

Minutes Rainbow Badge – 23/11/2020 – 2pm – 3pm

Attendees	
[Redacted]	[Redacted]
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[Redacted]	[Redacted]
Apologies from [Redacted]	

Minutes:

Progress Pride Flag	<ul style="list-style-type: none">• It was agreed by the Short Life Working Group (SLWG) that the design of the Rainbow Badge should incorporate the progress pride flag colours and design.• The introduction of this design would set the initiative apart from the NHS England design. The current NHS England version of the badge does not include the progress pride design or colours.• The new design is more inclusive with the addition of more colours that represent more groups.• The progress pride flag makes it easier to distinguish between the rainbow flag used during the pandemic (general recognition of the NHS and key workers fighting COVID-19), and the Rainbow Badge initiative that is focused on showing how NHS Scotland is an open, non-judgemental and inclusive place to work for the LGBT+ community.• The new progress pride design will have to be developed by the Scottish Government communications team. SG to follow up on this.
Logo and shape of badge	<ul style="list-style-type: none">• Keeping the badge rectangular helps with communications because it better conveys the badge is representing a flag. If it is circular it may suggest it is something other than this.• Realistically we may only be able to fit 'NHS' onto the badge.• The NHS logo cannot obscure the new colours that are included in the progress pride flag.• SLWG are not in agreement over the white exclusion zone on our current designs. SG to engage with communications staff more around this.

Who can wear the badge?	<ul style="list-style-type: none"> • SLWG keen to see this initiative introduced throughout health and social care (not just NHS staff). • However, there was a general agreement that we should focus our efforts on NHS staff. Trying to include a universal logo for health and social care may cause further issues in the implementation process. • If we progress our initiative and get it successfully implemented, it may encourage other employers to do the same. • We can also help social care employers if they are interested in developing their own toolkit and badge. • There was a suggestion that social care colleagues could perhaps still wear the badge as long as they agree to the pledge.
Promotion of the Rainbow Badge	<ul style="list-style-type: none"> • In the NHS the rainbow badge has been distorted by the use of the rainbow flag during the pandemic. We need to have a strong campaign behind the roll out to make sure people truly understand what these badges represent. • The project could be supplemented by posters and other communication types. This will make the campaign visible to patients as well as staff. • It was suggested that communications leads stop using the current rainbow badge on future communications. Communication leads could perhaps adapt the progress pride flag on their signatures and other correspondences. SG can enquire about this • Suggestion that we use a LGBT+ focus group before we launch the initiative. This will help to ensure it lands well with the staff and patient communities. • SG are linking in with [Redacted] who will be our senior representative for the project. SG to follow up.
Toolkit and sign up process	<ul style="list-style-type: none"> • The 'sign up' and agreement within the pledge is key to making sure those who wear a badge are truly invested in the campaign. Plus they need to be well equipped to help people who approach them for advice and guidance. • Suggestion that the toolkit can be locally 'owned'. Make sure all the board have representatives for the initiative so if there are any questions or queries it they can answered locally. • Conversely, local representatives cannot be expected to have all the answers. This is why we need to provide staff with a robust set of links that would allow people to

	be appropriately signposted to organisations who could provide further support.
“Buy in” from Boards	<ul style="list-style-type: none"> • SLWG hope that the initiative will help to highlight how vital it is for Boards to ensure their policies are in line with the Equality Act of 2010. • We do not want staff to wear these badges simply for the sake of wearing them. Boards need provide realistic numbers on how many people would actually be interested in signing up to the pledge and being involved in the initiative.
Future work/frequency	<ul style="list-style-type: none"> • [Redacted] asked for volunteers on the following subgroups: <ul style="list-style-type: none"> Development of the toolkit and documentation of the project <ul style="list-style-type: none"> ○ Delivery of the initiative • Agreed that the frequency of the SLWG meeting should be monthly. • The next meeting would most likely after Christmas, early January. • Possibly get some communication out around LGBT+ history month in February. However, we realise the delivery of this initiative is much further away. SG to follow up on this. • Funding is something that we still need to iron out from a SG perspective.

Minutes from the meeting of Rainbow Badge Working Group, held on 19 January 2021

Invite list (an attendee and apologies list will be taken at the next meeting):

- [Redacted]
- [Redacted]
- [Redacted]
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Design:

- It was agreed by the group that option 1 design will be our final badge design.
- SG communications team are working on the digital assets
- It was collectively agreed at the meeting that we will change the name of the Rainbow Badge to the Pride Badge. The hope is that this will help distinguish between the Rainbow Flag used during COVID, and the badge used in the LGBTI+ community.

Scope of the project:

- Separate to the Pride Badge initiative, SG are working to develop an online Portal that will facilitate further communication between equality and diversity networks across NHS Scotland. SG hope to include any future learning resources developed for the Pride toolkit in the Portal also.
- The main aim of this working group is to successfully roll out the Pride Badge. However, SG will still be engaging with members of this working group and asking for feedback and advice on external equality and diversity projects.

- [Redacted]
 - Suggested that alignment and integration of the work on the NHS pride badge with other work was important strategically.
- [Redacted]
 - Thinks it would be helpful to reach out to NHS England Rainbow Badge to make sure our campaign aligns with their approach.

Sub-Groups (Documentation/Toolkit Group & Communications/Delivery Group):

- Doc/toolkit subgroup would help to ground and really establish the group. We need robust learning materials to support the roll out.
- [Redacted]:
 - Senior leadership engagement/parliamentary backing would be key to the comms/delivery group.
- [Redacted]:
 - Badges cannot be distributed for purely aesthetic purposes. There needs to be strong support and involvement in the ethos from staff/Boards. This could be part of the doc/toolkit sub-groups goals.
- [Redacted]:
 - The learning materials within the tool kit need to be well established and robust. As such, [Redacted] volunteered to join this sub-group.
- Volunteers needed for the doc/toolkit sub-groups imminently, therefore, the working group were asked to submit their preferences/volunteer via email.
- SG are hoping to put in a bid for a video that can be used alongside the training materials. Just need to awaiting confirmation on funding.
- [Redacted]:
 - Thinks incorporating real life stories into the video would be a good way to get the point we want to make across.
 - [Redacted] board are producing a podcast that will include multiple 90 sec - 2 min videos.
- No timescale on when PIN policies will be updated. Hopefully have a better picture after EHRC meeting at the start of Feb.
- [Redacted]:
 - If there will be significant delays in the Once for Scotland policy then we need to make sure the language Boards use is conducive with the best practices we will outline in our toolkit.
 - Boards are hesitant to change their policies because they have been told to wait for Once for Scotland.
- [Redacted]:
 - Some Boards have policies that are ready for implementation but cannot be released until they have had legal advice

Timescales:

- Pride history month in February would be great opportunity to send out communications about the Pride Badge.
- [Redacted]:

- Initial engagement with leadership will help to support colleagues in the first sub group. This needs to be pursued as a matter of urgency.
- [Redacted]:
 - Perhaps we can show the badge design in the February communications and send out some brief learning out.
 - This would mean convening the communications/delivery group sooner rather than later.
 - [Redacted] would be happy to join the communications sub-group.
- SG explained will not be leading the sub-groups, it needs to be made up of the members of the Pride Badge working group. They will be the driving force.

LGBT history month press release:

- The group needs a consistent and joint up message between SG and Boards via social media, intranet etc.
- SG will draft communication lines and send them out to the group for comments.
- The video SG want to develop would explain what the Pride Badge is. We could include that in February communications if we have a video developed by then.
- SG will liaise with the communications team then send it to the Pride Badge members.
- [Redacted]:
 - Suggested that quality control of the production/manufacture of the badge would be important to make sure the product is robust enough.

AOB:

- [Redacted] & [Redacted] have asked if [Redacted] can join the group. [Redacted] has been active in the LGBT community in [Redacted]. [Redacted] also worked on the NHS England Rainbow Badge.
- [Redacted]:
 - Numbers of people in the working group – [Redacted] is worried that if the sub-groups are too large it can become too difficult to manage.

Minutes from the meeting of the Pride Badge Working Group, held on 16 February 2021

Attendees:

- [Redacted]
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Apologies:

- [Redacted]
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Initial Stock

Digital Assets:

- The aim of the group is to launch in June.
- In order to retain the message of the Pride Badge, and prevent its impact being diluted, Boards should try limit the exposure of the design in their individual communications.
- The use of the logo needs to be protected as much as possible prior to launch.
- SG do not have any authority to enforce what Boards send out in their own communications. As such, Boards will have to make efforts to limit communications themselves.
- The creation of a shared inbox was suggested as a possible way to monitor the initiative and respond to any queries that may arise from the roll out. SG

are unable to maintain such an inbox due to lack of capacity, as such, Boards have been asked to consider taking ownership of this suggestion.

- The group are in a position to roll out the project by June 2021, but may want to try and deliver this quicker because NHS England are re-launching their badges.
- It was suggested that the group consider a soft launch before June, then an official launch in June.

Budget & Quotes:

- The group discussed the type of materials and SG explained why option two is their preferred option.
- SG need final confirmation on budget, but explained what the initial stock would consist of if funding is confirmed.
- Most of the group were content with option two, but the group still want to look at the three material options again. Additional photos were sent out to the group after the meeting.
- The group asked about the possibility of SG funding additional future stock. SG explained at this stage they will only be buying the initial stock. SG cannot commit to further stock and could not speculate about the future.
- The group questioned whether there may be IPC issues surrounding the use of badges. However, these concerns were addressed by the roll out NHS England Rainbow Badge. This campaign includes over 300,000 badges that are currently in use. NHS England have not had any IPC issues raised, therefore, the group does not envisage an issue in Scotland.

Distribution Formula:

- The SG purchase of initial badge stock would be based on employee numbers per board. SG believe this is the fairest way to distribute the stock. Boards will have the ability to purchase additional stock if they require it once the initial stock is rolled out.
- The group brought up the possible issue of distributing purely on staff numbers per Board. This approach would not prioritise patient facing staff over non-patient facing staff. Some Boards have more non-patient facing staff than others, as such the Badge may not get as much exposure as intended. This would add a layer of complexity to distribution that would have to be factored in.
- Members of the group were asked to send any more of their thoughts on the distribution of initial stock via email.

Delivery options:

- There is a need to establish a delivery plan of the initial stock.
- There is the option of one Board (possibly NSS or NES) holding the initial stock and then distributing from a central point.
- The other option would be each Board having a distribution lead who would be in charge of their Board's delivery.

- There was a suggestion of taking a blended approach that incorporates both options.
- A further suggestion was made to approach NSS as the single point of contact for distribution/delivery.
- The group also raised that Boards may be able increase their initial order if they have extra money left over in their budgets.
- A resolution on delivery is not needed immediately, however, the order will have to be placed by end of March due to SG budget requirements.

Working Sub-Groups:

- **The Documentation Toolkit Sub-Group:**
 - [Redacted], [Redacted], [Redacted], [Redacted] have developed the first draft of the toolkit.
 - They asked for a named contact for each Board to be sent via email to either [Redacted] or [Redacted]. These contacts will be included in the toolkit, and will be able to provide local guidance and support at their Board level.
 - The Sub-Group asked for feedback on the documentation to be sent in via email.
- **Communications and Delivery Sub-Group:**
 - SG asked for another two volunteers for this group. The group ideally needs to include someone with a communications background.
 - SG have budget for a 90 second video on the Pride Badge. As part of this, the communications sub-group will be tasked with writing the script for the video.
 - [Redacted] and [Redacted] volunteered for the group. [Redacted] will ask the communications team at his board if anyone is interested in joining this sub-group.

NHS England – Contract:

- Group were asked if they had any objections to [Redacted] joining an upcoming meeting as a guest speaker. The group welcomed this idea and look forward to his attendance.
- Stonewall has just entered into partnership for Phase 2 of the NHS England Rainbow Badge. [Redacted] was scheduled to update the group but there was not enough time. This update is due to take place at the next meeting.

AOB:

- SG are going to be updating Caroline Lamb (Chief Executive of NHS Scotland) on the work of the Pride Badge group.
- The Once for Scotland work will be postponed and will not start in April 2021.

Minutes from the meeting of the Pride Badge Working Group, held on 16 March 2021

Attendees:

- [Redacted]
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Apologies:

- [Redacted]
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Initial Stock (Final Numbers, Invoicing, Distribution Formula, Delivery):

- An order of badges has been placed. However, SG may not be able to use the underspends identified by the Boards. NSS are trying to resolve this and will be in touch once they have an answer.
- While there are uncertainties surrounding the Boards underspends, SG have been able to increase their commitment to 21,500 badges within the initial purchase order. This is a significant increase from the original commitment and will result in more badges per board than original intended order.

Documentation Sub-Group:

- Draft document entitled 'Pride Badge rationale and facts' has been created by the documentation sub-group and circulated. The working group were reminded that any feedback is welcomed from the wider group.
- Comments need to be returned to [Redacted] by Friday 19th March.

Update on Communications Sub-Group:

- **Video script:**
 - The communications sub-group has been providing feedback on the voice over script that will accompany the launch video.
 - The video will provide an overview of the Pride Badge and what it's purpose is.
 - A suggested version will be sent to 2D Workshop on the 18th March. This will allow story boarding to commence.
 - Following on from this, the communications sub-group will organise a meeting with 2D workshop and NES on the 26th March. This will provide an opportunity to view the initial story boards and have a group discussion on the progress so far.
 - It was agreed that the script will be sent out to the working group before the 18th March. Any comments need to be sent by COP 18th March.
- **Use of badge logo:**
 - Scottish Government also met with communications colleagues and discussed use of the badge design.
 - It was recommended that instead of viewing the badge logo solely as a badge, it should be viewed as an asset.
 - For instance, as an asset it can be utilised in other ways such as on email signatures, social media posts, posters, internal Board communications etc.
 - Nonetheless, it is key that when Boards use the logo in alternatives ways, as outlined above, they do not refer to it as the Pride Badge initiative unless they are explicitly intending to promote the campaign.
- **NES leading communications:**
 - NES have agreed to take on a leading role in this Sub-Group as they are best placed to co-ordinate these types of communications.
 - All the members of this Sub-Group will feedback to NES on the different forms of communications that will be utilised.
 - The group suggested that any future national communications need to consider accessibility (easy read versions etc.) This can be raised with NES through the sub-group.

NHS England Badge Update:

- [Redacted] Stonewall provided an overview of the second phase of the NHS England Rainbow Badge.
- This second phase is a highly collaborative project which looks into introducing an award scheme and will be piloted in four chosen boards.
- [Redacted] is happy to provide more details if there are any questions.

Other Business: DG Update, Once for Scotland, SOGIESC, and AOB:

- **DG Update:**
 - Submission has been sent to Caroline Lamb (Director General Health & Social Care) so she is aware of the work of the Pride Badge and other strands of equalities work.
- **Once for Scotland:**
 - The 'Once for Scotland' Workforce Policies Programme will formally restart on 1 August 2021.
 - The group asked about Equality Impact Assessments (EQIA) and whether this will be picked up within the Once for Scotland restart. The working group believe there is a need to improve EQIAs especially after the pandemic has highlighted so many inequalities.
- **SOGIESC (Sexual Orientation, Gender Identity and Expression, and Sexual Characteristics or Lesbian, Gay, Bisexual, Trans, Queer +):**
 - The working group were asked to consider using the terminology SOGIESC instead of LGBT+.
 - Use of SOGIESC instead of LGBT+ would be a great way to time proof documents. The term does not need to be expanded unlike LGBT+.
 - However, it is not as well-known as other acronyms/phrases. It is currently used within academic papers and some charities, but largely it is not mainstream terminology.
 - Stonewall have kept the term LGBT+ because they want the language to be as accessible as possible.
 - The working group's opinion:
 - Consensus was that using SOGIESC could result in confusion.
 - Group are worried that changing the terminology may dilute the messaging.
 - Possibility of adapting to the new terminology in the future because there are clear benefits to using the term.
 - For the video script the group believes the following definition should be utilised: LGBT+ means Lesbian, Gay, Bisexual, and Transgender, and the plus refers to other sexual orientations, gender identities or expressions, and sexual characteristics.
- **AOB:**
 - SG discussed the work going forward on the race equality network.
 - This working group will continue to run even once the Pride Badge has been fully rolled out across NHSScotland. The group will be able to support SG in future work on equalities.

Minutes from the meeting of the Pride Badge Working Group, held on 20 April 2021

Attendees:

- [Redacted]
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Apologies:

- [Redacted]
- [Redacted]
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Initial Stock (Final Numbers, Distribution, Delivery):

- The group were shown a photo of first badges that have been produced.
- NSS confirmed with procurement that they are ready to distribute whenever they get the go ahead. The two sub-groups need to confirm details before the badges are sent out. This is because we cannot have the badges available before the documentation and other accompanying materials are ready. It is key that all the materials launch at the same time.

Documentation Sub-Group:

- The sub-group are going to meet and establish if they need hard copies of the documentation/toolkit in the launch.
- The sub-group also want reassurance that there will be a SPOC (Single Point of Contact) in each Board. This is because SPOCs will be dealing with the documentation/toolkit and answering local questions when it launches. If there are missing SPOCs it runs the risk of stunting the potential of the Pride Badge.
- The group also wants the communications sub-group to help develop the visuals of the toolkit. [Redacted] (NES) has been asked to attend the next documentation/toolkit meeting to help with this aspect.
- In addition, the group hope [Redacted] can join their next meeting to discuss the LGBT toolkit he has developed and see if this can be utilised for the Pride Badge.

Communications Sub-Group:

- Communications sub-group have worked on the video script and storyboard (it was agreed that the storyboard will be shared with the wider group) for the animated video that will launch with the Pride Badge. It is at the animation stage at the moment which means the chance for input/involvement is limited. 2D workshop aim to have the video completed by early May.
- Once the group has a version of the video it will be shared with the wider group at the earliest possible opportunity.
- [Redacted] team at NES have limited capacity at the moment and as such if anyone from the wider group has any requests for specific communication types they need to contact John as soon as possible.
- [Redacted] is joining the sub-group and she will be able to provide insight from a regional NHS Board perspective.
- During the meeting the idea of SG leadership communication activity was received very well by the group. The hope is that this could come from Caroline Lamb (Chief Executive of NHS Scotland) and possibly Chief Medical Officer, Chief Nursing Officer and others in SG highlighting and committing to the pledge when receiving their copy of the badge

Experience in England - [Redacted] Q&A:

- [Redacted] is very happy with the approach the group has to the Pride Badge.
- The purpose of the badge is key if you want to avoid it becoming a piece of 'bling' that people want. This is even harder to avoid now due to the use of the rainbow badge during COVID-19. The messaging is key to a successful implementation.
- [Redacted] thinks it is very important that politicians do not start wearing the badge before the supporting documentation is available.
- **Backlash from the Rainbow Badge:**

- NHS Rainbow Badge briefly was subject to some backlash on social media. Many of the concerns raised stemmed from 'why do we put money into supporting these groups, and not these groups etc...'
- Anyone from the Pride Badge group who shares the launch on their own social media needs to be aware that they could face some kind of backlash and potentially abusive comments.
- **Support for badge wearers:**
 - [Redacted] believes you have to make badge wearers aware of the safeguarding responsibilities they have as allies.
 - While they can be a non-judgemental person to talk to and signpost people to relevant organisations, they cannot be expected to resolve serious issues. These matters need to be addressed by professionals.
 - Most badge wearers will largely be straight allies and as such this can lead to situations where people are assumed to be part of the LGBT+ community. It may be helpful to inform people of this possibility when they are signing up to the pledge.

Other Business:

- SG asked the group to start thinking about how the group may continue after the badge launches. It is a good opportunity to build on the success of the Pride Badge and momentum the group currently has. This will be discussed further at the next meeting.

29 04 2021 NHS Scotland Pride Badge – Toolkit Sub-Group Meeting

GENERAL

- training and equality champions (a good idea but unlikely to be achieved by the badge alone, this would complicate matters significantly and have further resource implications): SG happy to take this on board as another piece of work for future collaboration
- spiritual care (those in need often shy away because of their identities and fears of being misunderstood/judged/discriminated)

EVALUATION & SUCCESS

- question of how to measure success
- agreement that this should not be turned into a target/performance measure as this would detract from the original purpose to make positive impact on people's experience with and within NHS
- importance of listening and real impact; this can be hard to translate into numbers
- we could have a collection of stories to illustrate what change the badge and its bearers triggered and how
- there should be an in-built review mechanism to not only try to assess success but also identify any concerns/barriers/gaps: what if there are negative or traumatic experiences – how can we support these

TOOLKIT

a) Named Contacts

- mostly E&Ds
- discussed whether this is appropriate given their workloads and the expectations of the person in terms of checking pledges, distributing badges and beyond
- this person is more than a mere facilitator

b) List of Sources

- most of these are national (Stonewall etc.)

c) Content

- role of INTERSECTIONALITY (is there room to put greater emphasis on this in the toolkit?)

LAUNCH

- create guidance for the boards on what is expected of them to support the launch of the project and beyond on the assumption that the instructions will be the bare minimum expected from boards and they are at liberty to improve the processes (similar to former PIN policies);
- create additional guidance highlighting the importance of having proper referral pathways and not assuming that employees know what to do when X happens (especially now that we are trying to encourage conversations that people had avoided, there may be new situations that colleagues will not be able to answer/deal with on their own)
- highlight the expectation/need to allocate space on intranet (beyond this advertisement locally at board's discretion?)
- prepare a presentation for chairs & chiefs ex: to:

- i. make them aware of what the badge is
- ii. make them aware of what is needed on their board's level
- iii. ask if they are willing to publicly support this movement or alternatively ask them to commit to a leadership pledge promising full support and backing
- boards should get several (2-3) weeks of notice to prepare for launch and engage local comms officers: MUST be given by end May

PLEDGE

- consider records management (on paper or exclusively electronically/ when and how gonna dispose of)
- what data is required/needed as a starting point (don't collect anything absolutely necessary)
- attach a disclaimer along the line of 'this information will be used only to log the number of bearers and their location, not other purpose' (we don't want the pledge being used against them in any way, it should definitely not be on their HR file)
- give colleagues the option to agree to their name being recorded on a list of supporters – they may be proud to show their support and commitment publicly (this would also make it easier to collect feedback at later stages)
- idea of speech bubbles 'I am signing up because/ I support the badge because

TIMESCALES

- ASAP: toolkit ready content wise but
 - check whether scope to include more on intersectionality; and
 - [Redacted] to report back from boards
- 7 May 2021: pledge
 - comments on pledge
 - disclaimer (wording/content) + what data required
 - method (digitally only with paper sign up for those who cannot access?)
- 16 May 2021: guidance
 - what should be included in the guidance that will set the minimum standards expected from boards

Minutes from the meeting of the Pride Badge Working Group, held on 18 May 2021

Attendees:

- [illegible]

Apologies:

- [illegible]

Launch

- 14th June is launch date we are aiming for.
- New Cab Sec to be announced on 20th May.
- Badges will be distributed by NSS to Boards at the start of June. This will allow Boards a couple of weeks roll in time.
- If any Boards need the badges earlier than this date they can contact Scottish Government colleagues.
- The group are interested in the Pride Badge being expanded into social care and GP Practices. SG are aware that the Pride Badge may want to be adopted by other employers in health and social care, however, at this time the focus is on the NHS. SG can discuss this expansion with partnership colleagues.

Working Sub-Groups

- **Documentation Toolkit:**
 - [Redacted] has drafted guidance that will accompany the communication package that will go out to Boards. The guidance explains how the Pride Badge should be promoted locally, how the distribution of badges will work, and how the number of badges wearers and their feedback will be tracked. This can go out to the wider group for comments.
 - It was agreed that the measure of success will not be quantitative but rather qualitative. This can be supported by the pledge which can capture wearer's feedback if they agree to it.
 - The group showed interest in using focus groups of LGBT+ service users.
 - It was also suggested that we approach Stonewall, Equality Network and LGBT Youth and ask them to help support the group in evaluating the success of the Pride Badge in 6-12 months' time. SG to link in with these three organisations.
 - The toolkit is has been finalised and is ready to be sent to NES for design work to commence.
 - The group agreed to leave the local support organisations out of the toolkit. This is because many of the Boards did not have localised organisations. Instead the toolkit will only include the national organisations. Boards still have the option to promote their local organisation internally if they have any.
- **Communications & Delivery:**
 - The group think social media promotion would greatly benefit from videos/selfies of staff wearing the badge. SG cannot facilitate this centrally, however, the communications package that is sent to Boards will encourage these kinds of social media posts.
 - [Redacted] provided an update on the communications sub-group work. Toolkit, Pledge and social media assets are being designed by NES. They will also work on pop up banners and posters that can be used by Boards. However, the design work for the banners and posters will commence after the launch due to time constraints.

- SG are also updating forums such as Employee Directors and NHS Chairs so leadership are aware of the Pride Badge and can help to promote it. SG will also be approaching First Minister, Cabinet Secretary, and other ministers to ask for their support of the Badge and agree to the Pledge.
- The group asked if a Twitter banner/handle could be developed by NES. NES agreed and will develop a package of social media assets that can be used on Twitter, Facebook etc.

LGBTI+ Platform

- SG are eager to continue the collaborative work of the working group after Pride Badge has officially launched.
- Going forward there will be less frequent meetings after the evaluation phase of the Pride Badge because of the limitations in people's diaries. A more concise group could work on other projects like the development of a LGBTI+ platform but then feedback into a larger group for consultation.
- SG also asked for NHS Boards to ask colleagues in their local areas if they would be interested in joining the group.
- NSS has started to work on the development of a LGBTI+ forum/platform. SG will contact [Redacted] at NSS and ask for their support.

Minutes from the meeting of the Pride Badge Working Group, held on 15 June 2021

Attendees:

- [illegible]

Apologies:

- [illegible]

Launch:

- **Stock:**
 - All badges have been delivered. Scottish Government (SG) has confirmed this with National Services Scotland (NSS). If anyone has any issues then they can contact SG colleagues and NSS.
- **Starting package:**
 - The starting package that Health Boards have been sent for the implementation of the Pride Badge contains a suite of information and design assets. A pop up banner and poster template are yet to be designed by NES, however, SG will keep the working group informed of this as it progresses.
- **Communications:**
 - Documents were leaked on 13/06/2021 to the press. SG have responded accordingly with the agreed lines to take. SG has clarified that only the number of staff who sign up to the initiative will be collected. Individual NHS boards will only retain the names of staff who give explicit consent for the purposes of gathering feedback about any impact the badges have had. If Boards have any questions they can contact SG colleagues for help and support.
 - There has been lots of SG media queries since the Equality and Human Rights Commission left the Stonewall Diversity Programme. During the meeting a Stonewall representative offered to clarify any points that people may have. They directed the group to an FAQ on their website which is a useful resource.
- **Ministerial support:**
 - The group asked if ministers would be wearing the badges publically. SG cannot guarantee if ministers will be wearing their badges publically but confirmed that many have already shown great support so far. Minister Maree Todd has received her badge and has tweeted a photo of her wearing it. The Cabinet Secretary for Health and Social Care has also posted on twitter in support of the badge.
- **NHS Chairs meeting:**
 - Two members of the working group will be presenting at the NHS Chairs meeting on the 21/06/2021 to promote the Pride Badge initiative.
 - SG will send over the lines to take for colleagues who are presenting at the NHS Chairs meeting.
 - They intend on sending a brief overview to Chief Executives ahead of the meeting with NHS Chairs.

Questions & Answers:

- Members urged colleagues to be respectful of embargoes to help prevent any further leaks from occurring. The group also asked SG if the leak needed to be investigated further. SG will look into this in order to establish if further action is appropriate.
- Since the information leak, members are more concerned about potential backlash/negatively they may face on social media if they post about the Pride Badge. Health Boards may want to consider when/how they are releasing

communications in order to mitigate these concerns. Boards may also want to familiarise themselves with the starter package because it includes advice on handling social media backlash.

- Some boards are finding the logistics of distributing the badges difficult. As such, they are calling on other Boards to demonstrate best practices and share advice in order to overcome these issues.
- Some members asked if they could develop further guidance/training to support the badge. However, the group consensus was that there is already enough material available to staff. Adding in more materials may make acquiring a badge more difficult than it has to be.
- Many Boards have had a great response to the Pride Badge already. SG reiterated that if Boards run out of badges then they can purchase more through APS.

Review & Evaluation:

- SG hopes to ask Boards for feedback on badge uptake numbers in a months' time.
- In 6 months' time SG hope to approach Boards for qualitative evaluation of the Pride Badge.

AOB:

- Stonewall works with Health Boards by offering specialised training/modules for staff. They have asked Health Boards to consider if there is a way they could incorporate the Pride Badge into this work. If Health Boards are interested they can contact Stonewall to find out more.