

Guidance to Boards

Promotion

- The badge officially launches on 14 June but Boards can promote locally in the lead up to launch
- Boards should identify a lead contact for local Pride Badge roll out and any questions. If no lead is identified please contact your local Diversity & Inclusion Lead.
- Boards should make provision to add information on their local internet/staffnet about the Pride Badge initiative (perhaps using and customising standard text produced by us?) including information on escalation/locations of support with any service user issues/concerns
- Boards are asked to work with their local Comms teams to publicise the launch using standard Pride Badge materials (supplied in comms pack)
- Boards are encouraged to promote the badge to their Senior Teams, with a view to securing senior champions
- Boards should use #NHSScotlandPride when posting on social media about the badge

Distribution

- Boards should not distribute badges to staff until after the official launch date - 14 June
- Badges should not be distributed until members of staff have taken the pledge
- Scottish Government have provided an initial supply of badges but if additional badges are required it will be up to the Board to order these from APS. You can contact APS via this email: ScotGovEnquiries@theapsgroup.com

Tracking

- Boards should make arrangements to record numbers of badge wearers, and basic info on staff groups wearing the badge, which can be made available to the National team
- Any recording of staff who are happy to be contacted in follow up evaluation should only be kept in accordance with GDPR guidelines.
- While you can still use anonymised quotes that staff leave, you must not retain any personal staff information unless they have ticked the box following the sentence: *“Finally, if you are happy for colleagues to contact you in 6-12 months’ time and gather feedback on your experience as a badge wearer...”*

Further queries

- If you have any questions relating to this guidance on the NHS Scotland Pride Badge launch you can contact either James Vasey (James.Vasey@gov.scot) or Ondrej Toloch (Ondrej.Toloch@gov.scot).

NHS Pride Badge – Key messages

- The NHS Scotland Pride Badge and Pride Pledge are for staff to show their commitment to support LGBT+ equality and supporting service users and colleagues from all backgrounds.
- LGBT+ and minority ethnic people still face challenges in relation to accessing healthcare, and negative attitudes towards them.
- NHS Scotland and the Scottish Government want to break down these barriers and promote an NHS Scotland that is inclusive for all.
- The Badge showcases staff commitment to foster an environment that is open, promote a message of inclusion, speak up and challenge intolerance
- The Pride Badge will launch mid-June 2021 in conjunction with Pride Month.
- All NHS staff are invited to take the Pride Pledge to show they will promote a message of inclusion, speak up and challenge intolerance.
- The Pride Badge signifies that a member of staff has signed up to the Pledge and is aware of the issues facing LGBT+ and minority ethnic people.
- The Pride Badge uses the Progress Pride Flag, showcasing the rainbow flag, and highlights the issues of the trans and minority ethnic communities, represented by the white, pink and blue chevron, and black and brown chevrons.
- The Badge and Pledge will be promoted locally in Health Boards as well as on social media.
- A short video was created to explain the Badge's significance can be found on the NHS Scotland YouTube https://youtu.be/FRC_23DP1jw and Vimeo <https://vimeo.com/555773221/0d9c7d25f9> **(both links to the video are embargoed until the launch date)**

NHS Pride Badge draft newsletter article

Will you take the #NHSScotlandPride pledge?

Everyone deserves respect and good access to healthcare. And that is something we continuously strive for in NHS Scotland. But LGBT+ and minority ethnic people still face challenges in relation to accessing healthcare - and negative attitudes towards them.

We want to break down these barriers and promote an NHS Scotland that is inclusive for all.

That's why NHS Scotland has created a new 'Pride Pledge' that all staff can sign, to show they will promote a message of inclusion, speak up and challenge intolerance.

To signify that staff have signed up to the Pledge and are aware of the issues facing LGBT+ and minority ethnic people, we have also created an NHS Scotland Pride Badge. They're not just for people from those groups – the badges are for everyone, identifying wearers as someone who an LGBT+ or minority ethnic person can feel comfortable talking to.

In support, Caroline Lamb, Chief Executive of NHS Scotland and Director General for Health and Social Care, Scottish Government, said:

“Racism, homophobia, biphobia, transphobia and any form of bigotry has no place in our NHS. Our Health system is based on the core values of care, compassion, openness, honesty, dignity and respect for everyone, irrespective of their individual identities. The #NHSScotlandPride Badge re-enforces this message and showcases our commitment to foster an environment that is open, tolerant and inclusive for all. I will proudly wear my badge as an ally to progress, I encourage you to do the same.”

In support, Colin Macfarlane, Director, Stonewall Scotland & Northern Ireland, said:

“We are absolutely delighted to support the launch of the NHS Scotland Pride Badge initiative.

“At Stonewall Scotland we know that not all LGBTQ+ people experience equitable outcomes when accessing health care services and that's why we work with partners like NHS Scotland to ensure accessible and high-quality health care for all LGBTQ+ people.

“Initiatives like the Pride Badge are a simple yet effective way to show visible support for LGBTQ+ people in a health care setting. We know that when all staff and service users, regardless of their sexual orientation or gender identity, feel included it doesn't just make a huge difference to individuals – it can improve everybody's experience.”

For more information, check out this short animation that we've produced [link to SG Youtube]

If you're ready to sign up, why not contact XXXX to get your copy of the Pledge and your own Pride Badge?