



Policy: Communications And Community Engagement Policy

This policy is the bridge between policy and action. It is the scaffold on which we build Male Health Scotland. It is how we connect with the public, and better lives of not just Scottish men but by extension their families.

1. ABOUT

- 1.1. We are a recognised charity, SC034931, working in Scotland to support male health issues. We re committed to raising awareness and educating people about male health problems that are often surrounded by embarrassment.
- 1.2. Our charity encourages men to seek early medical help without embarrassment, as a result we do our best to remove this embarrassment from society and save lives.
- 1.3. In Scotland Prostate Cancer is the third most commonly diagnosed cancer in men, currently approximately 2,500 men are diagnosed in Scotland each year (1 in 8 Scottish Men will be a sufferer in their live times). This makes Prostate Cancer a serious issue facing men in Scotland – we are at the forefront of raising awareness.
- 1.4. Testicular cancer is most common among 15 - 40 year olds and it has one of the highest cure rates of all cancers. The difficulty with testicular cancer is that it affects young men particularly in their mid-twenties, who are least likely to visit their doctor. We work hard to raise awareness in this group encouraging them to gain access to treatment early.
- 1.5. To succeed we need to have a presence and work hard to build relationships with partners across Scotland who will support our work on male health.
- 1.6. Since our introduction in 2005 we have been actively establishing our goals across Scotland.
- 1.7. Recognising that we need to continue development work within communities the need for a communications policy has been identified within this document.
- 1.8. We are committed to developing communications in a variety of means and works on the premise that **a better-informed, supported, man is a healthier man.**

2. PURPOSE

- 2.1. The purpose of this policy is to increase community engagement, encourage two-way communication, and develop recognition of our work. A key part of this is about developing and delivering useful communications in a clear, simple and informative way through a variety of communications activities, with the ultimate aim of increasing awareness of health related issues facing men across Scotland.

3. VALUES

- 3.1. We believe in open and honest communication, ensuring we engage with and respond to our communities.
- 3.2. We will be visible within all communities across Scotland through fundraising and awareness raising activity.
- 3.3. We will continue to strive towards making Scottish men less embarrassed to recognise health problems and seek advice early.
- 3.4. We will acknowledge the significance of the **female role** in male health issues.

4. BENEFITS

- 4.1. We will:
 - 4.1.1. Inform the public of our activities to promote awareness of male health issues.
 - 4.1.2. Reduce embarrassment associated with male health issues.
 - 4.1.3. Increase awareness specifically of penile, testicular and prostate cancers.
 - 4.1.4. Encourage Scottish men to respond to health concerns and seek medical advice.
 - 4.1.5. Educate females on the role they can play.
 - 4.1.6. Improve and develop community engagement and involvement.

5. ACTION

- 5.1. Continue to develop and implement our identity across the country.
- 5.2. Campaign to raise awareness of male health issues and reduce the embarrassment associated with them.
- 5.3. Provide consistent and co-ordinated response to the public on male health issues.
- 5.4. Develop a structure for community engagement and involvement.
- 5.5. To work with health care professionals to improve the information available to the public.
- 5.6. Provide information on male health in an **easy to digest** format.
- 5.7. Encourage education with Scottish people about male health issues, including schools, colleges and universities.

6. HOW

- 6.1. Continue to develop and implement our identity across the country.
- 6.2. Improve literature available to members of the public.
- 6.3. Develop a website, improving and developing online resources.
- 6.4. Promote our website within Scotland encouraging an increase in visits.
- 6.5. Campaign to raise awareness of male health issues.
- 6.6. Develop an annual work plan to underpin this policy.
- 6.7. Identify key areas for campaign work.
- 6.8. Identify target audiences in line with the above.
- 6.9. Identify events to attend / supply information at.
- 6.10. Highlight appropriate audiences to receive literature.
 - 6.10.1. Such as Universities, Colleges, GP Surgeries, Urology Clinics.
- 6.11. Target young males through awareness raising activity, encouraging them not be embarrassed about male health and highlighting the importance of self checking for testicular cancer.
- 6.12. Provide consistent and co-ordinated response to the public on male health issues.
- 6.13. Ensure literature is made available to the public through a variety of mechanisms.
 - 6.13.1. Such as Print, Internet, Social Media, Phone, via Volunteers.
- 6.14. Continue to recruit passionate Volunteers, increasing their presence across the country.
- 6.15. Develop community engagement and involvement, structure and processes.
- 6.16. Explore methods of better engaging with the public on male health issues.
- 6.17. Use the above to develop a structured plan for communicating with the public.
- 6.18. To work with health care professionals to improve the information available to the public.

- 6.19. Develop a database of partners.
- 6.20. Develop close working relationships with health care professionals.
- 6.21. Provide family and friends of men affected with more information on their condition.
- 6.22. Develop a database of support networks available to affected families.
- 6.23. Offer practical and useful advice through the website and literature.
- 6.24. Encourage young men across Scotland to increase awareness at an early age.
- 6.25. Actively forge links with education professionals.
- 6.26. Deliver simple and understandable information.

7. CONSTRAINTS

- 7.1. We are a Volunteer only Charity. This plan at times may be restricted by this. We hope the public understand Charity should be “Charity” not a “Profession” and support us in our Volunteer only approach.

8. REVIEW

- 8.1. This policy will be reviewed annually.

9. PERFORMANCE

- 9.1. At the end of the year, the policy as a whole will be measured against the following:
- 9.2. Visits to the website.
- 9.3. Requests received for information.
- 9.4. Mapping of presence by region.
- 9.5. Record attendance at events.
- 9.6. Record opportunities to see / hear about the charity and its work.
- 9.7. Record numbers / locations related to event / literature distribution.