

Open Hearts Open Minds

Key Messages from the Reader Survey 2009 Summary

Appendices

Appendix 1 – where else readers get info to equip and inspire them for inclusive working

eenet

My own research and academic colleagues

Going to different meetings where people from different BME groups attend and from Open Hearts and Open minds(ICT)

As I'm unemployed, I spend a great deal of time on the net, reading, writing and watching television so - all of the above except that "inclusive working" does not apply to me. The question assumes employment.

email bulletins and networking events

Info 4 Local

other local organisations

Inclusion articles on line for production of revised policy

Faithnetsouthwest

at work

Joseph Rowntree briefings

New Start Magazine

Topical programmes on the radio and television. Even programmes like the 'Secret Millionaire'

Devon County Youth inclusion/participation/consultation group.

Play sector - through Play England - Kidsactive Playwork Inclusion Project - PIP.

Women's Resource Centre

Equality South West

Unison

TUC

Fawcett

sporting equals/womens sports and fitness foundation/English Federation of Disability Sport/Sport England for specific work related info

In house training provision and training I deliver for which I need to do research.

EDF, EHRC, Equality SW and IDeA e-news.

Conferences.

I get most of the information I require from disability magazines and disability groups.

LINKING WITH OTHER PARTNERSHIPS AND AGENCIES

ANY PROGRAMMES THT SPECIFICALLY TACKEL ISSUES OF SOCIAL EXCLUSION

WWW.ALERT.GOV.UK FOR UP AND COMING STUFF

EHRC, others

Panorama, Channel 4 Dispatches

emails from other agencies

Open Up and Time to Change national and local mental health campaigns and e-news

People

courses, meetings, internet

contacts from colleagues and own networks

I spend my life scanning books, ebulletins, journals, so impossible to list them here!

internal training courses

nhs inhouse.....

Black South West Network

Devon County Council training; information from specialist colleagues; various other e-news

New Scientist

Institute for Public Policy and Research (IPPR)

Institute for Race Relations (IRR)

Race Equality and Cultural Capability (Peter Ferns website - google to see loads of info)

How Racist are You? TV Ch 4 and lots similar

Talking and listening to people with lived experience

Children and Young People Now, Youth Work Now, CLINKS Light Lunch, various radio programmes (particularly BBC R4), various training providers that advertise via email etc.

Training - Local Govt diversity training

Other enews - Equality SW

Other source - reports from NEF, Defra, Nat England etc etc

CLG, DH, Homeless Link, Clinks, Drugscope

community care magazine
research materials I have found for a University of Wales, Lampeter Voluntary Sector studies course I have been doing
scie website, cqc website, reading, training materials
ESW Bulletin
training - Equality South West
Other groups and meetings -
Regional networks ie SW Fire Services E&D advisors
Respect Festivals
Gypsy and Traveller History Month engagement and liaison around events and planning issues
Requests for information from Fire Station personnel
County/Regional Migrant Worker Groups.
professional association of teacher's with specific learnign difficulties quarterly.
Guardian education and Social sections
Equality SW, Peninsula Public Health Newsletter , SWPublic Health Observatory JRowntreefoundation, Links many more but these are the main one.
plus some excellent colleagues who share info.
The Big Issue magazine, the guardian newspaper. Television programmes like 'Secret Millionaire'
Youth Action Network newsletters
Vinvolved magazines
Involve (Mid Devon CVS) bulletins & newsletter
NCVO website
Secret Millionaire (TV)
Third Sector
NCVO
DYN
various online and e-news services produced at regional level ie equality SW.
can't recall googled and sought out appriprate info
Various academic journals
A variety of events around the region and the ESW e:bulletin
google for specific results
Local meetings of Equalities, Diversity and Inclusion Partnership
Community Care Online; SCIE; NCIL and specific organisations e.g. REWIND; acadedmic texts.
CWDC training and other training directed to us by DCC and therefore funded!!!
RSS links to Nursery World ECM and EYFS - very relevant to my work situation
I do read and pick up information from various other sources - newspapers most likely and Reform (our Church Denomination's Magazine which has Inclusion articles sometimes)but OHOM is the most consistent, informative and relevant in inclusion issues to me.
Equality South West
New theatre style training workshops in Teignbridge
Learning from IDeA and other organisations
Mostly from social interaction and networking at a variety of events
In house training and IPPR reports
e..g from DCSF, Devon County Council guidance etc
We have excellent in-house diversity training, which all staff members attend.
Addaction has a Diversity Forum, which discusses local and national diversity issues on a regular basis disseminates good practice throughout the organisation.
NTA, Supporting People
Early Years Inclusion Course

Appendix 2: What's the core thing the e-news offers you that you can't find elsewhere?

good quick links straight to my in box
local information
It offers a large amount of information in one place
Easy access and can read it whenever I have a minute to my self...
local hope and help
It's the only accessible source of information available
Local news stories
more information in one place
Can find it elsewhere, but actively searching is done when time allows. The enews is actively reminds me.
An easily accessible source of topical news about all issues of diversity
Info/Ideas/Contact
Current information
Local relevance

Local information.

Local info in one place.

It's nicely presented, colourful and engaging.

I have never used e-news so unable to comment.

All information in one place.

Local to Devon information about a broad range of groups that potentially face exclusion it comes to me.

A quick update of everything in one place.

a useful portal and a regular prompt not to lose sight of all aspects fo inclusion

Some local insights.

up to date, varied, informative based on devon expereinces

information and contact information. events and possibilities.

Training info

Latest theme news

It comes to me direct on a regular basis, so I know I am keeping up to date and in touch.

brevity!

Your site brings issues of anti discriminatory practice to me, rather than having to go out and find it

Overview of what 's happening locally and regionally. Easy access via the internet.

News of local events relating to inclusion.

1. Top tips

2. SW focus

3. Training resources that I can use

Local info which I pass on to colleagues

A quick look at issues which may well not have occurred to me

focus on exclusion

some local events/traiing

Real stories from people, in fact it offers a lot that you can't find elsewhere.

instant access to hints and tips, back issues

current topics up for discussion/dissemination.

Upcoming legislation

Local and range of inclusion issues i might not look for otherwise.

inspiration

the focus on the Inclusion agenda as other services often have different relevance depending on the topics, contexts or settings of their content material.

The mix of articles, covering all areas of inclusion

A specific, regular and up-to-date focus on social inclusion, with relevant local case studies.

It's specific to inclusion but broad in the spectrum of subjects within

instant local based resources and info

Brilliant in-sight to work happening in Devon

local information

Such a wide range of info all in one place.

Specific information about the client group

Local and generic information about inclusion.

Learning tools.

The voice of people for whom exclusion has an impact.

?

easy access

Specific Inclusion information and insights into the issues people face - I use the stories etc to drop into conversations with 'my' ministers that help their understanding or disseminate good practice ideas.

what's happening in Devon

Local initiatives and issues

An overview of a wide variety of groups whilst picking up on issues that impact upon specific groups within our Society.

unsure still new to site

Its easy to access at anytime of the day

Regular input in an attractive format - easy to skim read initially and then go into other articles in depth

Issues that affect people locally and pointers to how we can improve access to and experience of our service.

particular focus on southwest and devon relevant to devon

local information and contacts

Instant access, do not have to go hunting for it

Bite-size information relevant to the locality.

News updates which keep me up to speed

Appendix 3: What practical difference has the e-news made to the way you do your job?

(Please give examples)

prompts me to think about things, and what I can do to change my practice

Given information about projects

It helps me keep an open mind and consider wider society

Opens my eye to what people are feeling and the problems they face every day.

Guides me in many ways.

Contact names I have used many times

unemployed

Made me review some of my work to produce an article. It also made me think about how we produce information about our work in an accessible format

n/a

Rewriting of policies with an update on EO/inclusion. Also risk assessments updated.

not sure

I'm better informed to carry out my representative function on the Strategic Partnership and to understand the contributions of others.

Keeps me up to date

I feel more in touch with relevant information and research

I am more informed and have information to share

I know that I read it each time it appears in my inbox, this tells me that I am constantly finding bits of very useful info in each issue. However I do not remember anything specific other than the calendar, but I know I have slotted other things into what I am doing and I also pass on to other groups and individuals items that I think they would be interested in.

I don't think it makes a practical difference to how i do my job.

Provided local information to better target services

Looking at top tips to debate in team meetings to improve practice.

Reminder of some national and local issues and events.

Some background information to inform discussion

Keeps me up to date

I do not work so am unable to comment.

It has added to the breadth of examples I can use in my work training other organisations how to respond to inequalities.

Informed - e.g. helped to create articles for a newsletter for young carers.

Too soon to say as I've only just signed up for your e-news.

b

it has kept me informed and aware of the point of view of others especially of those groups who feel excluded.

raised awareness and sensitivity to practically planning work to be more eina sensitive

Not much, I'm afraid, but useful just to check I'm not missing anything.

Kept in on my agenda. Ideas for ways of working

None really but it has the makings of something useful

Able to sign post people to events training relevant organisations

It has given me far greater awareness of current and underlying issues, informing recommendations and decisions I have made.

provision of case studies and good practice

Helps with raising issues with foster carers about their practice with regard to inclusive working

Supports me in my work, inspires and helps to give me confidence that within all of the terrible things that happen there is a force for good, supports my optimism.

Those that relate directly to my work (i.e. people who have become caught up in offending or at risk of doing so).

Use of top tips and training materials with other staff

Ensures I have 'latest' national picture

Not much more than passing on info I'm afraid

very easy to access info

It has given me the chance to link to specialists for more info

some resources are useful to share with staff that i train.

been able to flag up a few events/training opportunities

I can't say sorry. Equality is only part of my work but I am sure it has made a difference but I can't lay my finger on it.

a fast, concise way of accessing information and contacts in a very busy working environment ie Top Tips, timely events, case studies.

I pass on these to friends and family working in relevant places (eg environment agency).

I use ideas to inform the church I attend about attitudes to excluded people.

It makes me more focused on the way I teach and deal with parents and children i teach. (Specialist teacher for dyslexia.)

helped keep me returning to the issues and taking heart that others can support this

I use the information to apply locality relevant instances or data to reports, presentation to senior managers/commissioners across the region.
Always remembering to be non judgemental about people and where they are at. So more understanding and probably a better therapist.
Trying to encourage this in those I work with too.
It keeps reminding me how important our work is to those who are disadvantaged.
We now display posters about inclusion in the workplace.
We review our policies regularly to ensure that we are being as inclusive as we can be.
It's a quick and easily searchable resource for information re inclusion
Links to work going on in the area
latest news
information
case studies of projects/issues
It's given me a instant point of contact to start my thought process
Saves so much time as information is clearly and concisely gathered in one point of reference.
access to information and awareness raising
Every so often it gives me information I can send to ACS staff
Keeping me up to date with emerging issues both local and national
reminds me of just how little I ever know, and that I should improve my skills/experience
gives me insight into local communities and issues
Keeps my mind open and my awareness up.
Has helped me keep up to date with new initiatives
Made it possible to give advice & guidance on these issues
I've been able to use examples and definitions in my teaching.
The games have been great for initiating debate.
The case studies have been thought-provoking and it has been useful to find information which is pertinent to the South West.
it doesn't effect my work at the moment - it's in the background in case I have an issue I think it could help me with
it as helped my college homework once
I can reccommend it to others
I have been able to use it to disseminate good practice and found useful information / stories to help people to understand inclusion issues better.
understanding more about the inclusion agenda in devon
As well as reading it I always circulate this to relevant officers and councillors across the council.
I have moved roles 3 times in 2 years within the same public service. My current role does not have specific responsibility for inclusion, however it does give me the opportunity of extol the virtues of weaving inclusion into the fabric of everything that we do. For example, I encourage individuals to consider the impact of all our policies and procedures on groups that previously would not have been considered. I have pointed several people towards Open Hearts Open Minds who have previously had very closed minds having not been exposed to certain groups
none as yet
Been able to use the information obtained in my role
Makes me consider issues - it's a thought provoking e-publication Makes me ask "How do we as an organisation fare on this issue?"
Gives me practical help and material in terms of implementing DDA policies
It provides a useful local information resource and good training opportunities.
hard to quantify in hindsight
I have found that i am aware of local initiatives and people working in inclusion which I would not previously have known about. Thanks for this! I expect that actual new projects will come out of these new contacts.
The on line training has made me more aware
More confident to approach/work with parents.
Not sure.
Living in a sparsely populated rural area and where 80% of our work is done electronically and by phone it reminds us of what the rest of the world is like.

Appendix 4: Imagine you're in a room with our funders. What would you say to them about the case for funding the e-news? (Bearing in mind all public services are under tough budget pressures at this time)

This is a great way of providing an easily and widely accessed service to voluntary and statutory based workers. It saves individual workers time in researching social exclusion/inclusion issues by pulling it all together in one place, and using local experts to tell it how it is.

don't know

I would impress on them that many groups such as lgbt communities are currently being attacked more frequently and therefore need additional support not funding cuts

The service is very valuable and people who are shy and and isolated or very busy can find a lot of information on the website.

Excluded groups are isolated in rural areas; geographically & socially. Knowing such services exist is as helpful as the practical work. Powerful political classes need to accept that exclusion is real. Exclusion requires constant exposure. E-news is one way to reassure excluded people that their cause is not forgotten.

it's your electronic conscience!

It's the easiest way to engage your team members in debate

You can advertise your good practise

It's cheaper than all those magazines gathering dust in the staff room

it brings a whole range of different individuals and organisations together.

Vulnerable people are the first affected when financial pressure is on, they need a voice to protect them from harm.

not sure

The e-news is accessible and, presumably, relatively low cost. It is a relatively painless way to increase the knowledge base of non-specialists. In a Strategic Partnership context, where there is little provision for capacity building or training, Open Hearts is one of the few ways available to improve decision making and cross sector working.

This is a great resource that really needs to be continued

Anything that enables stories/ideas/practical help and positive outcomes in terms of community inclusion should be commended/funded and generally at the forefront of our thinking.

I would say that you are not only sending this out to your list but the information is being passed on a bit like pyramid sales via your contacts on to other groups/individuals

You have to remember once the seed is sown it can be a long time before all the conditions are right for maximum yield and you will never know how many you influence

This is a unique service which provides vital information and signposting to appropriate sources. Provides a one stop shop for this neglected area of work.

E news provides up to date information in a readable form which does not require travel to and unproductive time spent in meetings. It can be used as a prompt for reflective practice which underpins our work.

It is a simple and effective way to bring information about social exclusion issues to a wide audience of practitioners and policy makers

Equality and diversity issues are complex and ever changing. There is a need to keep people motivated and up to date in the subject. Funders could work more closely with OHOM to develop service specific topics. There's so much scope for delivering an excellent resource here.

I cannot comment because I have never used e-news, but if I was speaking to a room full of funders I would state the case strongly for the cause & hope that they would consider it a viable and worthwhile cause which warranted funding. It's relevant, it's up to date, it's informative.

This is a really precious resource for Devon, which brings together networks that might otherwise be working in isolation.

b

There is so little information about groups facing social exclusion, actually from those themselves, which give unbiased and varied information. Open minds provides this.

There is a case, but it should not fall to be met by one or two stakeholders as now..

There isn't anything else that provides info/views on inclusion in Exeter & Devon.

Provides me with essential up to date information on a wide range of issues which improves the service delivery to children and families

It has potential but is probably to excited by it self. It needs to be more information based and less maybe emotive in its presentation..... but it is the best thing out here at doing its job and where else can you get so much for your £?

This e-news is unique and provides for relevant organisations the information they need

This is a cost-effective way to keep large numbers of people informed, raising awareness across the board, and keeping inclusion in the forefront of people's minds.

It is an excellent source of up to date practical information, and brings it all to one place, rather than having to travel round several different issue specific website to find the same information.

That you keep the issues out there for practioners. wit out your e-mails this issue could easily be lost

Same as previous answer.

If you are serious about social inclusion and brining down barriers to apticipation using on-line and emailed resources is a cost effective way to maximise impact across all sectors.

Broadening awarenss of local and national issue regarding social exclusion

workers need as much information as possible to practice in a needs led, anti-discriminatory, inclusive way. e-news provides an easy to access knowledge base for Devon.

This would show a real committment to reducing exclusion instead of just ticking boxes

This is the only source available to provide us with information on areas such as deprivation and real issues.

The sharing of best practice saves money in the long term as people have invented that wheel before. Let's learn from others experience.

This is a good means of alerting and reminding people of the need for inclusion and for spreading good practice. It is easy to access and you don't have to search for it.

it's real , relevant , local and hard to find elsewhere

The service has distinctive product and consistently provides the product at high quality.

The service provides valuable resource in terms of data and information which complements public health intelligence

to support work addressing health inequalities

This is the best most accessible web site I have found to access this type of education and to find appropriate training for inclusion issues.

I enjoy reading the newsletter because it feels I'm part of some kind of club which cares about these issues and takes action on them. Makes me feel less alone and that I'm going in the right direction

Any potential funder could potentially get value for their investment if they encouraged their staff to use the resource.

It helps to broaden the scope of peoples understanding

Building capacity within small orgs that have no budget or resources but do great face to face work with vulnerable people.

Cost effective for funders.... to trust one body to produce info and disseminate to local bodies.

The e-news is a really valued resource, that we cascade through our partners as an example of good practice

this is easy to read information that gives an overview of some of the issues

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N/A

its essential, quick for pointers and encourages you to have responsibility for your own learning and information gathering

This kind of information helps us to build social capital and a strong civil society locally.

Depending on the LAA priorities, the e news covers a number including 'communities getting on well together' apart from all the inclusion ones. There is also the educational impact.

it is useful for people who are socially excluded due to impairments and disabilities it is a social network and support for these people.

The e-news gives me the opportunity to engage with students about issues related to social inclusion in a way which is interesting and relevant.

it's excellent, informative, relevant and easily accessed by many people

OHOM is the best 'one stop shop' for all things inclusion. Saves hunting for resources / information and is well informed, clear, insightful and 'grass roots real' - which is something we don't always get from other sources. It's also really useful that it's local, as some other publications seem removed from our rural and South Western experience.

nobody else does it

It's a great way to share information across Devon

What alternative source of such valuable information is there? e-news enables the people of Devon to experience "the flip side" in privacy which will then interest them sufficiently to go out and about with sufficient knowledge to change hearts and minds

not sure

E News is easy to access for all people of all cultures and disabilities it is a useful source of information and keeps you up to date with the latest information

In a time of financial crisis does removing funding from issues around vulnerable groups make sense. If you don't have this, how are you going to replace the need?

In order to best serve the local community, constant updates are needed - e-news provides this admirably.

e-news is a very important resource for us to keep aware of local needs and gives pointers as to how we can best address any diversity issues as they arise.

Devon has a very sparse BME population, suffers huge rural isolation and much of its deprivation is hidden. E -news helps to raise awareness in a relevant way, which cannot be achieved through national or other 'enews' equivalent which tend to have a strong urban focus thereby reinforcing the idea that exclusion is not a problem for rural areas.

This service links us desk based inclusion workers together creating a network and source of support and information.

It is a service that is not found else where, which offers a comprehensive all round service

It is essential that hard-pressed small charities have access to the e-news. We do not have the time or capacity to read piles of paper - most paper info goes in the bin!

Appendix 5: Suggestions for bringing in funding

eg netmums... but could be time consuming identifying sponsors.

Ask some of the larger social exclusion organisations eg Age Concern to part-fund it to raise their own profile and campaigns.

I'll let you know if any ideas materialise...

Subscription

membership fee for some services...training? advertising? consultation?

All of these may be useful.

A mixture of the above

Funding is particular to the project and ideas need to be focused on amounts needed/costs/projected costs and possible funders who have a direct interest in the project.

Form a partnership with someone like Equality South West

Try Devon Funding News service at www.fundingnews.co.uk

DCC's External Funding Information service can provide advice on where to try - contact details are included on the website. Good luck!

seek national/local trust funding

Consider a small subscription (even if voluntary).

Selling products.

Get sponsorship from businesses to run the bulletin

As I said earlier, I only signed up to receive the e-news yesterday, so I'm a bit short on bright ideas at the moment, but I'll let you know when I do have one.

A combination of advertising and subscription may be the easiest way to spread the cost and generate a more stable and less vulnerable source of funding

I think it becomes problematic if we have to rely on external funding, unless we can raise it ourselves, eg by taking some level of OK advertising. Raise more through training courses?

Ask me for less than £24 but £5 to £10 possible if you stop being so like the pictures below its patronising and this subject deserves better. "stop with the thumbs up.... and put on your work clothes".

Seek advice from the Devon Funding advisers network

Ask a specific Devon County Cllr for money

I would like to contribute but having the same funding difficulties myself!

There is a directory of local and national funders, I'm sure you are aware of it.

Big Lottery Fund.

Do you have Charity status - if not it does help in fundraising

I hesitate to suggest carrying advertising for business products because these days we get inundated! However, if such advertising were included at a balanced level it would be a way of funding or part-funding the service without diverting funds from front line charitable work.

However - too much advertising could detract from the 'core messages'.

It would be better if 'core funding' could be found from a central government pot - or perhaps from GO-SW.

I don't know - don't think my organisation would stump up the funds although I'm willing to try!

I can't suggest who to contact but I work for Devon County Council

Clare Milne Trust

[details removed from public document]

[details removed from public document]

For the SW Hub contact [details removed from public document]

some businesses surely may have sufficient ethical features that would reflect the values of H&M

Using the Directory of Grant Making trusts to access funding.

all the above sounds great and possible

As long as the advertising was from ethically sensitive organisations.

if funds were required to access the site I would unsubscribe, sorry, perhaps I'm not just fired up with it yet

Try to get a sponsor for each issue? Publish a list of those you try unsuccessfully, starting with the banks, who have huge amounts of our "public" money invested.

As a charity, we are also constantly in search of funding. This is a difficult time for everyone and I hope sincerely that you are able to continue to produce this excellent resource.

Sorry - not very original. Guess you could offer to sell the odd duck house for a percentage, failing that try Mr N.

Griffiths.(again, my apologies - overtired, emotional and just feeling jolly unprofessional right now!) Good Luck

Umbrella bodies like the CVS, CAB receive funding to support or work with small charities - we seldom gain any benefit.

We have little income as we are all volunteers and are swamped by umbrella organisations who just want £20 or so to boost their funding.

We need your e-news to support our work in HMP Dartmoor, Channings Wood and Exeter prisons and we get little funding there.