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 1st 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