

# Scottish Information Commissioner Promotion Strategy

## OBJECTIVES

- To deliver a clear and effective **public promotion campaign** to raise awareness of the new right to information held by public authorities from 1<sup>st</sup> January 2005 and how to use it.
- To ensure that the message is received as widely as possible, particularly by target groups

## KEY ELEMENTS

- A consistent, simple and enabling message
- Maximum impact from available budget
- Target specific groups
- Use “trusted sources” to reach different groups in the community
- Encourage other media to promote FOISA accurately

## THE MESSAGE

### **Output**

- Use of one consistent, simple and enabling message across the range of OSIC activities throughout the year

### **Activities**

- Develop initial message and materials
- Test with focus groups (quality/ clarity of message, likely responses)
- Pilot message and materials
- Finalise and produce materials

### **Messages**

#### ***You have a new right to information held by public authorities***

- Explain FOISA in simple language in less than 100 words / 30 seconds.
- Emphasise the right, make minimal reference to the exemptions.

#### ***This is how to use it***

- Emphasis on recordable requests and 20 days response times
- Promote use of review
- Promote role of the SIC

#### ***How to find out more***

- Website and phone number?
- Alternative contact – CABx / libraries?

***If you don't get the information you want, you can appeal to the Commissioner***

## **AUDIENCES**

### **A. The “General” Public**

This is not a homogeneous group! Approaches to this audience must be as widespread as possible and appropriate to different groups, classes and interests in the community.

#### **Outputs**

- Achieve a demonstrable increase in public awareness of the right to information over the period Mar 04 – Mar 05 (public attitudes survey)
- Positive evaluation by focus groups / panels of campaign message and materials
- Extensive campaign coverage

#### **Activities**

#### **A.1 Identify appropriate media through cost/benefit analysis of the following:**

- Newspaper advertising
- Leaflet production & distribution
- TV
- Radio
- Direct mailing / marketing
- Bus sides / internal posters
- Billboards / hoardings (selective locations?)

Assess each of the above for performance against:

- Initial message / more information
- Local / national
- Tabloid / broadsheet
- Young / older audiences
- Using Local Authorities & Communities Scotland networks / private distribution agencies

#### **A.2 Identify appropriate Public Relations opportunities to maximise coverage across national, local and specialist (e.g. lifestyle) press to include:**

- Feature and article placement
- Opinion polls

#### **A.3 Develop in-depth information leaflet with Scottish Consumer Council**

- Leaflet to accompany Data Protection Act leaflet. Possible integration?
- Plain English guide to Freedom of Information (FOI), exemptions, making requests, requests for reviews, appeals and enforcement.
- To be available on-line, on tape and on paper (may be used in Citizens Advice Bureaux as principal source of reference for FOI as part of Citizens Advice Scotland Information System)

#### **A.4 Develop public e-media through SIC website**

## **B. Hard to Reach Groups**

To raise awareness of FOI among groups that are traditionally perceived to be “hard to reach” or socially excluded.

### **B.1 Citizens Advice Scotland Proposals**

- Information system – in-depth information about FOI across all categories for advisers
- Managers’ workshop to raise awareness of FOI, develop case studies for information system – led by SIC, venue provided by CAS, SIC to cover travel expenses for participation (opportunity to test public promotion campaign)
- Exhibition at annual conference (includes involvement in conference and the exhibitors’ discussion session) £400+VAT
- Adviser magazine – in-depth article about FOI (needs to be joint with Information Commissioner)
- Presentation to all-managers forum (possible)

### **B.2 Black and Minority Ethnic Communities**

- Articles in Commission for Racial Equality newsletters to race information providers and advisers
- Presentation to race advisers forum
- Community “consultation” through Black and Ethnic Minority Infrastructure in Scotland (BEMIS) to raise awareness of FOI among representative community organisations
- Article in BEMIS newsletter

### **B.3 Disabled Communities**

- Articles in UPDATE journal for all disability rights advisers
- Ensure SIC information is accessible (including website)
- Articles in disability organisations’ publications (MIND, MENCAP, ENABLE, etc) – to be agreed

### **B.4 Poverty Alliance**

- Direct mailing of SIC/SCC leaflet to Poverty Alliance members
- Inclusion of articles in newsletters

### **B.5 Children and Young People**

- Project remit to be developed

**C Groups Likely to Use FOI**

**Community Councils**

- Project remit to be developed

**Media / Journalists**

- Media training [insert headings]
- Media pack (paper and web) [insert headings]

**Campaigning Groups**

- Voluntary Sector conference
- Direct mailing with campaign materials
- Opportunities for a presence at their conferences
- Develop e-newsletter (for all public contacts, targeted at this group)

**Unions**

- Project remit to be developed