

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

12.30-14.00, Friday 17 August 2018

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
Suzanne Marshall	College Development Network
James Nicholson	AMOSSHE Scotland
Steven Paxton	Scottish Government
Vonnie Sandlan	Colleges Scotland
Andy Shanks	University of Edinburgh
Boab Thomson	Universities Scotland

1. Note of the last meeting on 19 July 2018

In reviewing the minutes of the last meeting, Janice Aitken requested that she be noted as representing UCU Scotland instead of the University of Dundee. Members approved the note.

2. Update on progress (oral)

Susannah Lane provided a brief update on the progress of the project and informed members of the group that the designs had now been sent to the printers. She added that the speech bubble motif was the favourite design amongst members and had therefore been chosen to be featured on the cards. Ms Lane then gave thanks to Colleges Scotland and AMOSSHE Scotland for their help in gathering customised information from institutions.

Discussing the microsite for the cards, the University of Strathclyde was thanked for their support in developing the site. She said that although the site would differ slightly from the original concepts, the design identity would be largely the same.

3. Design concepts

Turning to discuss digital assets, members were told that these had already been created and that they could also be resized for each institution's individual purposes. In terms of social media, Ms Lane asked the group which platforms they thought would be most useful in raising awareness of the cards. Suggestions included creating assets for use on the typical

platforms such as Facebook, Twitter and Instagram but also other platforms such as Snapchat and Youtube. Members also suggested that graphics for email signatures and screensaver icons would be useful, along with graphics which could be used on student portals and virtual learning environments.

After some deliberation, the group was agreed there would be little value in using a hashtag to promote the cards. The hashtag could be misconstrued by people experiencing gender based violence as a route to getting help and they may unknowingly seek help from an untrained and inexperienced Twitter user.

Discussing messaging, the group agreed that it was important to have messages which could be easily absorbed. They decided that the two straplines ('psychological, emotional...' and 'if something doesn't feel right...') would be used in all digital assets. Some members noted that college and university buildings were covered in posters and that they might not be the most effective way of promoting the cards and the issue of gender-based violence.

Members of the group also stressed the importance of the motif as a simple yet effective way to reinforce the messaging and raise awareness.

It was also suggested that it would be useful to have the six steps to receiving a disclosure as a separate resource which could be shared with staff.

4. Support card roll-out within institutions and internal communications for September

Ms Lane informed the group that delivery of the support cards would begin in the week commencing 3 September. She advised that the cards would be addressed to HR departments in institutions and will be accompanied with a briefing for staff. On whether institutions would be able to adapt the briefing and include their own logo on it, Ms Lane said yes.

Discussing how to best raise awareness in institutions, some members of the group suggested engaging with other staff unions to see if they were aware the support cards were being created.

5. Plans for launch

Ms Lane informed members that the cards will be officially launched on Thursday 27 September. She added that the Deputy First Minister will attend the launch and that invites will be given to all organisations and stakeholders involved in the development of the cards.

Moving on to the format, Ms Lane then invited suggestions on what interactive, practical elements could be part of the launch, in addition to the necessary the speeches. Several members gave suggestions such as: presentations from Anni Donaldson and the Equally Safe team; speeches by Fiona Drouet and Shuwanna Aaron, the latter representing students, and

Fearless Edinburgh. Thought would be given to the running order and Ministerial logistics and Ms Lane said she would follow-up to confirm.

6. Plans for evaluation

Ms Lane began by stating that the need to evaluate is secondary to the primary objective of taking a survivor-centred approach. With this in mind, she added that evaluating the effectiveness of the cards was still nevertheless important. Anni Donaldson then said that two new research associates had been appointed to the Equally Safe in Higher Education and that Strathclyde would support the evaluation stage of the project.

Janice Aitken offered to survey UCU members about their use of the cards as a method of evaluation. Vonnie Sandlan suggested engaging with the GMB union, which has a lot of members in the college sector. Both agreed to work together to develop a survey for the university and college staff.

7. Date of next meeting

The group agreed that the next meeting should be a while after the cards have launched. Boab Thomson agreed to scope dates for early-November.