

EVALUATION REPORT



Successful on the one hand,
and challenging on the other...
The story of our project so far

YEAR ONE Information Giving, May 2020





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SAND is a registered Community Interest Company Number (CIC): 09592142



PREFACE

Successful on the one hand and challenging on the other are the two extremes of year one. In the latter stages of the year (Feb – May 2020), we have been impacted first by severe flooding, with environment agency warnings in Shropshire, and then Covid-19, creating a whole swathe of priorities for health & social care providers across the County.

Specific impacts of Covid-19 on the project:

- We have been unable to reschedule Sue Westwood from University of York who was due to speak on dementia at the launch event, but was unable to attend due to illness
- Our invitation to Berkeley Wilde from The Diversity Trust in Somerset has been postponed
- Our Next of Kin challenge work is on hold
- Our Strategy Inclusion Group is in waiting
- Our new project with SPIC is postponed
- The proposed collective Design Community is unlikely to happen in the way envisaged
- 2 Awareness Raising Training sessions have been cancelled (Joint Training & Glyndwr)
- 2 Conversations about Awareness Raising Training are on hold (Qube and Rotherwood Grp)
- Our focus group for trans inclusion has been postponed
- Planning has been suspended for our focus group on dementia
- Our Marketplace Event/Information Day has been postponed
- Development of our data collection methods has been suspended
- Fundraising events to secure match funding have been suspended
- Our work with Healthwatch Enter and View is on hold
- Our proposal to work with agencies on LGBT+ inclusive befriending is being re-written
- We have brought forward our plans to develop the online resource for inclusive practice and changed our approach away from the original co-production 'Design Community' model
- Some of the prospective Workplace Champions who signed up at the Launch are now furloughed



The severity and reach of Covid-19 presents very real concerns that practice to address equalities and inclusion will remain low on agendas beyond the days of emergency response.

Research, reported in *The Essential Briefing on the Impact of COVID-19 on LGBT Communities in the UK* (LGBT Foundation), tells us that, compared with the general population:

- LGBT people are more likely to be living with long-term health conditions
- 55% of GBT men, 56% of LGBT women and 64% of non-binary people are not active enough to maintain good health, (compared to 33% of men and 45% of women generally)
- LGBT people are more likely to smoke
- LGBT communities have higher rates of recreational drug and alcohol use
- LGBT people are more likely to be homeless
- LGBT people are more reluctant to access healthcare
- LGBT people are disproportionately more likely to have poor mental health

In May 2020, LGBT Foundation published further findings – this time from the largest and most substantive research into the impact of the Covid-19 pandemic on LGBT communities in the United Kingdom to date. This research has uncovered some of the wide-ranging and profound effects the pandemic has had on the lives of LGBT people in areas such as mental health, isolation, substance misuse, eating disorders, living in unsafe environments, financial impact, homelessness, access to healthcare and access to support.

Hidden Figures: The Impact of the Covid-19 Pandemic on LGBT Communities is a culmination of their findings from our online survey, existing research on LGBT health inequalities and their own unpublished service user data. Their survey found that of LGBT people who responded:

- 42% would like to access support for their mental health at this time
- 8% do not feel safe where they are currently staying
- 18% are concerned that this situation is going to lead to substance or alcohol misuse or trigger a relapse
- 64% said that they would rather receive support during this time from an LGBT specific organisation
- 16% had been unable to access healthcare for non-Covid related issues
- 34% of people have had a medical appointment cancelled
- 23% were unable to access medication or were worried that they might not be able to access medication



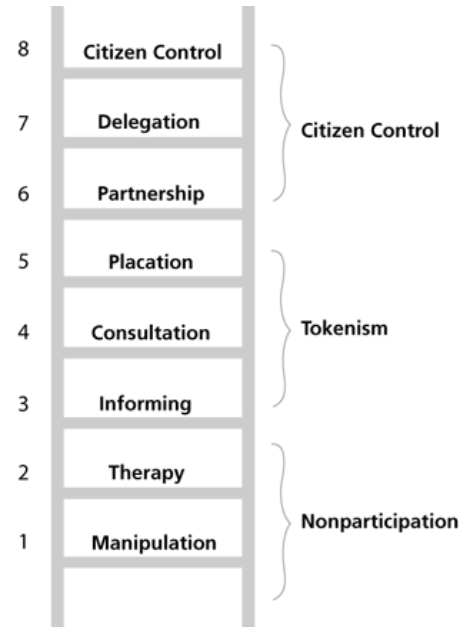
INTRODUCTION

SAND is using a modified, simplified interpretation of Arnstein's Ladder of Participation to frame this 5 year EMBRACE project.

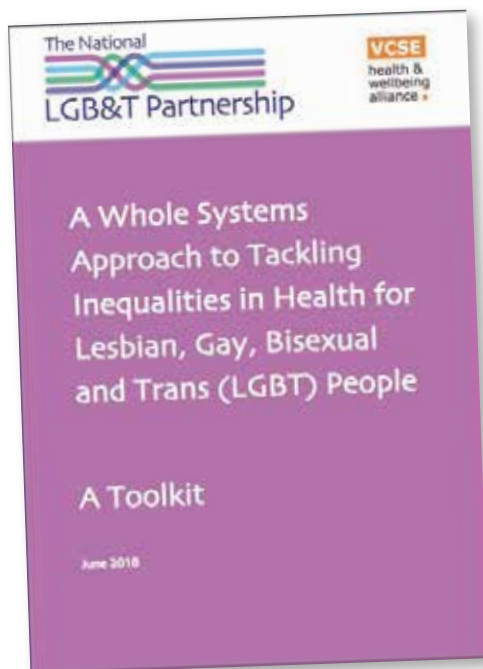
We know from our own experience of growth since 2013 that any meaningful, enduring change requires a solid process with due time and commitment given to each and every stage. Each year has been given a theme which will move the primary focus from Information Giving in Year one (equivalent to Rung 3 on Arnstein's original ladder), through to Influencing in Year five (balanced between Arnstein's Rungs 7 & 8).

We recognise that life is not exactly this linear so these themes are for general guidance to achieve our outcomes, rather than strict rule.

YEAR ONE information giving
YEAR TWO bringing together/consultation
YEAR THREE working together
YEAR FOUR deciding together
YEAR FIVE influencing



Arnstein's Ladder (1969)
Degrees of Citizen Participation



Also, as outlined in our original project proposal, our Engagement Plan takes the form of a Whole Systems approach based on one developed by the National LGB&T Partnership in June 2018 [<https://nationallgbtpartnershipdotorg.files.wordpress.com/2018/06/a-whole-systems-approach-lgbt-toolkit.pdf>].

To keep this at the heart of our work – and rise to the challenge of engagement in a County with no funded LGBT+ infrastructure, we have framed the chapters of this report under a modified series of the headings based on those provided in the toolkit. Whilst we understand that change is not linear, in YEAR ONE we report against the first 6 elements only:

1. **Creating momentum** - to create and cultivate a moment where EMBRACE captures the imagination of key partners, the need for action becomes clear and opportunities are identified
2. **Building a guiding coalition** - to guide, coordinate, communicate and work with the change effort
3. **Agreeing a clear vision** - to clarify how the future will be different from the past and how EMBRACE can make that future a reality
4. **Enlisting allies** - to take the Campaign forward in different ways, in different sectors, on many fronts
5. **Considering barriers to change** - to recognise, remove or circumvent barriers that undermine the EMBRACE vision
6. **Demonstrating that change is possible** - to be visible, promote successes along the way, build morale and energise people to persist
7. **Sustaining acceleration** - to build networks of influence
8. **Instituting change** - to keep up to date with changes in the field, keep people engaged, look for new opportunities

As the toolkit clearly states: Whole systems approaches demand that policy makers, politicians, commissioners, service providers and community members work together to identify the challenges that LGBT people face and act on them in concerted and coordinated ways. All relevant organisations should be engaged including public sector organisations – such as local authorities, schools, hospitals and the police – and voluntary and community sector organisations, as well as social housing providers. It is critical that LGBT people are involved from the beginning; they are the central part of the whole system.

The National Lottery Community Fund requires us to report back against 5 headings and we have framed each chapter with these, so that at every stage of our Whole Systems Approach, we consider:

- The story of our project so far
- How we've involved people from our community
- The differences we're making
- What we've learned
- How we're changing what we do

Having framed this end of Year One report in this way we can see that if we follow this structure for the full five years, we could end up with a recorded case study of change, using a very systematic approach. Who can tell what may happen further down the line but, at the very least, we will most certainly have a documentation of our process.





CHAPTER 1

CREATING MOMENTUM

To create and cultivate a moment where EMBRACE captures the imagination of key partners, the need for action becomes clear, and opportunities are identified.

By presenting information; telling stories; linking with national strategic and policy initiatives.

1.1 Creating momentum: The story of our project so far

We advertised, shortlisted and appointed marketing company MrFlynn Creative to work with us to design branding for the EMBRACE project. Wayne Flynn has been a significant influential aid and it was his approach to promotion, mocking up materials – initially to encourage people to ‘join the community’ - which led to a key transformation in the EMBRACE story, just in time!

On 19th October 2019, SAND launched its new project, reframing it as a **‘Campaign’ to EMBRACE A Culture of Inclusion** across Shropshire, Telford & Wrekin. With strong branding, representation from nationally renowned LGBT+ organisations and an element of entertainment, the launch invited the 60 attendees from LGBT+ communities and local agencies to grasp the moment, sign up to Join the Campaign and put themselves forward for a selection of engagement opportunities.



- Information was presented through powerpoint presentations and an information pack for attendees to take away – subsequently we received more requests for these and distributed them accordingly.
- Speaker Jim Glennon (Opening Doors London) and Jay Stewart (Gendered Intelligence) gave presentations, alongside Kay Davies (SAND) who gave a special presentation on dementia and its resonance for LGBT+ people.
- A short film was created to capture the atmosphere and messages of the launch (<https://youtu.be/2g6k-8zm8-s>), located on the LGBT SAND YouTube Channel.



We have continued to collect our Grains of SAND: first-person testimonies which bring to life and give voice to the experiences of a range of older and old LGBT+ people.

1.2 Creating momentum: How we've involved people from our community

Local designer, Daniel Kevin Lloyd helped us through the advertising and recruitment process for a marketing agency. Daniel checked and advised on our draft advert and was on the shortlisting panel.



- Invitations to the Launch event went out through LGBT+ networks across the County
- Claire Mooney – lesbian singer-song-writer provided appropriate and entertaining musical interludes
- Information packs distributed at The Launch included a page of quotations taken directly from our Grains of SAND interviews with older and old LGBT+ people in Shropshire Telford & Wrekin
- Questions were invited from the floor at the event
- Networking time was programmed in, with good quality home-made cake
- Film-makers undertook interviews with attendees at intervals during the event
- Attendees were invited to 'Complete the Sheet' [see Appendix 1] to indicate areas of interest for future involvement

Our Grains of SAND initiative has attracted a new interviewer who is collecting stories in the South of the County.

1.3 Creating momentum: The differences we're making

We asked people what impact this event has had on them and they said:

- Made me consider a lot more how my organisation identifies and interacts with old & older LGBT people
- I "got it" I had felt that my own ethos on how to treat people of any background was enough. I now understand the reservations of any group of people when meeting someone new



- Opportunity to share issues with colleagues. Sense of being able to contribute to something worthwhile that is well organised and funded
- Renewed commitment to the cause
- I am more mindful about being more openly and obviously inclusive. We have arranged for SAND to consult with us regarding our literature and social media, etc. Although we have always been open and tolerant of everybody, I now fully understand the need for equity, and for those who are reluctant or fearful to come forward to be given that extra reassurance that they are welcome
- It made me "THINK" how can I support this and disseminate to a wider group of people, how can I support SAND
- As retired only better informed - but think we need to do more in Telford
- Very thought provoking. I am awaiting contact from SAND with regard to the Embrace meetings and Green Oak's involvement with this
- It is always good to keep coming back to awareness that there is still so much that needs to be done. Especially in the area of dementia and LGBTQ needs.
- I will look for opportunities to promote the achievements in any arenas that I am involved in
- Awareness and understanding
- Increased awareness which I will share with my social work team and inform my own practice
- It's made me feel so proud to be a small part of SAND

1.4 Creating momentum: What we've learned

Crucially, we learned that a Campaign had a stronger resonance than a Project, that we could capture hearts and minds and push forward a powerful message. People valued:

- Variety of speakers
- The bravery and honesty of the speakers
- Opportunity to hear different speakers. Bringing together of like minds
- Quality of speakers and the chance to meet people who share my concerns
- The speakers were very interesting, knowledgeable and insightful, and the short film (or film intro) shown at the beginning really drove the message home about elderly LGBT+ people and loneliness (pertinent to my work at Omega, the National Association for End of Life Care)
- The whole culture of inclusion for older people and the hard work that SAND has undertaken to improve things
- The open discussion & presentations
- The event was interesting and inspiring as were the speakers. I loved the music too
- It was very well organised and the content was enlightening and included humour and music - perfect
- Gained a better understanding of what is planned for the next 5 years
- Well thought through and presented activity for a Saturday event, good to see so many people attending
- Meeting enthusiastic people and gaining awareness about the problems experienced by the LGBT community accessing health and social care
- Speaking to and hearing from a diversity of people attending
- Hearing more about what SAND do to advocate for LGBT older people. I had seen your logo around but wasn't sure if you did peer support/social groups or other things too. Great event
- Inclusive, informative and awareness raising, celebratory



We revisited the power of media and how filmed interviews can carry such weight and be used in different ways as we move forwards.

The SAND Action Group Meeting in November 2019 offered an opportunity for some reflection on the event itself, when people said:

"The feedback from people was excellent, how good, uplifting and inspiring it was. It had such a nice, positive feel about it – no niggles going on, it was a fantastic afternoon, people were really chatty on the way out. The only misgiving [one individual] had was a lack of attendance from the care services – others felt there were a lot! There were many more women than men – not unusual. And there were some heterosexual people which was really nice to see. It was great to have a trans man as a Speaker ... and an added bonus to have a SAND member with knowledge about dementia to speak. The mix of people who were there was great".

The one constructively critical comment was *"Although the event was brilliantly organised and timetabled it felt a little rushed - ideally it would have been nice to have more time built in for 'networking' - during or after".*

1.5 Creating momentum: How we're changing what we do

We started with a project and launched a Campaign. This way of galvanising has expanded the way the way we think about engagement as something motivational which moves forward.

This has now led us to look at models like:

- Community Covenant to engage service providers in making pledges to progress inclusive practice – Care Leavers and the Armed Forces both have active local models we can draw on
- Campaigns within the campaign – ideas like 'drop the next of kin' to highlight the legalities – or not – of next of kin and the understanding around what is and is not possible

The 'Complete the Sheet' was a huge success and gave us loads to work with – we will keep in touch with everyone who put themselves forward and keep this as an approach at future events.

We have invested more money into the filming aspect of the budget, moved (at this stage) from the web design which will come later.

We felt that the Launch event opened up an opportunity to invite Sue Westwood to Shropshire to talk about LGBT+ people and dementia on a different occasion.

We will also revise future timetabling to ensure more networking time.





CHAPTER 2

BUILDING A GUIDING COALITION

To guide, coordinate, communicate and work with the change effort.

By engaging people with passion; commitment and influence; set up guidelines to work together; utilise creative involvement; continually build relationships.

2.1 Building a guiding coalition: The story of our project so far

EMBRACE has been led by its Project Manager and overseen by the SAND Action Group. As the months went by the group felt that there was a layer of guidance missing. There had always been an intention to identify a Reference or Steering Group of some kind and the question kept arising, without us quite working out exactly what was needed.

After conversations with key stakeholders the concept of a **Strategy Inclusion Group** emerged. Whilst this may seem an unnecessarily complicated title, it reflects the concept - which is for this particular group of hand-picked influencers to feed their knowledge, experience and ideas into EMBRACE and also to take their own learning out into their own organisations and practice to broaden the reach of change!

Those who have already signed up have agreed to the proposed remit, to:

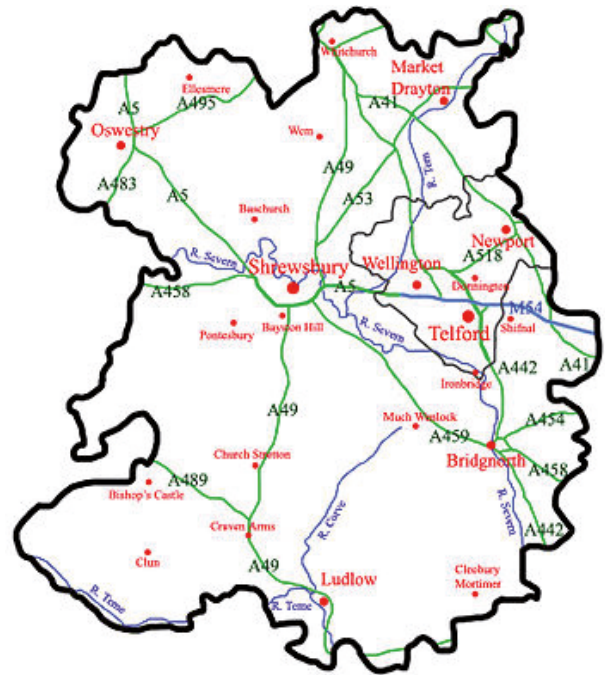
- Take a strategic approach to inclusive practice in Shropshire, Telford & Wrekin in the fields of health and social care
- Make sure that EMBRACE fits with and influences the wider health and well-being strategy
- Provide scrutiny and be a critical friend
- Make sure that other organisations are aware of EMBRACE
- Help SAND to keep in the loop regarding relevant local and national developments – providing links and contacts as appropriate



Meanwhile, we are also keen to maintain and build on good links within our LGBT+ communities, who are well represented on our **SAND Action Group**. We have approached individuals and held events to engage others in Oswestry, Telford and Ludlow with limited success and an element of struggle (which is a common experience resulting, at least in part, from the lack of funded LGBT+ infrastructure across the County). We are working through and with our networks, starting where there is some overlap of volunteers and reaching out through individual contacts in a snowball method which is currently looking positive.

- Church Stretton, South Shropshire
- Ludlow, South Shropshire
- Market Drayton, North Shropshire
- Oswestry, North Shropshire
- Wellington, Telford

- LGBT+ Switchboard and Opening Doors London, working to strengthen national ties and inform our befriending proposals
- The Diversity Trust in the South-West who have developed some interesting resources for health & social care providers to make their practice more LGBT+ inclusive
- Body Positive's Silver Rainbows in Cheshire who have developed training around person-centred care for older LGBT+ people



In the period 5th June 2019 – 31st May 2020, SAND Action Group members clocked up 916 voluntary hours, translating to £25,608 worth of time. As the EMBRACE Project constitutes the majority of our work, we can reasonably assume that at least 80% (just short of £20,500) is invested in EMBRACE activity.

- CEO Coverage Care and former Chair of the National Care Forum
- CEO Shropshire Partners in Care
- CEO AgeUK and SAND Action Group member
- Patient Experience & Engagement Lead Shropshire Community Health NHS Trust
- CEO Healthwatch Shropshire

Once we are in a position to move forwards once again, we hope to add one or two more names to this list.

We have attracted interest from some key local LGBT+ individuals, notably a Case Management specialist who would like to work with us on issues arising from Next of Kin assumptions.

We are in discussion with the **Shropshire Rainbow Film Festival, Shrewsbury LGBT History** and **Border Women** about increased joining up of activity as well as continuing to communicate with people organising around LGBT+ events and issues in Telford, Oswestry and Ludlow.

In advance of the **Marketplace/Information Day Event** (scheduled for 27th May), we planned to identify the questions and areas of interest that LGBT+ people would most like information about through surveys during LGBT+ History Month. Our prompts to these interviews included ideas drawn from previous conversations and contributions during training sessions, things like:

- How do you find out about social care?
 - What are your care choices?
 - What you need to think about as you approach pensionable age? What is income draw down?
 - Which benefits are you entitled to? Who can get a blue badge?
 - Why do you need to make a Will? Why does Lasting Power of Attorney matter?
- And more ...

In the event, floods prevented our researcher from attending and securing the questions and the Marketplace Event/Information day was then cancelled due to Covid-19. We had already had a very positive take-up from local providers to host stalls, each with a specific focus: CAB pensions, Adult Social Care, AgeUK (Advice & Information), Severn Hospice, CEDAR (Death Awareness) and Death Doula, Solicitors and financial advisors.

2.3 Building a guiding coalition: The differences we're making

This feels like very early days and yet people are excited and pleased to be asked. They have said that they would love to be involved and can envisage great value in it.

Mostly beyond the scope of this EMBRACE project funded by the National Lottery Community Fund, but resulting from it: SPIC submitted a successful bid to Health Education England, with SAND as delivery partner for a first-stage project to take a Whole Systems approach - working with their members to look at care provider systems and procedures and to develop a workplace champion programme.



2.4. Building a guiding coalition: What we've learned

We had originally thought that a key element of this collective approach would come from a co-production 'Design Community'. As year one concludes, we are not yet at that stage as relationships take time to nurture and working with over-stretched Health & Social Care Sectors can be a bit like catching sand! With recent events (Covid-19) the Design Community approach may well take a back seat for some time to come.

Building a guiding coalition is hard (we think we knew that) and it is also high maintenance. It is essential, demanding and difficult to keep in regular contact with all individuals.

The health service is huge and has high staff churn (we knew that too). That one link person is so important and also a vulnerable connection. It is important to forge more than one link with an organisation if change is going to be embedded and rotate all the communications to keep people in the loop and to stay on their understandably demanding agendas.

A wow-moment for us was the realisation that we are attempting to build our committed group of collaborators from TWO hard to engage groups, both with variable capacity – LGBT+ organisers and Health & Social Care influencers.

2.5 Building a guiding coalition: How we're changing what we do

Through the current Covid-19 crisis we are maintaining an appropriate level of communication with all parties; this means keeping on it continually, with small nudges and reminders. We are also continuing with the development of the EMBRACE Campaign online resource, so that we are ready to help when Health & Social Care providers are in a position once again to work with us on a level plane.

We are identifying individuals connected with LGBT+ networks and having very personalised conversations on digital platforms as introductory meetings.





CHAPTER 3

AGREEING A CLEAR VISION

**To clarify how the future will be different from the past and how
EMBRACE can make that future a reality.**

**By maintaining focus on where we're going, recognise that it's complex and many-layered,
accept the process is iterative, being ambitious, celebrating achievements and steps taken.**



3.1 Agreeing a clear vision: The story of our project so far

In June 2019, as soon as the project started, SAND commissioned Polly Goodwin from Merida (<https://www.merida.co.uk>) who worked with us to develop our *Theory of Change* for EMBRACE [See Appendix 2].

This identified **the rationale for EMBRACE as being about prevention** to ensure that people stay well, healthy and independent for as long as possible by encouraging them to age well. When people do need to access services, EMBRACE wants to see **a network of LGBT+ aware and inclusive providers** across Shropshire, Telford and Wrekin.

The EMBRACE Theory of Change lays out the key components of the EMBRACE Campaign:

- **Goal:** to create a culture of inclusion across health and social care across Shropshire, Telford & Wrekin for older and old LGBT+ people
- **Intended Outcomes**
 - Better experience for older and old LGBT+ people
 - Providers to be more aware and inclusive
 - Changes in policy
- **Intermediary outcomes**
 - Alliances with key organisations and agencies
 - Groups and individuals active in and contributing to our campaign
 - Providers more willing to be involved in and engaged with EMBRACE
- **Activities**
 - Learning & knowledge exchange
 - Online directory
 - Training & supporting champions
 - Grains of SAND
 - Market place events
 - Training & consultancy
- **Enabling Factors**
 - Creativity
 - Strong track record
 - Trusted organisation
 - Good relationships
 - National and local profile
 - Cover the whole country
 - CIC structure
 - Skilled and knowledgeable

Programme development: Monthly meetings organised by the Project Manager have kept the work on track in line with outcomes, both reviewing the previous month of activity and planning the upcoming month. At each of these we have reviewed hours, both paid and voluntary and logged them on spreadsheets.





We are also starting to develop proposals on how to take forward specific aspects of the work – for example the development of the EMBRACE Online Resource, the first iteration of which looks like this!

3.2 Agreeing a clear vision: How we've involved people from our community

The Theory of Change was developed over a period of months, engaging the SAND Action Group at our Away Day and in 3 subsequent sessions. Those unable to attend the Away Day inputted in advance and were engaged in development afterwards.

3.3 Agreeing a clear vision: The differences we're making

These will be our clarified outcomes as we work toward achieving them. In the process of development, we matched the outcomes emerging through the consultation on the Theory of Change with those in our original project proposal to the National Lottery Community Fund, to ensure consistency of direction. As a result, this provided us with both primary and intermediary outcomes.

3.4 Agreeing a clear vision: What we've learned

The vision is good, it is one we have shared with key partners and it stands the test of time well – the consistency of message makes it strong and clear.

The process of development was very useful and stretched us to identify the distinction between the EMBRACE Campaign and the rest of SAND's work (as EMBRACE is such a large part of it). The process flagged up gaps in capacity and risks of burnout.

National funding brings with it a different level of respect and credibility.

3.5 Agreeing a clear vision: How we're changing what we do

We are becoming more systematic in the way we work, referring back to the Theory of Change as we now develop the detail of our Evaluation Framework [see Appendix 3].



CHAPTER 4

ENLISTING ALLIES

**To take the Campaign forward in different ways,
in different sectors, on many fronts.**

**By bringing people together, recognising everyone's own context,
equipping people and motivating engagement.**

4.1 Enlisting allies: The story of our project so far

Commitment and passion comes from our ability to tell stories about people's lives - which we gather through our 'Grains of SAND' initiative.

Our big initial plus (of course) was at the **EMBRACE Launch** event in October 2019, where we encouraged attendees to 'Complete the Sheet' [see Appendix 1].

We have started conversations with **AgeUK** about how to a) train volunteer befrienders in inclusive practice and b) ensure that LGBT+ people can volunteer and c) ensure that LGBT+ people can receive an LGBT+ befriender if they wish.

We have started working with **Healthwatch Shropshire** – to review their Enter and View crib sheets to consider how these could be LGBT+ inclusive.

We have identified focus groups as a method to engage groups of people around specific themed areas and prioritised these for year one; planning a trans-specific focus group in March and a dementia-specific focus group for later in the year. Both have been put on hold.

Further afield, we attended the Silver Rainbows Pride in Ageing Conference, hosted by Body Positive in Cheshire.

We have delivered 6 **Awareness Raising Training sessions for service providers** to explore and discuss issues relating to creating safe, inclusive and welcoming environments for older and old LGBT+ people. In addition, 7 organisations have expressed interest in commissioning awareness training sessions and despite Covid-19, one of these has recently followed up. A further 2 training sessions were cancelled and contact with a Care Provider in Telford who was expressing interest in training has been suspended.



We have been **connecting with service providers as vehicles for change**, maintaining connections with:

- Shropshire Community Health NHS Trust (Patient Experience and Engagement)
- Coverage Care
- KASiSB (Keeping Adults Safe in Shropshire Board)
- Shropshire Partners in Care
- AgeUK Shropshire, Telford & Wrekin
- The Mayfair Centre in Church Stretton
- The Green Oak Foundation
- Shropshire Fire & Rescue

4.2 Enlisting allies: How we've involved people from our community

Grains of SAND: In addition to 5 audio interviews with older and old lesbian, gay, bisexual and trans people, we also undertook 4 filmed interviews at the EMBRACE Launch event. The LGBT History Festival in February 2020 provided an opportunity for 'lighter touch' interviews and we collected impressions from an additional 4 people, although floods prevented other planned interviews.

Information packs distributed at The Launch included a page of quotations taken directly from our Grains of SAND interviews with older and old LGBT+ people in Shropshire Telford & Wrekin and we sent a copy of the pack to each interviewee, along with a Sandi postcard [see Appendix 4].

Of the individuals in attendance at the Launch Event, 39 filled in their 'Complete the Sheet'

- 25 signed up to join the Campaign. To date 16 have their photograph coupled with our campaign slogan
- 11 Individuals offered themselves as a potential befriender to support LGBT+ people and 13 as an advocate for LGBT+ people
- 20 agreed to be a workplace champion of EMBRACE
- 19 expressed interest in being part of focus groups looking at specific issues
- 13 indicated they would like to come along to a [social style] LGBT+ discussion group
- 5 said they would represent SAND at events
- 6 said they would be happy to run a SAND stall at events
- 12 said they would share their own LGBT+ experience/s – personal or professional
- 10 indicated they would be happy to talk to camera at some point to contribute to the ongoing film about SAND and EMBRACE



We have been in touch with everyone who returned one of our Complete the Sheet forms

- We have constructed 'I'm IN' photos and invited launch attendees who said they would like to join the campaign to have theirs constructed and used in promotions. 16 have agreed to date
- We conducted conversations about the crossover between advocates (with a small 'a') and befriending and emailed everyone who expressed interest and told them about proposed sessions with The Green Oak Foundation CIC who offer counselling and wellbeing services – everyone who has responded has indicated an interest in being part of this to support and befriend
- We have met with 2 trans women to arrange a focus group to consider trans inclusion



We have delivered Awareness Training to:

- Shropshire Council Joint Training (14 participants)
- Social care providers at The Mayfair Community Centre, Church Stretton (9 participants)
- SPIC Registered Managers Group (12 participants)
- Wrekin Housing Community Support workers (25 participants)
- SaTH – Shrewsbury Hospital (31 participants)
- SaTH – Telford Hospital (16 participants)

Marketplace event:

We scheduled our first event for 27th May 2020, branded as an Information Day to engage LGBT+ people. Following recommendation from a SAND Action Group member, we commissioned Out of the Box to present their engaging one-woman play at this event, as it focuses on exploring issues surrounding death and dying. *This has had to be postponed.*





The SAND Action Group continued to meet monthly until March 2020, with EMBRACE on the agenda as a standing item. *We are currently trying Zoom meetings.*

4.3 Enlisting allies: The differences we're making

We asked participants in training sessions what they would do differently as a result, they said:

- I will ask the person about how they would like to be addressed and will treat them as normal human beings
- Consider how discussions can be carried out differently
- To be compassionate and caring and will think and do differently
- Will accept the individuals as they are
- Treat everyone in a non-judgmental manner
- Respect, accepting more, offer to find help together
- I would make time to listen to people and offer help. I could always be ready to listen and empathise with people and treat them with the respect every human being deserves to have
- I will treat patients in a non-judgmental manner
- To accept and care.....their interests and preferences
- Be more understanding – listen
- Ask people who is important in your life and their relationships, for example, rather than assume husband/wife etc
- When greeting people I will use my language differently. Not make assumptions

- How would each patient prefer to be identified as
- Be friendly and try to hear others
- Think before I say something
- Think about the older generation more
- Think about the needs of every individual. Treat everyone with sensitivity
- Will ask an individual what you like me to call you or how may I address you
- Ask questions differently
- To think carefully about language and to help educate others about treating people with equity
- I won't show any discrimination towards LGBT people
- Treat everyone equally – try to get rid of the barriers
- Ensure you address the individual how they wish with no judgment. Be open minded, be supportive
- As well as asking what matters to you, ask who matters to you
- Think about how I speak to people and how to ask questions and embrace others. I feel a responsibility to others to ensure they feel comfortable and safe
- Be more accepting – NOT only tolerant. Ask and identify each person's preference and try to accommodate their needs/wishes if possible
- Don't complicate things – just allow people to say and do what they feel comfortable with

Coverage Care has reported more of their staff are coming out since they have been overtly more LGBT+ inclusive with EMBRACE displays on premises.

4.4 Enlisting allies: What we've learned

One of the most impactful ways in which we communicate our messages is through sharing the stories and experience of others. We are extremely fortunate that the people we have interviewed through Grains of SAND, have given us a very real and personal insight. Their lived experiences inform our work and have brought to light common and challenging themes:

- There is a very real sense amongst those interviewed that being treated differently is the norm and is something that most within the LGBT+ community come to expect and just learn to live with
- There were varied experiences of bullying and discrimination due to an individual's sexual orientation. However, those interviewed did not necessarily identify this behaviour as negative due to a learned 'put up and shut up' mentality
- There always has been and continues to be an imperative for services to recognise and promote understanding of the needs of their LGBT+ service users



The collection of stories is now embedded into the EMBRACE project and continues to grow. The very act of interviewing LGBT+ people has highlighted the extremely diverse nature of the LGBT+ community. Their collective lived experience is enormous, colourful and important. It is distressing to imagine that any one of these individuals or others like them might end up in care or living in socially isolated conditions – feeling unable to be their true-selves, with nobody to share their story; understand their lives or pass their knowledge on to.

The face to face element is really important and must be a key part of any learning resource.

We have also found more – and different – video clips to add to our engagement toolkit. Clips which spread a message and galvanise people to take notice and ask questions.

If we allow the time after training sessions, individuals will come to us and confide their own stories and raise their own concerns. People can feel lonely with their own familial experiences.

The occurrence of Covid-19 has accelerated our plans to work with organisations on inclusive befriending programmes as their take up has increased.

4.5 Enlisting allies: How we're changing what we do

We are **reaching out to LGBT+ networks** - peeling everything back to start small, to have individual qualitative conversations with one person at a time – identifying individuals connected with local networks, who express interest - and then encouraging them to talk to others.

We are also bringing creative engagement back to the fore with plans to screen documentary films with Q & A to discuss issues raised.

We are expanding our connections with **service providers as vehicles for change**, and have begun to develop these with:

- West Mercia Police
- Shropshire Public Health
- Shrewsbury & Telford Hospitals - SATH has invited us to be a part of their Equality & Diversity group – put on hold for now
- Macmillan
- Telford Council Adult Social Care
- The Redwood Centre
- Affinity Care
- Signal
- Helping Hands

We have drafted a proposal to move forward on inclusive befriending services which will be a priority in Year 2.





CHAPTER 5

CONSIDERING BARRIERS TO CHANGE

To recognise, remove or circumvent barriers that undermine the EMBRACE vision.

By considering at all levels of engagement; developing strategies to overcome these; working with everyone – providers and users/potential users/family/friends.

5.1 Considering barriers to change: The story of our project so far

Recognising risks to EMBRACE, we started work on a user guide and a detailed risk assessment at all levels of the project operation.

Covid-19 - much of this has been detailed in the first part of this report where we listed the direct impact of a global pandemic on our project.

We are continually **recognising complex questions and limited knowledge**, particularly around Trans experiences.

We are building solid foundations to achieve a whole systems approach to change. This is a slow incremental process which can be difficult and requires constant attention.

We are working in **an environment which is constantly changing**:

- The health service is huge and has high staff churn
- Prejudice rears its head – and can be influenced by many factors, the most recent arguably being the withdrawal of trans guidance in schools by Councils across the country, including Shropshire

5.2 Considering barriers to change: How we've involved people from our community

We have studied the question of risk at consecutive SAND Action Group meetings, gathering views and experience and AgeUK Shropshire Telford & Wrekin has shared their template for risk assessment with us.

We talk to people and they talk to us and we share in our meetings: We talked a bit about the lack of support for families and friends of LGBT+ – particularly T in this instance – people. X mentioned a member of staff at XX whose son is cross dressing and she has no one to talk to about it.

This report has been and still is a collaborative enabler – it gives us a resource to share with others so they can understand what we have been doing and their own place within it.

5.3 Considering barriers to change: The differences we're making

We are keeping ourselves informed about issues facing LGBT+ people, using the time we now have to read and research.



We are keeping inclusion on agendas and doing our best to ensure that, when Health and Social Care providers are ready to engage once more, we are in a position to provide suitable resources and information.

5.4 Considering barriers to change: What we've learned

There are many complexities that exist within the T of the LGBT+ - what falls under the transgender umbrella: how extremely unique each person's experience is, the absence of significant historical information relating to some of the issues being raised. These are all reasons why the work that we do in addressing transphobia and an understanding of the transgender community itself, requires ongoing learning and development. We have spoken with some members of the transgender community who were already friends of SAND and they have proffered their support and assistance. However, as a community with its own layers of complexity, it has proven challenging to find one sure fire way to answer all of the questions that are raised by those with whom we work. We have identified a need to improve our own knowledge and become better placed to field questions and provide information and advice. One of the issues that we have faced is finding other people who may be willing to speak with us, such are the complexities of the community itself. Once transitioned, some do not identify as trans, electing to be known in the identity that they have transitioned into, or as a person with a trans history.

The LGBT+ 'umbrella' covers a huge range of personal experiences, outlooks, opinions, socio-political contexts and cuts across all protected characteristics identified in the Single Equality Act. A complex picture which we should never forget.

We are building our committed group of collaborators from **TWO hard to engage groups**: LGBT+ organisers connected with networks and Health & Social Care influencers.

We will always be surprised! We are flexible and mutually supportive.

5.5 Considering barriers to change: How we're changing what we do

We are looking at what other organisations are doing in other parts of the country to determine issues facing LGBT+ people in the current climate of Covid-19 and the actions they are taking.

We are going to focus on a full risk assessment – to include pandemic and broader barriers to change.

We have made a successful application to Shropshire Council's Covid-19 Emergency Fund to support our work in lieu of anticipated match funding and additional income streams to support change.





CHAPTER 6

DEMONSTRATING THAT CHANGE IS POSSIBLE

**To be visible, promote successes along the way, build morale
and energise people to persist.**

**By notifying all participants in the project; developing a positive marketing and promotion
strategy, recognising, collecting, celebrating and communicating success.**

6.1 Demonstrating that change is possible: The story of our project so far



Sandi Toksvig agreed to be the face of our campaign which is a great boost. We have printed postcards and posters for people to use.

We have started to develop an Evaluation Framework [See Appendix 3] from our Theory of Change. To accompany this we have started to design some data collection methods. We anticipate that some of these may change as we find out more about the impact of Covid-19.

Mr Flynn Creative has created an EMBRACE holding page (to coincide with the project launch) and is now working with us on the development of new promotional ideas for EMBRACE in the wider context of SAND.

At the EMBRACE launch event, 10 organisations indicated interest in working with SAND to co-brand their organisational materials with EMBRACE branding.

6.2 Demonstrating that change is possible: How we've involved people from our community

We are encouraging people to be the face of their own inclusion message. We are gathering their photographs and statements to say 'I am IN' in relation to the EMBRACE Campaign ready for display on our new upcoming website. We have been testing our data collection methods on members of the SAND Action Group.

6.3 Demonstrating that change is possible: The differences we're making

In December 2019, we asked the SAND Action Group what they considered to be our EMBRACE successes to date, they said:

- The speed at which things have happened in just 6 months – who had heard of EMBRACE 6 months ago?

- Someone who came on one of our courses told me last night that she had challenged staff in the care home she volunteers in when they said they didn't have any LGBT people – she said 'you don't know that'
- The sharp increase of people coming to us
- Feedback from the launch when people say 'I got it'
- A couple of organisations we have worked with have said that their staff have come out since the training
- People are starting to put 2 and 2 together – recognising their own friends and family – the reach is getting wider
- We have a higher profile, more stature – people take us more seriously
- The campaign to capture people's imagination
- The launch event!
- Proud of Kay [Davies] for stepping in – members of the SAND Team challenging themselves
- Coping with difficult situations at a moment's notice
- It has got me thinking about ageing in ways I have never thought of it before

6.4 Demonstrating that change is possible: What we've learned

Change comes in all sizes and it is important to share the small and the large. Branding helps – we had never really considered before that LGBT+ organisations do not tend to invest in branding which can have an impact on how messages are received and how far those messages travel. However, we need to understand the implications of co-branding on how people understand the change that may have taken place in organisations inclusive practice. This is a work in progress.

6.5 Demonstrating that change is possible: How we're changing what we do

We are just at the start of this and recognise that we need to invest more in what may be called 'marketing' to ensure we have platforms from which we can share stories of change.



Appendix 1: Complete the sheet



Complete the sheet

Your name

Your organisation (if appropriate)

Your email

Your telephone number

☐ Our Privacy Notice is on the SAND website
Please tick here if you would like us to send you a copy

There are some practical things you can do to **EMBRACE a Culture of Inclusion** in Shropshire Telford & Wrekin – please tick the ones which might work for you (no commitment at this stage – just an expression of interest. (Full support and training will be provided where needed).

- ☐ Join the campaign
- ☐ Volunteer as a befriender to support LGBT+ people
- ☐ Be a workplace Champion of EMBRACE
- ☐ Commission an awareness training session
- ☐ Be part of a smaller working group looking at sector specific issues around how to be more inclusive e.g. residential care, domiciliary care, housing, advice, befriending, financial issues, legal issues etc
- ☐ Work with SAND to co-brand your organisational materials
- ☐ Sponsor events to promote and celebrate EMBRACE
- ☐ Volunteer as an advocate for LGBT+ people
- ☐ Come along to an LGBT discussion group – which may be linked to reading a book, listening to music, or LGBT+ History
- ☐ Represent SAND at events
- ☐ Run a SAND stall at events
- ☐ Share your own LGBT+ experience/s – personal or professional
- ☐ Talk to camera at some point to contribute to the ongoing film about SAND and EMBRACE

#JOINTHECAMPAIGN

lgbtsand.com

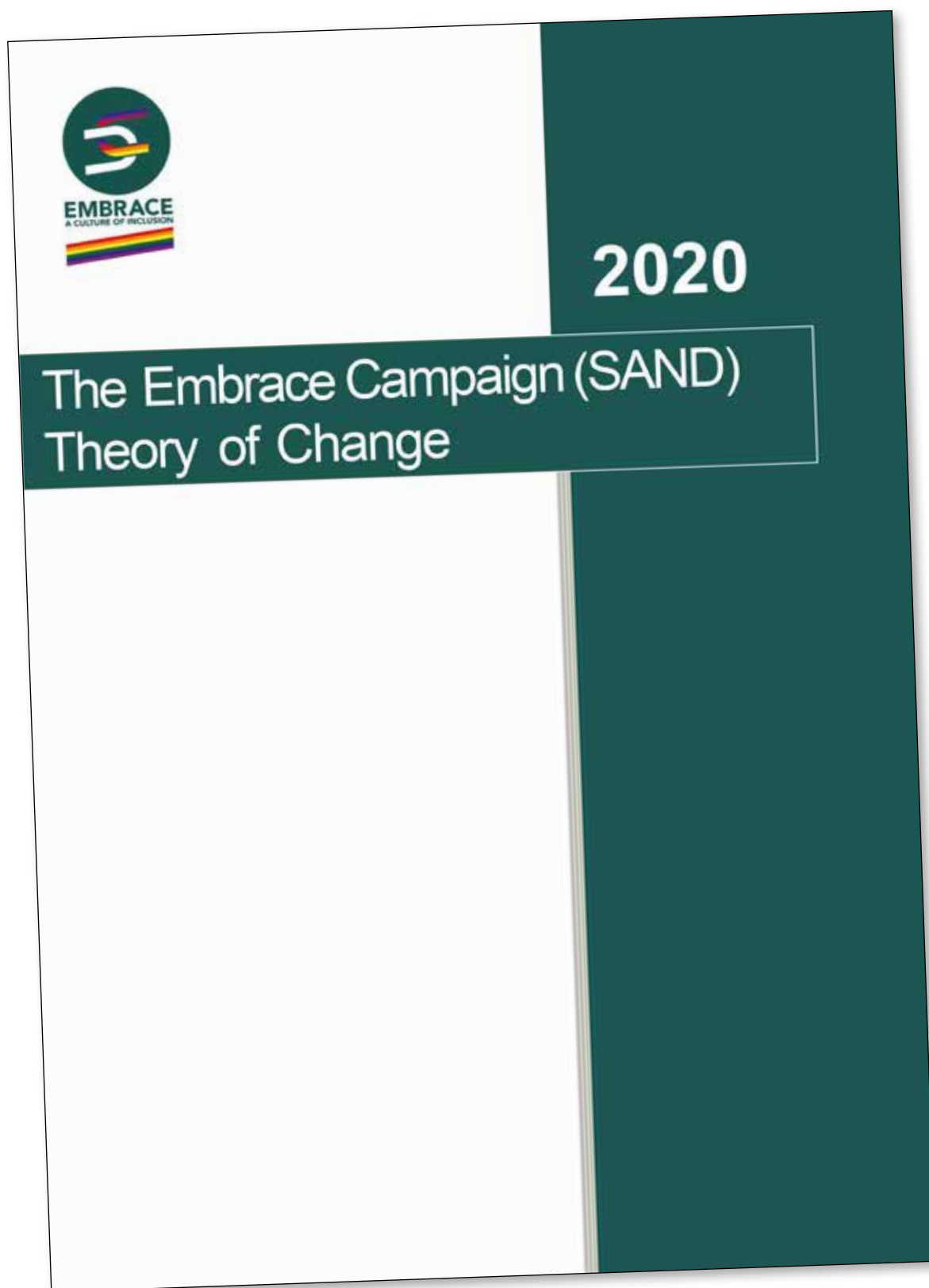
embrace@lgbtsand.com 07935 837420

EMBRACE is a SAND project supported by the National Lottery Community Fund. SAND CIC 9592142.

sand
Safe Ageing No Discrimination LESBIAN, GAY, BISEXUAL, TRANS



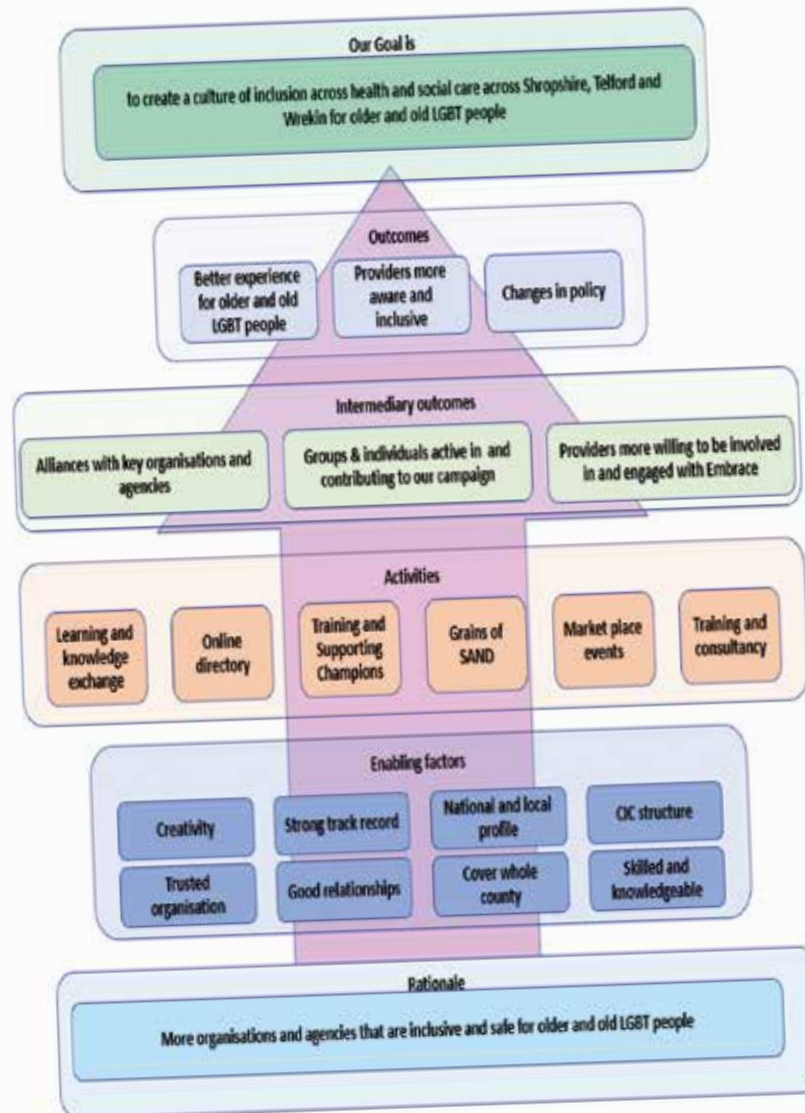
Appendix 2: Theory of change



Appendix 2: Theory of change

The Embrace Campaign – Theory of Change

Over-view



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Appendix 2: Theory of change

The Embrace Campaign (SAND) Theory of Change

1. Introduction

The Embrace Campaign is one of the ways in which SAND (Safe Ageing No Discrimination) is working across Shropshire, Telford and Wrekin to campaign for the rights of older and old LGBT people in relation to their access to health and social care.

SAND's vision is of a future where older and old lesbian, gay, bi-sexual and trans people are fully integrated into and accepted by the whole community where their experiences are valued, where their needs are met and where they can access the most appropriate and personalised care for them as and when they require it.

The Embrace Campaign is funded through the National Lottery's Community Fund with the aim of bringing people together to build strong relationships both between LGBT people and LGBT people and service providers.

The Campaign wants to build and create a strong culture of inclusion across health and social care provision across Shropshire, Telford and Wrekin.

2. Rationale

The Campaign's key focus is on prevention to ensure that people stay well, healthy and independent for as long as possible by encouraging them to age well. When people do need to access services, Embrace wants to see a network of LGBT aware and inclusive providers across Shropshire, Telford and Wrekin.

There isn't a natural hub for the LGBT community anywhere across Shropshire Telford and Wrekin and, unlike in more urban areas, there aren't any established gay clubs or pubs or network of funded third sector organisations. Most LGBT organisations across Shropshire, Telford and Wrekin are small volunteer led community groups without premises and paid staff. This lack of place/ focus means that it is much more difficult to 'find' LGBT people.

Indeed, it can be hard for LGBT people to find each other, which results in some LGBT people feeling less confident to identify themselves or their needs when asking services for help, which in turn leads to people becoming vulnerable and isolated. It also leads to providers being unaware of the needs of the LGBT community.

Embrace will encourage and support people to challenge services that don't meet their needs. The Campaign will help identify gaps in provision and work with providers and people from the LGBT community to make sure that services meet older and old LGBT people's needs.

3

Appendix 2: Theory of change

3. Enabling factors

There are several factors that need to be in place for the Embrace Campaign to achieve its goal.

3.1 Creativity

At the heart of the Embrace approach is a commitment to creative and participatory approaches that make it easy and fun for people to engage. The Campaign uses a wide range of creative approaches to engaging people and facilitating meetings and events including for example film, song and drama.

3.2 Skilled and knowledgeable

Prior to the investment from the Community Fund, the campaign has been entirely volunteer led. These volunteers, all from allied professional backgrounds, have been able to bring their values, knowledge skills and experience to bear in establishing SAND and securing the funding for The Embrace Campaign.

The training and consultancy work that the volunteers have undertaken to date has resulted in improved relationships with providers who have a better understanding of LGBT older and old people's needs.

It has for example resulted in more visible LGBT images such as photographs and flags being placed on notice boards and the like. In one care home, where Embrace volunteers have been working to raise awareness amongst staff of LGBT inclusive working practices, a recent CQC inspection noted creative use of LGBT rainbow flags and recognised this as a positive indicator that the provider had started adopting more inclusive approaches in their practice.

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3.3 The trust and confidence of both the local LGBT community and providers

The staff and volunteers are building on a network of trusting relationships that have been created by the volunteers working on the campaign to date.

5 years ago, no-one had heard of SAND and volunteers have worked hard to develop positive and productive working relationships with key service providers across Shropshire, Telford and Wrekin.

Volunteers have reached out to and engaged LGBT people and brought them together with providers to help break down barriers and support the implementation of ways of working that value and recognise the experiences of older and old LGBT people.

Appendix 2: Theory of change

3.4 A fit for purpose governance and leadership structure

The genesis of SAND and subsequently the Embrace Campaign was the showing of Gen Silent a film that shares the experiences of older and old LGBT people and their access to care and support services.

Coming together initially as an Action Group, SAND formally registered as a Company Limited by Guarantee in 2015 and in March 2018 updated its governance structure by registering as a Community Interest Company.

The CIC has 4 Directors and a group of active volunteers who come together regularly to oversee the work of the organisation. The organisation also benefits from their named supporters' group which includes for example Peter Tatchell, Carol Anne Duffy, Bisi Alimi, Clare Summerskill, Sandi Toksvig and Tom Robinson.

3.5 A commitment to co-design and co-production

There are around 10 active volunteers who are heavily involved in designing the Embrace Campaign and the way it approaches and delivers services in particular.

The Campaign continues to build relationships with LGBT people and through these relationships understands more people's needs, expectations of ageing and their experiences of services as the Campaign progresses.

Embrace is developing a Campaign Group who will gather and share intelligence and inform the work of the Campaign and who will, in turn, encourage others to become involved.

3.6 A commitment to drawing on and contributing to a what works evidence base.

There is a body of research that has contributed to the design of the Campaign, including for example Stonewall's Lesbian, Gay and Bisexual people in later life,¹ Working with older lesbian, gay and bisexual people again by from Stonewall² and Catherine Meads systematic review of LGBT health in the West Midlands³

SAND has undertaken 3 research projects⁴ – each building on what went before and all reflected national research findings. SAND's first report identified 10 key areas that impact on older and old LGBT people accessing health and social care across Shropshire, Telford and Wrekin. The second sought to understand more about identify and understanding more about the implications of a heteronormative position and managing homophobia. The third and most recent report looks at issues facing trans people.

¹ https://www.stonewall.org.uk/system/files/LGB_people_in_Later_Life_2011.pdf

² https://www.stonewall.org.uk/system/files/older_people_final_to_res.pdf

³ https://www.researchgate.net/publication/228636061_A_systematic_review_of_lesbian_gay_bisexual_and_transgender_health_in_the_West_Midlands_region_of_the_UK_compared_to_published_UK_research

⁴ <https://embrace786077646.wordpress.com/why-sand/sands-track-record/> (Details of all SAND research reports)

Appendix 2: Theory of change

The Campaign is collecting the stories of older and old LGBT people through its Grains of SAND Campaign and therefore contributing to the body of knowledge around experiences of ageing and of creating a web based best practice resource for providers.

4. What does The Embrace Campaign offer?

4.1 Learning and knowledge exchange

The Campaign will bring together in one place resources that already exists including for example videos and podcasts, audio clips and FAQ's creating an easily accessible knowledge base.

4.2 Online Directory

The Campaign is already developing an online directory of LGBT aware service providers, this directory will include health and social care providers as well for example housing, financial advisors, befriending services and legal firms creating a directory of 'trusted' providers and services so that older and old LGBT people and those supporting them can make informed choices about accessing support and services.

4.3 Training and supporting champions

As part of the training and consultancy work (4.6) the Embrace Campaign wants to identify individuals within a range of organisations who will become LGBT advocates and champions eventually developing LGBT workplace champions across health and social care and building a network of workplace champions. This work is still in development and at this stage the Campaign is exploring how to take this forward

4.4 Grains of Sand

Grains of Sand gathers and collects people's stories about their lives and experiences and then uses these powerful narratives in both its work with policy makers and commissioners, providers and its work with LGBT people. These first-person testimonies bring to life and give voice to the experiences of a range of people and help people from the 'straight' community understand the day to day discrimination faced by many older and old LGBT people and the challenges that people experience when accessing services.

Moreover, Grains of Sand give the Embrace Campaign powerful data about need and the impact of homophobia on people's health and wellbeing and the ambition is that over time these narratives will provide evidence of change.

4.5 Market place events

Regular events for LGBT people to meet 'LGBT' friendly providers that support health ageing and health lifestyles. These events are open to a wide range of providers who want to reach the LGBT community for example solicitors with experience of drawing up Power of Attorney documents for LGBT couples.

Appendix 2: Theory of change

4.6 Training and consultancy

Bespoke awareness training and consultancy services for health and social care providers to improve the knowledge and understanding of LGBT rights and experiences. The awareness training helps staff to understand more about the emotional, mental and physical implications of discrimination and exclusion. It supports staff to increase their commitment to improved practice and gives them tools and techniques to help them identify and address instances of discrimination amongst colleagues, between staff and service users and between service users and friends of family and between service users.

The training also makes staff more aware of how to address needs as part of care assessments and plan how to introduce sensitive or difficult conversations with LGBT clients using their increased awareness of LGBT lives.

5. Evidencing impact

SAND and by default the Embrace Campaign is a young and emerging organisation. One that is keen to develop as a learning organisation that reflects on experience to refine its approach.

The Embrace Campaign is in the process of designing an outcomes and evaluation framework to gather evidence about impact and the difference it makes.

The information gathered by this process will be used to:

- Understand the impact and outcomes Embrace support and services
- Further refine the Embrace model and delivery mechanisms in the light of further experience against the outcomes and goals set out in the Theory of Change.

Appendix 3: Evaluation Framework

Embrace Campaign Evaluation Framework				
The Embrace Campaign includes all the activities identified in the Theory of Change				
Theory of change	Evaluation activity	Core questions	Methods	Key informants
Outcome 1 Better experience for older and old LGBT people				
Alliances formed with key organisations (Intermediary outcome)	Key organisations identified	No of organisations actively involved with the Embrace Campaign	Review of data on quarter by quarter basis	Agencies
	Baseline data on numbers involved (as per Lottery proposal)		Records kept of number of agencies alliances are formed with. Both formal and informal alliances will be noted.	
	Compare data against baseline across life of Campaign		Records of contacts e.g. meetings of and participation in the Strategic Inclusion Group	
	Feedback from agencies about the value of being involved with Embrace	What benefits does this bring to your organisation/clients	Surveys Phone and face to face conversations that are recorded and analysed and collated	Agencies
	Feedback from older and old people about their experiences	Do you have more confidence that services understand and can meet your needs?	Grains of Sand? Collecting stories from people Create a survey group from Grains of Sand – these people will be given the opportunity to participate in services about their experience Survey	LGBT Older and Old people

1

Embrace Campaign Evaluation Framework				
Theory of change	Evaluation activity	Core questions	Methods	Key informants
	Feedback from LGBT older and old people about their experience of accessing information and support from Embrace	Event attendees - How did you find out about this event (as part of event signing in sheet)	Conversations	LGBT Older and Old people
		Event evaluations	Event evaluations	
		Stall holders - Have people attending the event accessed your services?	Post event follow up via stall holders and survey group	Stall holders
		Did you find what you were looking for today?	Short questionnaire for people accessing online information and resources	People who access the online information and resources
Outcome 2. Providers are more aware of the needs of LGBT older and old people and provide more inclusive services				
Providers more willing to be involved in and engaged with Embrace	No of providers commissioning and taking part in LGBT awareness training.	Collating numbers of providers engaged	Data	Agencies
	Understanding what changes as a result of the training	What are you doing differently? How have your policies and practises changed How are you keeping informed?	Interviews	
	No of Champions	How is being a champion helping you in your role	Survey Interviews Evaluation of training activity	Champions
	Champions network meetings held	How do you think being a champion is changing policy and practice in your organisation?		

2

Appendix 3: Evaluation Framework

Embrace Campaign Evaluation Framework				
Theory of change	Evaluation activity	Core questions	Methods	Key informants
Providers more willing to be involved in and engaged with Embrace	No of LGBT staff coming out in the workplace Baseline from KLOE's and CQC Assessments of providers translating into inclusive practice into care assessments and care plans	What are the benefits of attending the champions network Have more LGBT staff come out? How is inclusion illustrated in care plans	Survey Interviews Desk research	Providers Partnership with Healthwatch to support desk research
Groups and individuals contributing to the campaign	Baseline data on numbers involved and some demographic (age/geography/gender) Compare data against baseline	What attracted you to get involved Benefits of involvement What could be better/difference Made new friends/connected to new people (link to wellbeing) Influenced the Campaign	Grains of Sand Interviews Survey	Older and old LGBT people
Outcome 3. Providers have changed their policies to be more inclusive	Changes in policy Identify changes in policy and other documentation for example using Enter and View data	What have you changed/why and how/review processes	Interview Survey of providers commissioning training Feedback from Alliance	Agencies

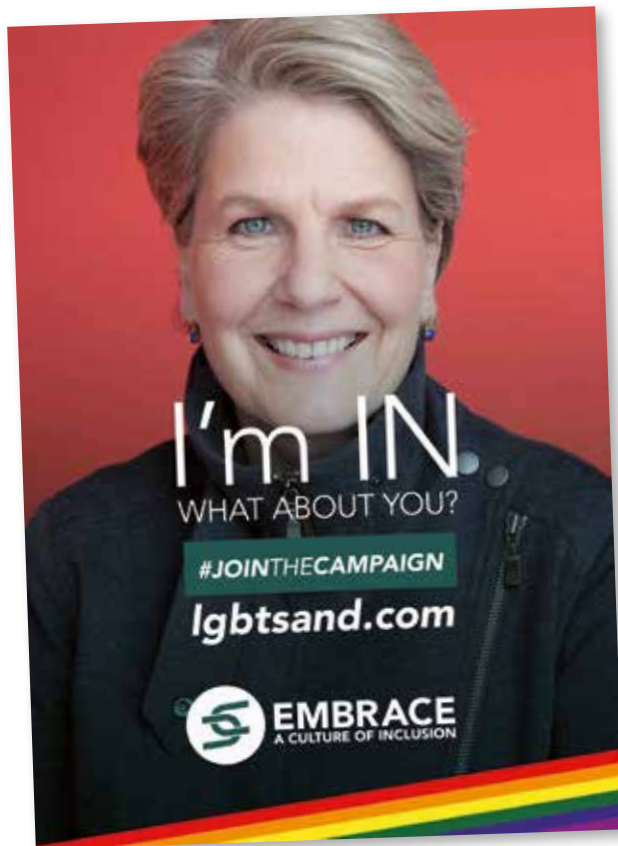
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Embrace Campaign Evaluation Framework				
			Organisations and the Strategic Inclusion Group Desk research	

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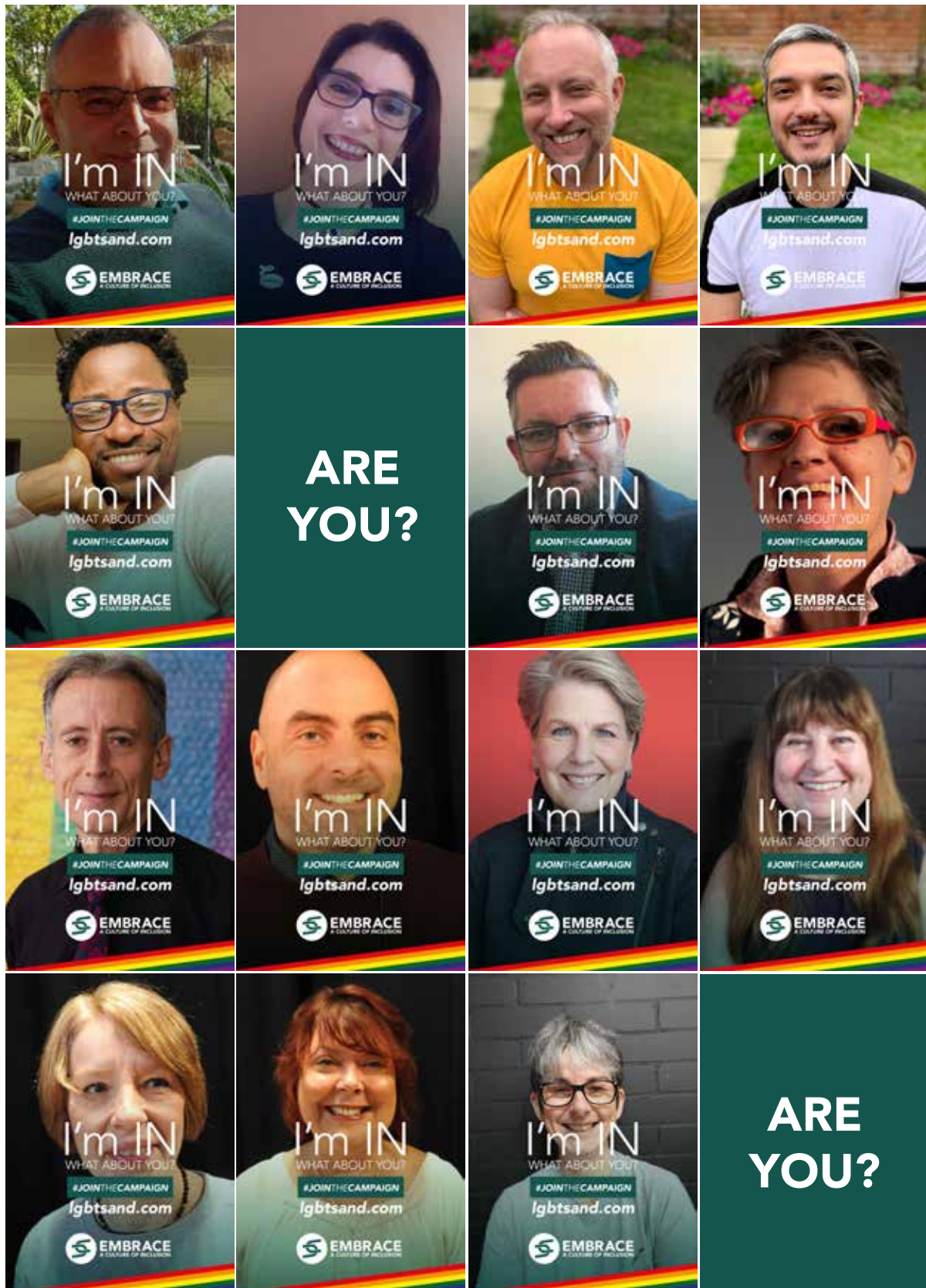
Appendix 4: Sandi Toksvig Postcard



I'm IN: What About YOU?



I'm IN: What About YOU?





EMBRACE
A CULTURE OF INCLUSION



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SAND is a registered Community Interest Company Number (CIC): 09592142