

SAIF Promotional Strategy Work Plan 2007

1. Meet with the Scottish Executive to discuss the Equal Opportunities Committee report *Removing Barriers and Creating Opportunities* which recommends that:
 - a. The Executive work with SAIF, UPDATE and others “to disseminate information to businesses across Scotland on the need to provide accessible formats and where to obtain relevant assistance and training”.
 - b. In view of the importance of promoting accessible information, the Executive “consider its current level of funding for services such as SAIF with a view to significantly expanding capacity in the provision of advice and training to organisations throughout Scotland on the provision of accessible information and accessible formats”.
 - c. The Executive investigate, in partnership with others, “mechanisms to develop a strategic approach for the effective sharing of good practice in the provision of accessible information across Scotland”.

And the Disability Working Group recommendation, accepted by the Executive, which states that:

- d. The Scottish Executive “should implement and promote the SAIF Standards”.
2. Appoint and supervise a consultant to research what work is being done in England, and possibly some other European countries, to promote accessible information, what strategies are in place and which agencies are involved. To be funded by the SCC.
3. Continue liaison work with the Department of Work and Pensions.
4. Attend first meeting with and seek to develop working relationship with Inland Revenue.
5. Liaise with the SCC press officer to issue press releases with new publications, starting with *Making E-communication Accessible* once it has been put on-line.

