

To complete – press F11 to jump from field to field

## Equality Impact Assessment

Name of the business case,  
SOP, SIP, project, service

**Media and Public Relations Policy and SOPs**

<b>File ref:</b>	EIA/Gen/018	<b>Issue No:</b>	1
<b>Date of Issue:</b>	30/04/09	<b>Review date:</b>	30/04/10
<b>Risk assessment completed</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<b>Environmental assessment completed</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Approved by:

## Part 7 Equality impact assessment summary report

The results of equality impact assessments must be published. Please complete this summary, which will be used to publish the results of your impact assessment on the Service's website, and return it to Business Support.

**Date of assessment:** 29 January 2009

**Manager(s) name:** Joanna Pratt      **Role:** Publicity and Customer Relations Manager

**Business case, SOP, SIP, project or service, procedure, strategy or Service, that was impact assessed:**

Media and Public Relations Policy

SOP PCR 1.1 Providing information and interviews to the media

SOP PCR 1.3 Using cameras and other recording equipment

SOP PCR 1.4 Appropriate use of internal communication channels

### Summary of findings:

The team's Policy and SOPs have a positive impact on SFRS staff and a range of stakeholders.

Publicity campaigns may if a need is identified, deliberately target certain groups if data suggests they are at higher risk from fire – this is a best practice, professional communications approach.

Publicity team will also promote Service events that are aimed at people of certain religions and beliefs, such as Diwali.

All staff publications and questionnaires will be available in different formats, including large format, and languages upon request.

**Summary of recommendations and key points of action plan:**

None identified.

Groups that this business case, SOP, SIP, projector service will impact upon *															
Race		Gender		Sexual Orientation		Age		Disability		Religion/ Belief		Other		All	
+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-
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- This information should be transposed to the front page of the Business case, SOP, SIP, project or service/Procedural document.

<b>Date completed:</b>	29/04/09	<b>Signed by CFO</b>	
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