The objective of the Public Sector Equality Duty (PSED) is to ensure that public bodies "have due regard" to eliminating unlawful discrimination, advancing equality of opportunity, and fostering good relations between people with and without protected characteristics, essentially aiming to create a fairer society by tackling discrimination and providing equal opportunity for all; this is achieved by considering these factors when making decisions and developing policies.

Derby and Derbyshire Integrated Care Board delivers this Duty in many ways including a robust Quality and Equality Impact assessment process and review group. In additional, there are robust processes established for all procurements to ensure the services we commission consider the needs of local communities and everyone who accesses them.

**Equality Objective 2024-2026**

The equality objective for the ICB for 2024-2026 centres on the development of community profiles to support communications and engagement projects.

Communities are frequently telling us that information about the NHS is not accessible to them. A great example of this was the COVID pandemic where there was a lot of 'misinformation' and mistrust about the vaccination programme. A lot of hearing was done and different ways in delivering information and vaccinations were developed.

Videos of the vaccination centre were done and dubbed in different languages and also had subtitles. There was also a question and answer session translated into British Sign Language. Vaccinations sessions were held in local trusted community centres and Pharmacies with suitable translated language used in publicity.

Lessons were learned about how to truly reach people who in the past have been considered 'hard to reach' but in reality are seldom heard.

**Community profiles**

Building on the work from COVID community profiles were developed. These are a tool to support effective, localised and fit for purpose communications and engagement.

Using a range of existing information, such as the 2021 Census profiles have been developed looking at who lives in each of the Derby City Ward areas.

A SMART objective has been developed.

Specific- Each Ward area in Derby is to have a community profile summary by the end of March 2025. To support the profile a localised contacts list will be developed to aid effective communications and routes for meaningful engagement.

Measurable- The summary will include reference to how a community is made up. This will include multiple assessments including language spoken, type of housing and local crime statistics

Achievable- Whilst a full profile would take a significant amount of time, a summary can be produced within a reasonable time scale. It is still an ambition to develop a full profile for every Ward area in Derby City and Derbyshire summary reports are the priority

Relevant- Each summary will give analysis to advise how to best engage and communicate with the whole community. This will include communication preferences (e.g. younger people and a reliance on Social Media) as well as language needs, health literacy and ways in which to engage people in their own environment (e.g. Faith settings or working with social housing engagement groups)

Time-bound- With the target of all Derby City to be completed by the end of March 2025, there is a commitment to have summary profiles for the Derbyshire areas completed by the end of June 2025.

**Further developments**

The Integrated care Board is in the process of developing staff based objectives with the intension of these being published for the 2025-2026 objective update.