

Workshop session output	
Title	Let's leave no one behind
Date	Monday 25th November 2019 (1400-1630)
Venue	New Volunteer House, 16 East Fergus Place, Kirkcaldy
Facilitators	Elric, Gary, Pauleen, Kay

Key question		What?	Who?	When?
1	What can we do to better engage with people to ensure they are able to access the support they need?	1	Link Council priorities to this work - eg poverty inequality reduction targets	
		2	Look at areas who are doing well in this area - best practice?	
		3	What do we know works well? For which groups?	
		4	What are the best formats for engaging with different groups - do we need to do more to find this out?	
		5	Providing information - provide information where people go to	
		6	Over-reliance on information online - need to use a range of formats	
		7	Ongoing contact/reviews	
		8	Social prescribing	
		9	Peer support- interacting with people who have already been on the journey	
		10	Life coaching	
		11	Need a range of methods - eg community cafes, social media	
		12	Media coverage - regular - talking up positive stories	
		13	Positive view	
		14	Celebrate similarities not differences	
		15	Importance of digital inclusion - also confidence to use IT	

		16	Make sure engagement is regular and ongoing rather than ad-hoc will ensure people stay interested		
		17	Public events - speaking at public venues, at schools		
		18	Community Connectors - do we have enough?		
		19	Capacity and relationship building within 'easy to share' communities		
		20	Making groups (eg women's groups, refugee groups)	Use St Andrews University students	
		21	Build trust and ongoing relationships with groups		
		22	Hooks for people to get involved - eg sport, family fun		
		23	Gyms - alternatives to formal gyms		
2	What can we do to better support people and ensure no one is left behind or are missing out? <i>Workshop participant feedback: "using term 'people' is a little unhelpful - easier to answer in relation to a specific protected characteristic"</i>	1	Trying to get engagement and keep it	Make better use of other services/opportunities to engage, eg OT, physio appointments, etc (they have longer appointments)	When we are engaging are we making most of that contact?
		2	Engagement must reach across various touch points - online, shopping centre, telephone, service users		
		3	Use as a conduit back to understand issues in community		
		4	Build trust and putting in effort	Workers - support, individuals - at first appointments	
		5	Active empowerment		
		6	Identify needs fully		
		7	Falling through gaps - main contact is via employability services	Working with other service users	
		8	How are we supporting single males (under 30)?		

		9	Networks/Partnerships			
		10	Citizens Advice - outreach to hard to reach groups who may not be accessing advice			
		11	Improve capacity to help organisations engage those who are hard to reach	Promotes community anchor organisations		
		12	Co-location of integration of services - provides some opportunities			
		13	Make using/contacting services less scary	Agencies		
		14	Funding			
		15	Mentoring project and network			
		16	Befriending system			
		17	Know what our offer is			
		18	Importance of joining up systems so that you know what other services they need to access			
		19	Look at alternative languages other than English	People who want to come forward but don't know how		
		20	Same for websites (issue: costs money for translation)	Risk of misinformation could stop people coming forward		
		21	Share information about services OFTEN with MANY PARTNER ORGANISATIONS			
3	What can we do to help remove the stigma of protected characteristics and poverty? <i>Workshop</i>	<u>Resources</u>				
		1	Find more resources			
		2	Funding or lack of			
		3	More joint working with specific organisations to provide support (again more funding)	Organisations		
		<u>Engagement/inclusion</u>				

<i>participant feedback: "poverty affects a lot of people - it's not a stigma, it's more about how people affected feel and have the confidence to get support, irrespective of protected characteristic(s)"</i>	4	Responses community based		
	5	Be subtle to make aware who are - there are sensitivities around this eg Social Security Scotland		
	6	A good range of service advertising to reach isolated people		
	7	Build people's confidence to be themselves		
	8	Accessibility to ensure inclusive services		
	9	Continue to research and look at how to reach the 'hard to reach'		
	10	Inter-generational work		
	11	Having to ask for information or about your rights - language is definitely a barrier		
	12	Promoting social prescribing		
	13	Losing opportunities within local communities, eg community flat, community hubs		
	14	Have less barriers if not part of an organisation		
	15	Need to address cultural issues, eg reluctance to claim entitlements		
	<u>Language/framing</u>			
	16	Communication and marketing skills - good news stories		
	17	Have to get better with language, eg inclusivity - Café Inc vs Poor Folk Here!		
	18	Use term 'entitlement' instead of benefits		
	19	Being more inclusive naturally stigmas may reduce		
	20	Need to think about how we market services - use positive language of deficit		
	21	Expecting stigma when is isn't actually there - another barrier		
	22	Frameworks Institute Research - about how to frame poverty		
	23	'Myth busting' does not work - danger of reinforcing those myths		
	24	Metaphors that work vs metaphors that don't - "locked in poverty"; "rising currents of poverty"		

		<u>Training</u>		
		25 Education and training		
		26 Ongoing needs to raise awareness and promote anti-poverty measures		
		27 Provide regular training and human resource investment in protected characteristics communities		
		28 No 'over-protectiveness' from workers		
		29 What are people entitled to - does everyone potentially affected know what they are entitled to		
		<u>Provision</u>		
		30 As an organisation remove specific barriers that would allow us to support our community better		
		31 Need a mix of universal and targeted provision		
		32 Universal offer but with right staff support to signpost to those in need		
		33 Universal provision eg Café Inc and family, food and fun in Glenrothes, eg free school meals		
		<u>Campaign</u>		
		34 Public awareness campaigns to engage communities - ensure people know services are open to all		
		35 Visual enablers can be a quick fix - eg rainbow lanyards		
		36 Actions to improve the perception of the risk of stigma in their community		
		37 Increase visibility of people/protected characteristics		
		38 Focus on 'good news stories' - eg benefits of pension credits		
4	What can we do to address the	1 Make most of infrastructure in the community		
		2 Use local venues (such as schools) to prevent transport barriers		

barriers that are affecting people accessing opportunities?	3	Contacting schools, NHS, mosques, churches, local shops, etc - all means of marketing	Health have role to play - mental health / fuel poverty	
	4	Health centres, schools, shops, community hubs, online		
	5	More conversations - cafes around Fife (learning English, integration)	Charities, community groups, churches	
	6	How can we develop community based approaches - eg time banking - what resources are available in communities?		
	7	Opportunity with new benefits system	Social Security Scotland	
	8	Knowledge of other services		
	9	Barriers of services not knowing what other services are there		
	10	Pull services together		
	11	Holistic working - seeing the big picture		
	12	Inclusive communication - making sure messages getting there - dignity, fairness, respect		
	13	Cut through the myths to get people to engage		
	14	Try different techniques to reach less engaged community		
	15	Make information available via range of formats and in a wide range of venues, etc		
	16	Accessible resources in multiple formats - eg online, hard copy, video, multiple languages		
	17	How accessible are websites in Fife - eg other languages?		
	18	Use schools as a source of information provision		
	19	Cost of travel assistance, concessions, travel vouchers		
	20	Shared transport groups/adverts		
	21	Physical barriers - impact on older people		
	22	Consider impact of public toilet closures		

23	Make sure you promote services at places visit		
24	Variety of methods to raise awareness of opportunities		
25	Can we develop innovative solutions eg apps to access services and community support		
26	Regular research and data shared with policy influencers		
27	Proper assessment - barriers - action plan - referring to appropriate third parties		
28	Talk about barriers - identify, explore, propose remedies		
29	Put the money in to support the actions - not lip service "equalities" funding		
30	There are 9 protected characteristics - all with different experiences of barriers - cannot be one approach to fit all		