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# COMMUNICATIONS PLAN

## **2018-19**

## Introduction

We live in an uncertain and changing world; politically, socially and economically.

The future of communications is equally uncertain with channels fragmenting, audiences dispersing and public trust in information sources falling.

This is a challenging environment for communications professionals but I know we are equal to the risks and opportunities it presents.

Good communications, based on sound evidence and understanding of how to create and deliver engaging and trustworthy content to audiences, can help people make some sense of an uncertain world. It can reassure. It can build trust. It can improve lives.

That is the challenge which Scottish Government Communications will rise to in the year ahead, helping to deliver the priorities set out by the First Minister in the Programme for Government.

Our five guiding principles remain the same in the year ahead:

- Digital first – We will place the strongest emphasis on digital and social media where these are the right channels for our audiences, recognising that more people than ever are engaging with us in this way
- Evidence and insight – We will work to ensure all communications activity is based on sound evidence and rooted in audience insight
- Robust evaluation – We will evaluate our work, measuring outcomes where possible, to test impact and continuously improve
- Collaboration – We will support effective and efficient communications across the wider organisation and across the public sector
- Innovation – We will continue to identify and test new ways of working such as the new Social Content Hub.

We have made big strides in these areas during the past year but have plenty of scope for further improvement. Our Scotland Is Now campaign, for example, has seen the Scottish Government working together with Visit Scotland, Scottish Enterprise and Universities Scotland to promote our country overseas but there are many other areas of the public sector where opportunities exist for meaningful collaboration.

At the heart of everything we do will be our people. We have invested heavily in recruiting, nurturing, developing and retaining talented staff, with a particular focus on younger members of the team during the Year of Young People, and we will continue to ensure everyone has the chance to develop to their full potential.

## COMMUNICATIONS PRIORITIES 2018-19

### 1. We want to help build a globally competitive, sustainable and inclusive economy, and help people and businesses prepare for Brexit by:

- demonstrating how infrastructure investment is being increased by at least £1.5 billion a year to the end of the parliamentary term in 2021, including £1 billion a year in public transport improvement, to encourage economic growth
- making Scotland an attractive place to do business, explaining how we are reforming our business rates system to reflect changing marketplaces and raising awareness of how we are supporting growth and long-term investment to stimulate economic activity
- publicising and explaining the role of new institutions and services, such as the Scottish National Investment Bank, the National Manufacturing Institute of Scotland, and Fair Start Scotland, and the action being taken to make our enterprise and skills support system more customer focused, so that individuals and businesses know where to access the right support
- increasing awareness of the need to invest in workforce skills and development, and the importance of protecting workers' rights and conditions, to contribute to economic growth while supporting our ambition to have Fair Work practices embedded in the workplace by 2025
- ensuring people are aware of how our continued expansion of fibre broadband coverage, including exceeding our target of 95% coverage and commencement towards 100% coverage across Scotland, will benefit both their home lives and local businesses
- explaining why the Scottish Government has chosen to adopt a world-leading exemplary role in tackling climate change and will continue to seek to change public attitudes and behaviours so that our country can benefit from the advantages and opportunities associated with the low carbon economies of the future
- challenging contemporary throwaway culture by publicising a drinks container deposit return scheme that will change attitudes and behaviours, reduce plastic pollution overall and specifically protect our marine environment
- explaining the need to balance continued investment in oil and gas exploration and production with complementary investment in innovative renewable solutions that will provide Scotland with the essential energy resources needed to underpin the switch to a modern, low carbon economy

- promoting the benefits of electric vehicles, building range confidence in our already comprehensive charging network and outlining the support we offer to transition to ultra-low emission vehicles - to accelerate our ambition to phase out the need for new petrol and diesel cars and vans by 2032
- promoting a new Food and Drink export plan and Scotland's brand as a Good Food Nation at home and abroad, and illustrating the economic value and potential of being a global source of the highest quality products and produce
- ensuring people are aware of the importance of supporting the viability of our rural and island communities through the development a Rural Economy Action Plan, a National Islands Plan, and the formation of a South of Scotland Development Agency which focus on areas of the country that have distinctive economic potential and opportunities
- engaging with Scottish Government staff internally to ensure they are fully aware of our SG2020 programme and its vision of being more open, capable and responsive and an example to all public sector organisations
- ensuring that as far as possible people are ready for the consequences of Brexit and are aware of what the Scottish Government is doing to mitigate its impact
- stressing the benefits of our aim of continued EU membership or, if that is not possible, membership of the European Single Market and Customs Union while also explaining why it is important to protect and strengthen the powers of the Scottish Parliament and the devolution settlement
- introducing and explaining the importance of a planned, new sustainable fisheries management strategy as part of a co-ordinated plan to protect and nurture our main environmental assets, including agriculture and forestry, in a post-Brexit Scotland.

## 2. We want to be a healthy and active nation and to achieve that we will:

- continue to change public attitudes and behaviours around diet and physical activity to prevent childhood and adult obesity, supporting parents through the Parent Club initiative
- prompt the public to take action to improve early cancer detection rates by continuing to highlight signs and symptoms/importance of screening, and reducing fear by increasing awareness of survival rates through our new 'We Are Survivors' strategy
- publicise how increasing levels of investment in NHS mental health – an additional £250 million over the next five years – is improving services so that the public, especially parents, have a clear understanding of what help is available and how to access it
- educate people, in partnership with NHS boards, about the impact of NHS investment and reform, including plans to improve waiting times in the face of rising demand and the shift towards community-led services through which pharmacists will become the first point of contact for advice and care
- encourage more people, including those from outside Scotland, to consider careers in health and social care so that NHS and local authority staffing in the sector can be maintained at optimal levels
- promote the Organ Donor Register, stressing the proposed switch to a 'soft' opt-out system, and encourage people to talk with family members about organ donation and their intentions
- work with partners to develop a long-term social marketing approach to support the mental health and wellbeing of the public, tackling risk behaviours such as smoking or drinking and eating to excess.

### 3. We want Scotland to be the best place to grow up and to achieve that we will:

- explain to parents what our significant expansion of free early learning and childcare (ELC) means for them and their children, and how to access their entitlement, while also continuing to support ELC expansion through recruitment campaigns
- promote a range of practical resources and support to families through the continued roll out of our Parent Club initiative – such as the gift of a Baby Box to every new-born – and work to increase uptake of the new Best Start Grant and roll-out of the Financial Health Check
- encourage parents to interact with their children via a range of activities and resources to improve literacy and numeracy skills and increase attainment
- support and promote the incorporation of the United Nations Convention of Rights of the Child into domestic law, a Members Bill to end the physical punishment of children, and work across the public sector to understand, reduce and mitigate adverse childhood experiences
- demonstrate how the attainment gap in schools can be closed and pupils can be empowered to reach their full potential with investment of at least £180 million guided by head teachers to their own schools from the Pupil Equity Fund and the Scottish Attainment Challenge
- deliver teacher recruitment campaigns to maximise staffing in schools, and consider how best to engage with the independent panel's recommendations on new routes into teaching
- illustrate on-going work to widen access to further and higher education, ensure tuition fees remain free for Scottish-domiciled students and raise awareness of increased college bursaries and university grants for those from low income families and those who have experience of living in care.

#### **4. We want Scotland to be a society that is empowered, equal and safe and we will achieve that by:**

- promoting the advantages of our new social security system that treats people with dignity and respect alongside policies designed to break the inter-generational cycles of poverty, inequality and deprivation
- delivering an integrated marketing campaign to raise awareness of Credit Unions and how they can offer alternative savings and loans to the products available through private financial institutions
- explaining the action being taken to give everyone the opportunity to live in a warm, affordable home to raise awareness of the support and protections available
- demonstrating how the public is being given a stronger say on the quality and provision of local services to encourage increased community involvement
- encouraging awareness of the social isolation and loneliness faced by many older people, by publishing and supporting a new national strategy to address these issues
- supporting work to improve victims' experience and understanding of Scotland's justice system, through new and improved support and information, a restorative justice action plan, and legislation removing barriers to child and vulnerable adult witnesses giving pre-recorded evidence
- increasing understanding of harmful attitudes that can cause gender-based violence, including the launch of two campaigns in 2019 to back the introduction of the new Domestic Abuse Act and to challenge sexual harassment and sexism
- supporting ongoing efforts to empower communities to be strong, resilient and cohesive, by building on the collaborative success of the 'We are Scotland' campaign by promoting inclusivity, tackling attitudes that fuel intolerance and raising awareness of hate crime, and the importance of reporting such incidents
- improving road safety behaviour with the aim of reducing injuries and deaths and raising awareness of on-going work to support forthcoming legislation for new drug driving limits

- informing the public about improvements to the delivery of policing, fire and wider public safety work, including addressing challenges associated with an ageing population, cyber-crime and threat of terrorism
- supporting the response to major incidents and emergencies, by explaining our approach to national resilience, providing critical information in the face of disruptive events, and promoting the benefits of individual planning
- contributing to the modernisation of Scotland's justice and legal systems by promoting public consultations on new legislation on family law, defamation and succession and explaining proposals to reform legal aid and regulation of the legal profession
- illustrating how re-offending can continue to be reduced by investment in prevention and rehabilitation, including the 'whole system' approach to youth justice, violence reduction projects, an extended presumption against short prison sentences and wider custodial and community justice reforms
- demonstrating and making widely known how high standards of animal welfare are maintained and will be improved by the work of the new Animal Welfare Commission and raising awareness of related issues among the public and supporting them to make informed choices.

## 5. We want Scotland to be a creative, open and connected nation and to achieve that we will:

- stimulate growth in migration by showcasing the very best of Scotland as a place to live, work, invest, study and visit, and extending the warmest welcome to all those who come, through our Scotland is Now campaign
- work with our network of overseas offices – now expanded to include Berlin, Paris and Ottawa – to present and market Scotland as an open, welcoming and connected country
- take advantage of Scotland's world-class sporting and cultural heritage infrastructure, including the recent opening of V&A Dundee, to raise international awareness of Scottish identity and its place in the modern world
- roll out a new ambitious Culture Strategy, emphasising that culture in Scotland is innovative, inclusive and completely open to the wider world
- demonstrate the positive impact of Scottish Government funded aid projects in improving the lives of some of the world's poorest and most vulnerable people in places like Malawi.

## YEAR OF YOUNG PEOPLE

## RESULTS

On-going communications activity to support this year-long celebration of Scotland's young people through events and storytelling, and the creation of new platforms to enable their voices to be heard and acted upon.



year of young people  
bliadhna na h-òigridh  
2018

**+80 SG EVENTS INVOLVING YOUNG PEOPLE  
AND #YOYP USED ONLINE 73,000 TIMES.**

## TACKLING THROW-AWAY CULTURE

## RESULTS

Internal campaign to drive behaviour change through the introduction and promotion of re-useable cups within Scottish Government to reduce waste.

↓ **55%**



**REDUCTION IN SINGLE USE CUPS.**

## PARENT CLUB

## RESULTS

Creation of a new cross-cutting approach to communicating with parents to drive positive behaviour change, including healthier eating and increased parental interaction to improve life chances.



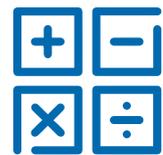
**9% INCREASE  
THIS YEAR IN  
EATING HEALTHIER  
SNACKS**



**6% INCREASE  
IN DAILY READING**



**11% INCREASE  
IN DAILY WRITING**



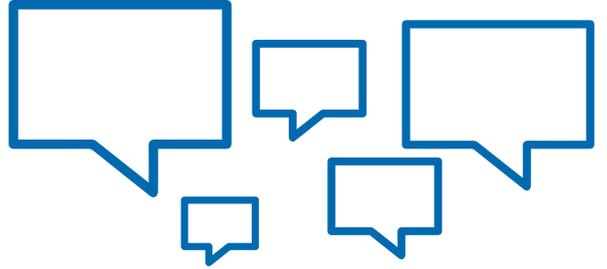
**10% INCREASE  
IN DAILY COUNTING**

## SG CONSULTATION HUB

Set up to promote and encourage responses to SG consultations.



## RESULTS



**31,436 CONSULTATION RESPONSES  
OCTOBER 2017 TO OCTOBER 2018.**

## BREATH-TAKING COUNTRY ROADS

Campaign to improve riding behaviour among motorcyclists who account for less than 1% of traffic on Scotland's roads, but 20% of fatalities.



## RESULTS

**94%**

**OF MOTORCYCLISTS WHO SAW THE  
CAMPAIGN SAID THEY WOULD RIDE  
MORE SAFELY.**

## SCOTLAND IS NOW

Collaborative approach by the Scottish Government, Visit Scotland, Scottish Development International and Universities Scotland to reposition Scotland internationally to attract visitors, migrants and investors.



## RESULTS



**105M  
VIEWS OF VIDEOS**

## CLIMATE CHANGE

Campaign to drive long term behaviour change to support reductions in climate change.



## RESULTS

**67%**

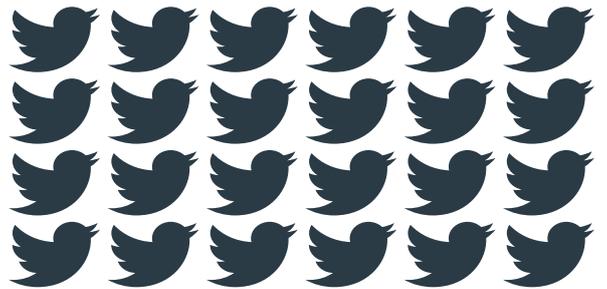
OF THOSE WHO SAW THIS CAMPAIGN CLAIMED TO HAVE TAKEN ACTION.

## MINIMUM PRICING

Media activity to highlight the introduction of Minimum Unit Pricing on 1 May 2018 and the detrimental impact alcohol misuse has on individuals and society.



## RESULTS

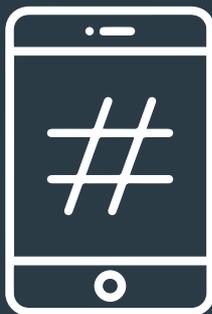


**296,537**

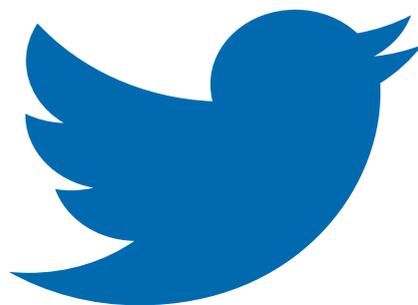
TWITTER IMPRESSIONS OVER TWO DAYS.

## DRAFT BUDGET 2018-19

Social media activity to highlight the key changes within the draft budget.



## RESULTS



909,300 TWITTER IMPRESSIONS FOR #SCOTBUDGET IN ONE DAY.



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