

## Equally Safe Sub-Group to explore GBV Support Cards. Minute of meeting.

10.00 - 11.30, Thursday 19 July 2018

Shuwanna Aaron	NUS Scotland
Janice Aitken	UCU Scotland
Fiona Drouet	#Emilytest campaign
Debbie Dyker	University of Aberdeen
Susannah Lane	Universities Scotland
Jenny Lees	NUS Scotland
Alison Locke	Strathclyde University
Lyndsay MacColl	University of the Highlands and Islands
Sandy Maclean	College Development Network
Melanie McCarry	ESHE
Vonnie Sandlan	Colleges Scotland
Andy Shanks	University of Edinburgh
Boab Thomson	Universities Scotland

### 1. Note of the meeting on 15 June 2018

Members agreed the note of the last meeting.

### 2. Matters arising not on the agenda

Susannah Lane provided an update on printing plans and informed members that she has been working with APS, the Scottish Government's sole supplier for printing. She added that a very competitive price had been discussed, which is important given the value-for-money principle attached to the project. Continuing, Ms Lane said that the costs have been split proportionately to the staff headcount of each college and university. She also explained that, in conversation with the designer and printers, the back of the leaflet design would now contain two perforated pop-out cards rather than one. Instead of reducing the print run, we'd have a greater volume to work with, improving efficiency.

On the budget for the project, Ms Lane informed members that Universities Scotland already paid out costs amounting to over £5,000 towards the development stage to keep the project to schedule. We are in discussions with the Scottish Government to see if there is scope for it to offer some support for this outlay.

In terms of the process of procurement, and the need to find one organisation to act as buyer to minimise risk of delays around the print run, Robert Gordon University had offered to provide this service and pay the printing costs directly, with other colleges and universities reimbursing Robert Gordon. The group noted their sincere thanks to Professor Ferdinand von Prondzynski and finance staff at the University for offering this service.

Moving on to discuss the project timeline, Ms Lane told the group there was a hard deadline of 10 August to send all customised artwork to the printers. The group agreed that the request for customised information would go to the heads of students services, copied to HR directors and University Secretaries. The group also agreed that where institutions cannot provide specialist GBV support details, they should have the option of providing student support service details instead.

### **3. Finalising the card design**

Ms Lane provided members with feedback from the focus groups and gave thanks to Emmaleena Kakela, a PhD student from Strathclyde University who facilitated the focus groups. Ms Lane added that the focus groups provided very valuable insight and had highlighted certain issues which were not thought of previously.

Ms Lane informed the group that design route one, featuring a swallow and the colour tribute to Emily Drouet, was the most popular in the focus groups. However, she added that this was not unanimous and there had been lots of contrasting opinions expressed.

The group were then advised of a potential issue with the bird motif based on feedback from one of the focus groups, suggesting its meaning could be misinterpreted. The group strongly felt that the cards needed a motif to lend itself to future campaigns and digital assets. Ms Lane agreed to task the design agency with creating a range of alternative motifs for consideration to include the following suggestions from the group: an awareness ribbon, a different type of bird, speech bubbles, and clasped hands.

On language, the group agreed with feedback from the focus groups that although the copy "*it might be something, it might be nothing*" offered a low barrier to people seeking help, it could nonetheless be misconstrued as dismissive. The group agreed that listing different forms of GBV would be helpful (emotional, physical, psychological abuse) as most people could identify with those terms. However, some members highlighted the fact that many survivors of GBV do not identify with the term "abuse". We did acknowledge however, that as the card will be given at the point at which someone is seeking help this may be less of an issue. To ensure the card is relatable to many instances of GBV as possible, the group agreed that both sides of the card should be utilised, with different phrases on the front and back.

### **4. Review and finalise art work for the dual-purpose stickers**

Ms Lane informed members that work was underway to create the dual-purpose stickers. Feedback from student accommodation provided had advised that the stickers should not be placed on the back of doors in student halls as this was usually where fire safety information was placed. In light of the Grenfell tragedy, this was given to be of the utmost importance. Members suggested placing the stickers on pin boards in student rooms, or

on the back of en-suite doors. Also, it was suggested that the art work from the stickers could be digitalised and featured on plasma TV screens throughout institutions.

#### **5. Date of next meeting**

Ms Lane informed members that in August, three separate GBV-related meetings were to take place over three consecutive days. For members' convenience, she proposed moving the support cards sub-group meeting to follow the ESHE Working Group meeting on Friday 17 August. If moved, our meeting would start 12.30 – 14.00 at the Scottish Government's Victoria Quay Building.

The group agreed to move the meeting of the support cards sub-group.

**ENDS**