

Communications

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Disability Equality Action Plan

Objective	Action	Timescale	Intended Outcome	Progress
The Department's communications are based on truthful insight into our disabled audiences	Develop a customer insight function	December 2007	Embedded into business planning	A customer insight function has now been established, business plan finalised in September 2007
	Engage with disabled groups and individuals to put together a full picture of this audience	Review: November 2006 February 2007 May 2007 August 2007 November 2007 December 2007	Disabled audiences recognise increasing relevance of Government communications	Disabled customer forum held on 30 July 2007. Findings from this conference are being considered Ongoing evidence gathering from external and internal sources, review took place August – October 2007
	Evaluate and promote our findings throughout the Department			
	Take forward the 'Engage' framework in the Department	Review: November 2006 February 2007 May 2007 August 2007 November 2007	Consistent and accessible communications	Joint working with Office for Disability Issues as part of the review and to use our Departmental standard as a model to be copied across Government
	Accessibility standard published			
	Accessibility is considered at the start of planning			

Objective	Action	Timescale	Intended Outcome	Progress
<p>Staff engage with key Departmental messages about disability</p>	<p>Internal communications editorial board established</p> <p>Toolkit delivered</p> <p>Photo library of images built</p>	<p>September 2007</p> <p>December 2006 March 2007</p>	<p>Impact and clarity added to our communications</p>	<p>Editorial Board established December 2006 and now in operation</p> <p>Toolkit created December 2006 for internal communicators</p> <p>Photo library now operational</p>
<p>Better representation of disabled people in Government communications</p>	<p>Add to the Images of Disability website</p> <p>Promote Images of Disability initiative</p>	<p>March 2007</p>	<p>Improvement in portrayals of disabled people in Government communications</p>	<p>Images of Disability has been made available through the DWP photo library. Additions made to the Images of Disability website include information on the Images of Disability Annual report and a series of case studies to support practitioners. The site has been promoted through training events for practitioners via the Government Communications Network sponsorship of the Design and Art Direction (D and AD) Awards for young designers, and a series of seminars to creative agencies used by Government</p>

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Equality scheme promoted to communications staff	<p>Include in:</p> <ul style="list-style-type: none"> • regular newsletter • induction pack for new staff • briefing sessions 	<p>December 2006 January 2007 November/December 2006</p>	Awareness and compliance across communications network	Equality scheme information included in communications newsletter articles. A briefing session for senior communicators was given in February 2007. Equality scheme information is now in our staff induction pack
Diversity objective built into our staff appraisal for communications staff	Developed through our Senior Communicators group, implemented and embedded through our staff appraisal system	March 2007	Diversity embedded in the communications network	All managers within communications now have a common line management objective outlining their responsibility to champion and adhere to diversity and equality practice within their teams
Customer information products (leaflets) designed from customer point of view, not business	<p>Leaflets reviewed</p> <p>New series tested with disabled customers</p> <p>New series delivered</p>	<p>March 2007 December 2007 March 2008</p>	Customer information products meet customer needs	Our range of leaflets is being systematically reviewed with the help of an external company, customer tested and checked for plain English. This review process will be completed by end of December 2007

Gender Equality Action Plan

Objective	Action	Timescale	Intended Outcome	Progress
The Department's communications are based on truthful insight into our gender equality	Develop customer insight function Engage with groups and individuals to put together a full picture of this audience Evaluate and promote our findings throughout the Department Take forward the 'Engage' framework in the Department	December 2007 Review: November 2006 February 2007 May 2007 August 2007 November 2007	Embedded into business planning Audiences recognise increasing relevance of Government communications	A customer insight function has now been established, business plan finalised in September 2007
Accessibility standard operational	Accessibility standard published Accessibility is considered at the start of planning	December 2006 Review: November 2006 February 2007 May 2007 August 2007 November 2007	Consistent and accessible communications	The accessibility standard was published in December 2006 and reviewed in October 2007

Objective	Action	Timescale	Intended Outcome	Progress
Staff engage with key Departmental messages about gender	Internal communications editorial board established Toolkit delivered Photo library of images built	September 2007 December 2006 March 2007	Impact and clarity added to our communications	Editorial board established December 2006 and now in operation Toolkit created December 2006 for internal communicators Photo library now operational
Engage in debate about pensions – encouraging action	Articles in the women's media encouraging saving for later life will target the 18-50 age group and women in particular James Purnell, the Minister for Pensions has launched an online web log on women's pensions' on our external website	December 2006 Review: November 2006 February 2007 May 2007 August 2007 November 2007	Changing attitudes and behaviours (long term aim) Changing attitudes and behaviours (long term aim)	A series of articles was placed over the last year to inform women of changes to their pension entitlement as a result of reform and to encourage them to consider their retirement planning needs. A series of explanatory adverts are planned from January 2008 once the Pensions Act becomes law to reinforce these messages The pension reform online web log carried entries about a number of reform issues, including those relating to women's pension entitlements. We are now reviewing the future of this log and looking for further opportunities to use the external website to get pensions messages across

Objective	Action	Timescale	Intended Outcome	Progress
Engage in debate about pensions – encouraging action (<i>continued</i>)	Pension credit campaign will focus on ‘friends and family’ – women will be a key group in this	Spring 2007	Raise awareness of entitlement (short term aim)	Pension credit campaign delivered; radio adverts, direct mail and a publicity campaign were targeted at vulnerable pensioner groups who were eligible to apply for pension credit. This campaign will run throughout 2007
To ensure children are lifted out of poverty	Enforcement campaign to make parents aware of the consequences of not paying child maintenance	Spring 2007	Changing attitudes and behaviours (long term aim)	The campaign was rolled out in Birmingham, Manchester and Nottingham in August 2007 and in Cardiff, Glasgow and Liverpool in September 2007. A London roll out is planned for February 2008

Race Equality Action Plan

Our race equality scheme was last fully reviewed in 2003 and actions detailed have been completed or superseded. The objectives still remain current however; for this update we have shown where objectives are still relevant and added new actions to ensure that our more customer facing ways of working are demonstrated in the plan.

Objective	Action	Timescale	Intended Outcome	Progress
The Department's communications are based on truthful insight into our ethnic minorities	Develop customer insight function	December 2007	Embedded into business planning	A customer insight function has been established, business plan finalised September 2007
	Engage with ethnic minority groups and individuals to put together a full picture of this audience	Review: November 2006 February 2007 May 2007 August 2007 November 2007	Ethnic minority audiences recognise increasing relevance of Government communications	
	Evaluate and promote our findings throughout the Department			
	Take forward the 'Engage' framework in the Department			

Objective	Action	Timescale	Intended Outcome	Progress
Accessibility standard operational	Accessibility standard published Accessibility is considered at the start of planning	December 2006 Review: November 2006 February 2007 May 2007 August 2007 November 2007	Consistent and accessible communications	Ongoing evidence gathering from external and internal sources, review took place August – October 2007 Joint working with Office for Disability Issues as part of the review and to use our Departmental standard as a model to be copied across Government
Staff engage with key Departmental messages about race equality	Internal communications editorial board established Toolkit delivered Photo library of images built	September 2007 December 2006 March 2007	Impact and clarity added to our communications	Editorial Board established December 2006 and now in operation Toolkit created December 2006 for internal communicators Photo library now operational
Customer information products (leaflets) designed from customer point of view, not service	Leaflets reviewed New series tested with customers from ethnic minority groups New series delivered	March 2007 December 2007 March 2008	Customer information products meet customer needs	Our range of leaflets is being systematically reviewed with the help of an external company, customer tested and checked for plain English. This review process will be completed by end of December 2007