

GLASGOW CITY ADP COMMUNICATIONS STRATEGY 2023-2025

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Introduction and Purpose

The Glasgow City Alcohol and Drug Partnership (ADP) is the strategic alliance tasked with tackling the harms caused by alcohol and drugs in the city. High quality communications are vital to engage key stakeholders, service users and decision makers in the work to reduce the harms caused by alcohol and drugs and improve the quality of life of those with alcohol / drug problems. As the largest Alcohol and Drug Partnership in Scotland, it is important that our work is underpinned by a communication strategy, so that individuals, communities and partner organisations are aware, engaged and informed.

The **Glasgow City ADP Strategy** 2020-2023 highlighted the importance of developing a Communications Strategy for the city. As part of the development of this workstream, a series of consultation events and an engagement survey involving all stakeholders, including families, people with lived and living experience and front facing staff has been conducted to inform this strategy.

Our Communications Strategy will:

- set out our framework for communications - vision, objectives, approach, standards and governance
- define our key audiences
- define our communication channels



Communications Framework

Communications Vision

Glasgow City Alcohol and Drug Partnership supports a broad range of activity and growth delivered by statutory and third sector partners. This programme of activities aims to reduce the harms caused by alcohol and drugs and improve the quality of life for those affected. High quality communication is vital in assisting partners across public, private, third sectors and the communities to work together in the planning and the delivery of services. A successful Communications Strategy will ensure that both current and potential service users and the wider public are aware of the range of supports available and how to access them.

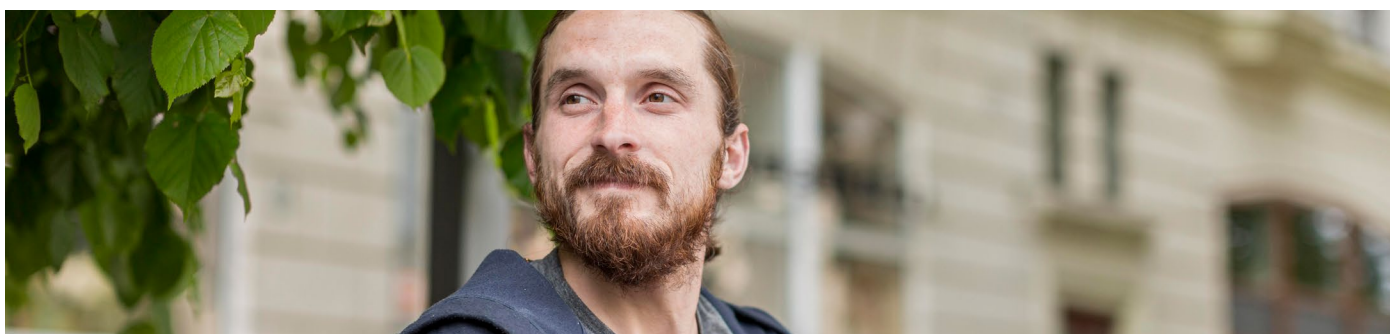
Our communications vision is therefore:

Glasgow City Alcohol and Drug Partnership will encourage constructive communication with the aim of increasing the awareness and visibility of our services, tackling the stigma felt by service users and families and promoting the success of recovery communities.

Communications Objectives

We have developed a set of communications objectives to describe what we are seeking to achieve in our communications. We will use communications to:

- Raise awareness of the partnership working and initiatives across Glasgow City to tackle the harms caused by alcohol and drug use, including prevention and education initiatives, harm reduction interventions and recovery communities.
- Promote new support services for individuals and their families.
- Provide accurate information to services provided by partner organisations to potential service users, their families and loved ones.
- Share the success of services and individuals in Glasgow City, particularly the outcomes of the Recovery Communities.
- Share significant policy developments and funding opportunities.
- Work with partners to share and promote campaigns to ensure the greatest opportunity for wider engagement.
- Challenge any stigmatising language used across mainstream media, promoting a compassionate response to substance use disorder issues and championing a public health approach to these issues.



Glasgow City Alcohol and Drug Partnership

The Glasgow City Alcohol and Drug Partnership (GCADP) was established in 2010 by the Scottish Government and tasked with tackling alcohol and drug issues for the individuals, families and communities of Glasgow through partnership working. Organisational membership includes Glasgow City Council, NHS Greater Glasgow and Clyde (NHSGGC), Police Scotland, lived experience representatives, carers representatives and voluntary sector representatives. It became the strategic planning group for addiction of the Glasgow City Health and Social Care Partnership (GCHSCP) in 2016.

Our vision is for the individuals, families and communities of Glasgow to live free from the harms of alcohol and drugs, to be treated with dignity and respect, able to easily access the support and recovery they seek.

We aim to:

- work in partnership to promote and support prevention and early intervention with individuals, families and communities, tackling stigma and the health inequalities for those affected by alcohol and drug use
- improve the quality of our alcohol and drug services, ensuring a Recovery Oriented System of Care (ROSC), building on our relationships with lived and living experience groups and develop the role of advocacy
- reduce the harms caused by alcohol and drugs by expanding the range, accessibility, availability and coordination of the interventions of all our partners
- ensure a flexible, agile and effective response to emerging trends in alcohol and drug use and the changing environment experienced by our service users, services and people who use alcohol and drugs



Glasgow City Context

Glasgow City has the largest population among the HSCP areas and its health and social care needs are wide and diverse. The mortality rate in the poorest neighbourhoods is increasing, meaning that death rates in the more deprived areas are higher than they were 20 years ago (Changing mortality rates in Scotland and the UK, GCPH, Feb 2023). In 2015/16 Glasgow had the highest rate of estimated problem drug users among Scottish cities (2.8%) (NRS and PHS 2015/16). Drug related deaths in the city remain a public health crisis with 311 people dying in 2021. Over 70% of the people who died a drug related death in 2021 lived in the most deprived communities in the city (Quintile 1).

The complex nature of the challenge requires partners to share information, collaborate, support and join forces. Unfortunately information often shared online and in the media is incorrect or includes language that perpetuates the stigmatisation of people who use alcohol and drugs and treatment and care services, creating further barriers to accessing support.

The launch of the **National Mission** in January 2021 has resulted in a welcome increase in investment and accountability for service delivery. Raising the awareness of services and supports across the city and promoting the work of our partners is key to delivering on the National Mission and local priorities.



Glasgow City ADP Communications Survey

The Glasgow City ADP Communications Strategy is informed by Glasgow City Health and Social Care Partnership's Communications Strategy. It is also underpinned by the HSCP standards, policies and guidelines for communications as outlined later in this strategy.

To ensure our Communications Strategy is aligned with the aims of our partners, including service users, we conducted a survey between October 2022 and December 2022. The survey was designed for participants to share their views on:

- their knowledge of the ADP, our partners and the local services
- how they find out about the ADP, our partners and local services
- their preferred communication channels
- the usefulness of our communications
- how our communications can be improved

The survey was made available online and was promoted via e-mail, staff intranet channels, at our lived experience reference groups and events.

Survey Feedback

- The ADP workstream respondents felt most familiar with was 'supporting recovery'. The least familiar area was the 'improvement of the experience of Glasgow's city centre and night-time economy'.
- The most preferred ways to receive communications from Glasgow City ADP were: Glasgow City ADP webpage, approved minutes from ADP meetings and notice boards in health and care settings.
- Currently only 15% of respondents feel that the Glasgow City ADP webpage is a central source of information.
- The majority of respondents would be interested in receiving regular newsletters from Glasgow City ADP.
- The topics of greatest interest were: general overview / regular updates, services available, strategy updates and good news stories.



- More than a quarter (28%) of respondents identified as having lived / living experience.
- Of those who had seen recent mainstream media coverage, only 36% felt that the reports they had seen were an accurate representation.
- 44% of respondents with lived and living experience felt that the language and content of these reports makes stigma worse for people who use alcohol and drugs.
- "The media use stigmatising language, stories of crime and devastating headlines. There aren't enough positive stories and any progress made is not shown to the public. General cultural negative connotation around alcohol and drugs."
- 58% of respondents are employed by a Glasgow City ADP member organisation.
- More than one third (37%) of our audience currently use Twitter.
- Of those, almost half (48%) find it to be a source of useful information, however when thinking about its impact on stigma, more than half (52%) feel it makes no impact, but a third (33%) find it makes the stigma worse for people who use alcohol and drugs.
- When asked what they would like to see from Glasgow City ADP on Twitter, the most commonly requested were:
 - Links to partners and services
 - Local updates
 - Recovery journeys





Approach

Our communications will always aim to cater to the audience for which they are intended but to ensure they do not create barriers to those accessing them, we have an overarching approach we will follow.

- **Accessible.** Working in line with the Glasgow City HSCP accessibility guidelines and across a range of media in order to reach vulnerable individuals.
- **Inclusive.** Our communications will not use language that stigmatises or alienates any group of people
- **Clear.** To ensure we are a trusted source of information, all our communications will be concise and easily understood by all.
- **Accurate.** We will only publish information from up to date, evidence-based sources.

Standards

Brand Identity

Our brand identity has been developed to ensure we communicate consistently with our audience and build recognition of our work and overall vision as a partnership. The brand identity must be adhered to in all communications from the Glasgow City ADP and when working in partnership, they should use our identity and / or logo only with permission.

Accessibility

We adhere to the Glasgow City Health and Social Care Partnership's accessibility standards, which can be found on the [website](#).

Media protocol

We have a joint media protocol for our external communications, which has been developed between our partner organisations. It covers guidelines on dealing with media enquiries, proactive communications promoting our work and services and the key corporate communication channels of our partner organisations that we link into. It also includes relevant press office contacts in our partner organisations. Any engagement with the media must adhere to the protocol.

Social media protocol

For more information view our [social media guidelines](#).

Audiences and Channels

Our key audience groups we will communicate with include:

- the general public
- people who use drugs and alcohol
- service users
- service users' families / loved ones or advocates
- HSCP staff
- Glasgow City Council staff
- NHS Greater Glasgow and Clyde staff
- providers / contractors of health and social care services
- public, third and independent sector organisations and networks who have an alcohol and drug remit or interest
- MPs / MSPs within Glasgow City or who have an alcohol and drug remit or interest
- the media.



We will use the following channels to communicate with our audiences:

Audience	Key Communication Channel				
	Glasgow City ADP webpage	Twitter - Glasgow City ADP	Twitter - ADP partners	Approved minutes of ADP Meetings	Other websites
GADRS staff	✓	✓		✓	
Member Organisations_		✓	✓	✓	
Service user	✓	✓	✓		
Family / carer of service user	✓	✓	✓		✓
Stakeholders	✓	✓		✓	
Wider public		✓	✓		

Audience	Key Communication Channel					
	Glasgow City ADP meetings	Newsletters	Leaflets and Posters	Noticeboards in health and care settings	TV Screens in health and care centres	Media reports
GADRS staff	✓	✓		✓	✓	✓
Member Organisations_	✓	✓				
Service user			✓	✓	✓	✓
Family / carer of service user		✓	✓	✓	✓	✓
Stakeholders		✓				✓
Wider public						✓

Communications Developments

Twitter account (@GlasgowCityADP) launched in June 2021 is used to share key updates with our audience. This includes sharing partners content, weeklong campaigns to celebrate services and share good news stories. We also provide updates on services and links to support.

A full review of the webpages was completed prior to development of the new website. This will allow us to have the most up to date and useful information, links and stories available to anyone looking for more information about the ADP's work or services in Glasgow.

We have had some success at sharing more positive stories with the media in 2022, working to garner coverage of the purple lighting of buildings across the city for International Overdose Awareness Day and the Women's ROSC event on national and local news outlets.

A newsletter for Glasgow Alcohol and Drug Recovery Service staff was launched in Autumn 2022 and aims to provide regular updates on operational points of interest. We aim to expand upon these to cater for other audiences in the near future.

Advice and Guidance

We aim to provide assistance wherever possible for our partners in sharing key information and tackling stigma against people who use alcohol and drugs.

If a partner organisation has key projects or updates they would like to share with a wider audience we are available to support with:

- social media
- blogs
- newsletters
- media stories
- webpage updates

To request assistance in any of these areas please contact: adp@glasgow.gov.uk

Monitor and Review

We will continue to monitor our communications against this strategy and will use a variety of markers to do so (Twitter engagement, press coverage, newsletter readership, surveys etc). We will also monitor the level of resource required to ensure prompt and effective responses to ADP communications and engagement as we build our outputs across these channels.

We will also review the success using further surveys with our audience to understand if we have increased our reach and awareness levels within Glasgow City. This will help us to determine if the communications output is contributing towards our vision.

Improvement Action Plan

Number	Action	Timescales
01	Create a distribution list for email updates and newsletters	Spring 2023
02	Review and update Glasgow City ADP's web pages	Spring 2023 onwards
03	Maintain a Twitter account for Glasgow City ADP	Ongoing
04	Develop and publish blogs for good news stories	Ongoing
05	Create posters for key service information	Ongoing
06	Develop visual content to develop a wider understanding of the variety of services in Glasgow City	Summer 2023 onwards
07	Develop newsletters for wider audiences	Summer 2023 onwards
08	Add communications as a standing item to the sub groups to better gather information and good news stories.	Spring 23 onwards



