportion of women to men within the overall healthcare workforce is 78 per cent to 22 per cent respectively.
- The NHS is composed of 77 per cent of female staff and yet women make up only 42 per cent of chief executives, 32 per cent of finance directors, 24 per cent of medical directors, 68 per cent of human resources directors and 85 per cent of nursing directors.
- 47 per cent of all doctors practising in the NHS are female and of GP registrars (those training to become GPs), a striking 68 per cent are female.
- Of practising hospital and community doctors who qualified in the United Kingdom, 49 per cent are female, 70 per cent of the CCG workforce are women, 52 per cent of GPs are female.
- There has been a 46 per cent increase in the headcount of female GPs since 2004, while male headcount has decreased by 4.7 per cent.
 - Yet it is also the case that 63 per cent of CCG governing members are male and 74 per cent of CCG GP leads (GPs who lead a particular work stream) are male. Only 22 per cent of CCGs have three or more female GP leads and 29 CCGs have no female GP leads at all.

Gender reassignment

- Research shows that transgender people are likely to have inadequate or inappropriate access to services.
- Transgender medical students report that they are more likely to experience discrimination and harassment from patients and colleagues.
- There is increasing recognition of the rights of transsexual and transgender service users and employees in the NHS, with the Gender Recognition Act granting legal recognition of a changed gender for transsexual people.

Religion or belief

- In the 2011 census, the number of residents who stated that their religion was Christian was fewer than in 2001. The size of this group decreased by 13 per cent to 59 per cent (33.2 million) in 2011 from 72 per cent (37.3 million) in 2001.
- Research suggests that poor knowledge and skills of staff in providing health services to people with non-Christian religions or beliefs can have an adverse effect on the patient experience.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

Sexual orientation

- A third of gay and bisexual men who have access to healthcare services have experienced negativity related to their sexual orientation, according to Stonewall.
- *Prescription for change*, a survey carried out by Stonewall, found 50 per cent of lesbian women under the age of 20 had self-harmed, compared to one in 15 women nationally. Half of the respondents also stated that they had not discussed their sexuality with their GP.

Statistics from Stonewall show that:

- 50 per cent of lesbian and bisexual women have had negative experiences of the NHS.
- 3 per cent of gay men attempt to take their own life, compared to 0.4 per cent of the general male population.
- 41 per cent of lesbian, gay and bisexual people over the age of 55 currently live alone.
- Lesbian, gay and bisexual people are at higher risk of depression and anxiety disorders and are twice as likely to smoke.

Maternity and pregnancy

- In 2016 a programme of research commissioned by the Department for Business, Innovation and Skills and the Equality and Human Rights Commission into the prevalence and nature of pregnancy discrimination and disadvantage in the workplace found that:
 - Around one in nine mothers (11 per cent) reported that they were either dismissed; made compulsorily redundant, where others in their workplace were not; or treated so poorly they felt they had to leave their job.



- One in five mothers said they had experienced harassment or negative comments related to pregnancy or flexible working from their employer and /or colleagues.
- 10 per cent of mothers said their employer discouraged them from attending antenatal appointments.

Working Forward

- The Equality and Human Rights Commission has launched a national campaign, led by British business, that will make workplaces the best they can be for pregnant women and new mothers.

They have brought together a coalition of employers at different stages in their journey, who will share their advice, knowledge, and expertise with their peers.

Find out more about Working Forward.

Socio-economic factors

- There is a significant difference in rates of diagnosis, treatment and outcomes for the five biggest killers (cancer, stroke, heart disease, lung and liver disease) depending upon where you live.
- The average age of death of a rough sleeper is 30 years earlier than the average population (47 and 43 years for men and women respectively).
- At birth, men in the least deprived areas of England can expect to live about 15 more years disability-free than men in the most deprived areas; for women it is almost 13.5 years. These differences have increased recently – poorer people live shorter lives, and live more of these lives with limiting illnesses.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

PRESS RELEASE TEMPLATE

[NAME OF ORGANISATION] celebrates Equality, Diversity and Human Rights Week 2017 in [NAME OF TOWN/CITY]

[NAME OF ORGANISATION/TOWN/COUNTY] will be [DESCRIBE YOUR LOCAL ACTIVITY , WHEN AND WHERE] as part of the sixth Equality, Diversity and Human Rights Week.

[MORE INFORMATION ON LOCAL ACTIVITY AND WHO IS INVOLVED TO BE INCLUDED HERE]

The week, which takes place from the 15 to 19 May, is co-ordinated by NHS Employers and shines a light on the great work going on across the NHS to ensure that it continues to meet the diverse needs of local populations.

It is a chance for NHS organisations across the country to promote their achievements in this area, showing how they make equality and diversity part of everything they do, improving the quality of services for patients and the working lives of staff.

[NAME], head of equality and diversity at [NAME OF ORGANISATION], said:

[ADD YOUR OWN QUOTE FROM A DIRECTOR], said:

Danny Mortimer, Chief Executive, the NHS Employers organisation:

“NHS Employers is once again proud to be sponsoring and promoting NHS Equality, Diversity and Human Rights Week. Despite the fast changing landscape across the NHS, I continue to be astounded by the dedication and commitment of staff to provide a better service to patients day in and day out. I firmly believe this is in large part due to the strong value base upon which the NHS is built and which an occasion like #EQW2017 allows us to celebrate.”

Paul Deemer, Head of Diversity and Inclusion at the NHS Employers organisation:

“The challenges around diversity and equality across the NHS - and across the wider society - have been many and varied in the last 12 months. Elements of xenophobia and racial hatred have been unleashed during the American Presidential campaign and the Brexit discussions - and the spectre of bullying and harassment continues to hang over many organisations. #EQW2017 is an opportunity for organisations to reflect on these issues - but also to celebrate some of the more positive elements of working in the NHS such as the forthcoming workforce disability equality standard.”

Find out more about Equality, Diversity and Human Rights Week 2017 on the NHS Employers website: www.nhsemployers.org/EQW2017

Notes to editors

- 1: Equality, Diversity and Human Rights Week runs from 15 to 19 May 2017.
- 2: An activity calendar can be found at: www.nhsemployers.org/EQW2017



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

TEMPLATE ARTICLE FOR YOUR WEBSITES

[NAME OF ORGANISATION] celebrates Equality, Diversity and Human Rights Week 2017

[NAME OF ORGANISATION/TOWN/COUNTY] will be [DESCRIBE YOUR LOCAL ACTIVITY, WHEN AND WHERE] as part of the sixth NHS Equality, Diversity and Human Rights Week.

[MORE INFORMATION ON LOCAL ACTIVITY AND WHO IS INVOLVED TO BE INCLUDED HERE]

The week, co-ordinated by NHS Employers, shines a light on the ongoing work across the NHS to ensure that it continues to meet the diverse needs of local populations, and is a place where staff from all backgrounds will want to work.

[NAME], head of equality and diversity at [NAME OF ORGANISATION], said:

[ADD YOUR OWN QUOTE FROM A DIRECTOR]

[NAME], [ROLE at NAME OF ORGANISATION], said:

[ADD MORE INFORMATION ABOUT THE ACTIVITIES YOU ARE DOING / HOW PEOPLE CAN GET INVOLVED]



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

TOOLS & RESOURCES

We have created a range of tools and resources to help you to promote Equality, Diversity and Human Rights Week 2017 within your organisation. These include:

Logo

Use the equality week logo on any communications materials related to the week.



EQW2017 logo print (CMYK)
no characteristics



EQW2017 logo print (CMYK)
with characteristics



EQW2017 logo web (RGB)
no characteristics



EQW2017 logo web (RGB)
characteristics

Web banners

Help spread the word through your digital communications.



EQW2017 Web banner 788 x 90 pixels



NHS Employers
EQW2017 Web banner 788 x 90 pixels



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



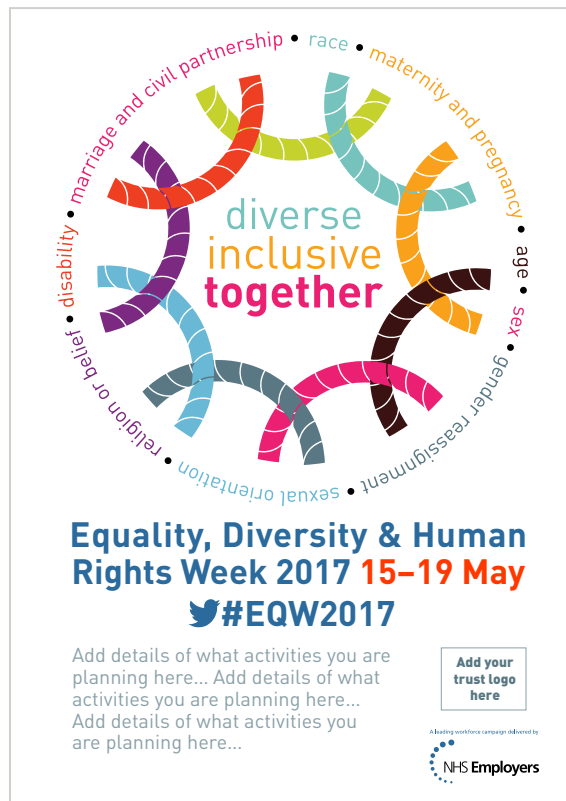
Resources



Contact

Posters

Display these posters around your organisation to promote your activities.



EQW2017 posters A4 and A3 print (CMYK)

Diverse, inclusive, together social media resources

We have created a “together we are...” resource for you to print out, take pictures with your team and colleagues and post on social media channels to help encourage conversation around **#EQW2017**.



Download the artwork and templates at: www.nhsemployers.org/EQW2017



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact

NHS Employers

NHS Employers is the voice of employers in the NHS, supporting them to put patients first. Our vision is to be the authoritative voice of workforce leaders, experts in HR, negotiating fairly to get the best deal for patients.

We help employers make sense of current and emerging healthcare issues to ensure that their voice is at the centre of health policy and practice. We keep them up to date with the latest workforce thinking and expert opinion, providing practical advice and information, and generating opportunities to network and share knowledge and best practice.

NHS Employers is part of the NHS Confederation.

Contact us

✉ diversityandinclusion@nhsemployers.org

🌐 www.nhsemployers.org/EQW2017

🐦 [#EQW2017](https://twitter.com/EQW2017)

🐦 [@NHSE_Diversity](https://twitter.com/NHSE_Diversity)

If you require this publication in an alternative format, please contact: publications@nhsconfed.org We consider requests on an individual basis
Published April 2017. © NHS Confederation 2017.



Introduction



Top Tips



Key Messages



Mythbuster



Stats & Facts



Resources



Contact