

**FIRST MINISTER'S NATIONAL ADVISORY COUNCIL
ON WOMEN AND GIRLS
13/14 JUNE 2018 – GLASGOW**

SUMMARY NOTES

COUNCIL MEMBERS

- Amina Ahmed: Scottish Government Fairer Future Codesign Panel - apologies
- Kara Brown: Lead Young Women's Engagement, World YWCA
- Tressa Burke: CEO, Glasgow Disability Alliance
- Catherine Calderwood: Chief Medical Officer – 14th only
- Vicky Featherstone: Artistic Director, London's Royal Court Theatre - apologies
- Jacqui Ferguson: Non-Executive Director, Wood Group
- Professor Anne Glover: President, Royal Society of Edinburgh - apologies
- Dame Katherine Grainger: Chair, UK Women in Sport – 14th only
- Katie Horsburgh: Volunteer Advocate, Girlguiding Scotland - apologies
- Baroness Kennedy of the Shaws: QC
- Louise Macdonald OBE: Independent Chair and CEO, Young Scot
- Satwat Rehman: CEO, One Parent Families Scotland
- Emma Ritch: Executive Director, Engender – 13th only
- Suki Wan: Vice Chair, Scottish Youth Parliament - apologies
- Talat Yaqoob: Director, Equate Scotland and Co-Founder, Women 5050

- Deborah Gallagher: Scottish Government – Lead Secretariat
- Camila Dentone: Scottish Government - Secretariat

**FIRST MINISTER'S ADVISORY COUNCIL ON WOMEN AND GIRLS
PRE-EVENT WORKING DINNER
13 JUNE 2018 – MERCHANTS HOUSE - GLASGOW**

Members attended a pre-event working dinner ahead of the meeting of the First Minister's Advisory Council on Women and Girls (the Council) the following day. After the Chair opened proceedings, she gave apologies lodged and also recorded that Charlotte Liddell, First Minister's Mentee, could not join the meeting due to work commitments. It was agreed that the Council should send her a thank you message

for her significant input since December 2017, because as her menteeship with First Minister was coming to an end in August we wouldn't therefore see her again in this capacity.

Updates:

- The Chair started with a recap of the Council's model, to ground/focus/update members. The Chair then moved on to discuss the launch of the Council's digital platform, describing the structure of the monthly Spotlights and feedback mechanism. Following this, the Chair discussed the upcoming spotlight topics (Poverty, Enterprise and Masculinity), and potential digital platform content.
- The Council discussed the ongoing desire to have engagement from UN women. It was agreed we would consider how we might link with the policy leads at UN Women around sharing research and evidence.
- It was noted that the Council's Circle is now over 400 and an action was taken to ensure that as this group of support grows, it is as diverse as possible and appropriately represents intersectional Scotland. Thanks were recorded for Tressa Burke and Satwat Rehman for this continued help and support on this aspect.
- The Chair then updated the Council on steps that she and secretariat had taken to link in with the Scottish Government Women in Sport Advisory Group, with a meeting of Chair's scheduled for 21 June 2018 and an agreement that a rotating rep from the Women in Sport group would attend Circle meetings. Council Members agreed the importance of both groups working together, sharing insights and keeping an eye on each other programme's – enhancing and not duplicating each other's work.
- The Chair then discussed the connections made with the Scottish Government's Poverty and Inequality Commission. The Council's secretariat (Deborah) met the Commission's secretariat (Katherine Hudson) to connect and update on the priorities/next steps. The Commission's secretariat confirmed that they are going to look at the intersection of gender and poverty inequality throughout their work, that they will be taking a gender approach on their next publication and the possibility of joint work with a gender focus.
- Scottish Government's Business Pledge: the Chair updated members with her connection with Business in the Community Scotland, who are holding a series of roundtables to feed into this review and are happy to ensure gender is included and is a priority.
- Apprentices were discussed and there was uncertainty about whether there was a gender policy around apprenticeships in Scotland. Also, what role do Skills Development Scotland have?

- The Chair then discussed with the Council the programme of work that Scottish Women’s Convention are taking forward around gender and health, over the coming months, with the aim of building a comprehensive overview of women’s health in Scotland. They’re looking for funding and they are planning a big event in July. The Chair pointed out that this programme of work could potentially give insights and valuable information to the Council. Considering this, it was decided that the Council should strategically link into this work via their secretariat.
- Council strategy: discussion covered the need to ensure immediate feedback to First Minister was strategic but also that she and her advisors were clear that these reports were not finalised outputs of the Council – more a “check in” reporting process around what we are hearing from our Circle and others as we develop our work.

Looking Ahead to Tomorrow

The Chair worked through the programme for both the Circle and Council meetings the next day, discussing the speakers that had been secured and their briefs. The Chair pointed out that the table discussions would be taken forward with one question per table this time, with the intention of achieving one clearly defined core response per table. The Chair added that this new approach hopefully would give the Council richer and deeper feedback. The Chair also highlighted that this time the Circle session was going to be filmed and the illustrator would be Linda Hunter.

**THE FIRST MINISTER’S ADVISORY COUNCIL ON WOMEN AND GIRLS
GLASGOW ROYAL CONCERT HALL
14 JUNE 2018 - 10:00 – 13:30**

THE CIRCLE SESSION

The Chair of the National Advisory Council on women and Girl’s (the Council) opened proceedings and acknowledged the travel disruptions, due to storm Hector! After welcoming the Circle and an acknowledgement of Ramadan and upcoming Eid, the Chair set the context for the session and reminded delegates of the Council’s “Story so Far”, to back up the information already supplied in the meeting papers. The Chair also covered the Council’s digital platform launch earlier that month, with their first Spotlight on Sexual Harassment, describing how this is a vital channel to listen and receive feedback from everyone in Scotland on many issues and encouraging engagement. The Chair emphasised that the main goal of the Circle meeting today was a deeper dive into the topic for 2018, Attitudes and Culture Change – in public life; in work; in learning systems... and that the morning had been designed to help delegates move on to explore solutions.

The Chair ended her welcome on the point of the crucial role that storytelling plays in changing attitudes before introducing “**Hopscotch**”, a powerful short film directed by Roxana Vilk which is based on a poem by Nadine Aisha Jassat. This powerful short film illustrated experiences of street harassment and violence against BAME women in Scotland. Amina MWRC received funding from the Scottish Government to develop this film and worked with Edinburgh Rape Crisis Centre in partnership to executive produce this film. A link to the film is here https://www.youtube.com/watch?v=mdf5S_ILQWA

The Keynote Speaker, Leslie Evans, Permanent Secretary of the Scottish Government, opened by reflecting on “Hopscotch” and how the film is a stark reminder of how women are still experiencing racist, sexist and islamophobic discrimination in Scotland, even in 2018. Ms Evans reflected on history and those who had preceded us in the fight for equality, specifically mentioning the substantial role the Suffragettes movement played and that despite the efforts of significant progress like this over the ages, campaigns such as #MeToo highlighthow far we have yet to go to achieve equality.

The Permanent Secretary underlined the importance of creating within the Public Sector a new kind of leadership that should work as a collaborative venture, with

communities at its heart; a leadership that hosts, rather than leads change. After talking about her personal experiences of facing gender inequality, the Permanent Secretary emphasised that the combination of legislation, policy and regulation are pivotal to address gender inequality, along with bold proposals and coordinated efforts to change attitudes and culture towards gender equality in Scotland. She stressed that in order to make significant change, the Scottish Government needs to hear all the voices in Scotland. The Permanent Secretary also emphasised that everyone plays a part and of the need to call out patterns and behaviours, all of which would contribute to the required change in our culture.

A thought provoking collaborated presentation from Naomi McAuliffe, Amnesty Scotland, Carla McCormack, NSPCC and Sandy Brindley (who unfortunately couldn't attend on the day) followed. They highlighted from their experience what works and what doesn't in campaigns that aim to change attitudes and cultures on topics such as Poverty, Human Rights and Violence Against Women. Some of the main points the presentation discussed were:

- There are significant gaps between the way experts /advocates and members of the public think and understand issues.
- How we frame messages to change public attitudes has become central to many organisations recently - it isn't just what people think that is important but why they think like that.
- Thinking about your narrative: How can you make your messages understandable? Who is telling your messages? Is that the right person to tell it?
- It's crucial not to leave people to fill in the blanks themselves - as an organisation, you have to make sure you present solutions. Without them, you're asking people to find them and this is when problems can be conceived as too big to tackle (fatalistic).
- It is crucial to put in the time and investment into research before any attitudinal change campaigns.
- Learn how to tell your own story – people need to identify with you so avoid fatalism and don't myth bust (it reinforces the myth!).
- It is important to segment. Audiences are diverse, so it's better to identify a group within society that you want to target and then find out what messaging would work for them according to their particular views. After this, you should test your messages with each segmented audience to understand the impact and if it what you intended.

The last speaker of the day was Amal Azzudin. The former Glasgow Girl shared her experience on what is needed to challenge and change attitudes and cultures. Amal

began by reflecting that as a young 15-year-old women, she didn't know anything about politics or campaigning, but she was passionate and courageous to stand up for her friend who was going to be deported. She compared the challenging conditions under which women live in Somalia, emphasising that the situation in Scotland is different - people have voice in this country and it is important to use it. She discussed the importance of coming together, highlighting that when the Glasgow Girls started campaigning, people from all walks of life came together to stand up against the injustice. Amal concluded that they ended up changing attitudes because as schoolgirls, their only agenda was to get their friend out of detention. It wasn't just about 'refugee issues', it was personal and about mental health, gender inequality, and so on. She also stressed the importance of using arts and different methods to create change, giving the example of the Glasgow Girls' musical that reached a huge audience that they couldn't have reached by themselves. She shared her views on what works when challenging attitudes and cultures, discussing the following points:

- Everyone has a skill that can be used to ensure that we all speak up for what's right and challenge that attitudes
- Education is the key to challenge gender inequality, as well as peer support and being fearless
- It's great having celebrities speaking about gender inequality, but we really need people speaking out that we can relate to on a community level. That's what makes our stories powerful.

She closed her speech saying that we need to work together as a community, as a society. Is not just one group that need to work to tackle this, everyone has the responsibility to ensure that everyone is treated equally and fairly.

The Circle then took a short comfort break, after which the Chair lead on a minute of silence in commemoration of the Grenfell Tower victims. Facilitated table discussions followed.

Table Discussion Feedback Summary (full feedback at Annex A)

The table discussions emphasised the importance of education on gender inequality at all levels, from schools to parents and the workplace, starting from early years. Training on gender discrimination as well as developing toolkits and safe mechanisms of calling out behaviours and attitudes featured. The discussions also underlined the importance of including media involved to ensure balanced, non-sexist coverage on women and girls, which would influence culture and attitude shifts. The

conversation also revolved around the importance of mobilising men, and creating initiatives that include and push them to be active agents of change.

The Circle session ended with a networking lunch and closed at 13:30.

First Minister's National Advisory Council on Women and Girls 14 June 2018 - 13:30–16:00 Merchants House of Glasgow

The Council convened at 13:30 in Merchants House's Directors Room. The Chair opened proceedings and the agenda covered reflections, immediate feedback and next steps.

Council Member Reflections

- Council members underlining the high quality of the speakers and the research results shared during the collaborative presentation
- The diversity of Circle membership was discussed again and although the Council noted that there was more visible diversity at this meeting, there was a concerns about the lack of representation of older women, which they felt was crucial in order to discuss issues such as loneliness, financial dependence and retirement, from that perspective. It was agreed that Circle membership and the strive for diversity will remain a priority.
- Table discussions: the Council acknowledged the complexities of the topic and discussed ways to help delegates to think bigger and strategically. There were also concerns about the emphasis delegates put on education, as it was considered only part of the solutions (albeit an important element). Additionally, it was observed that some tables took some time before being confident enough to talk about the questions, even though facilitated.
- Some table discussions highlighted the importance of how can we make change without making men feel uncomfortable and undermined. Council members emphasised that making change usually involves a loss of power and the Council needs to consider the best solution to deal with this. Council members also noted interesting conversations around local service provision, roles and responsibilities, including discussions around standardisation v/s local authorities' autonomies. It was noted that often those who can lose out in a "localities approach" are minorities.

Sexual harassment was June's spotlight and this topic was observed in lots of table discussions, the main points covered:

- The importance of calling out sexism in a safe way.
- Women feel less confident to talk about gender inequality and harassment around men

- Do the private sector need advice on micro-aggressions and reporting mechanisms within their companies? Where should we draw the line? Is micro-aggression “over the top”?
- The importance of both men and women calling out sexual harassment and feeling safe to do so (there are too many barriers such as political risks, being ostracised or bullied and losing jobs). It is also important to acknowledge that the gatekeepers when reporting might be either friends of the perpetrator or men and the barriers this creates. And addressing the issue is crucial, but prevention is crucial - unless you talk about it on a daily basis, it is difficult to get people to change their attitudes and values. Public bodies and government should be leading by example (reporting systems are not encouraged to be used at public bodies).
- The importance of making an awareness system so everyone is on the same page (some people don't know what attitudes might be sexist). There are different levels, and a high and bold one would be to recommend for example gender equal shortlists. Setting up high targets.

Next Steps

The following actions were agreed:

1. The Chair will work with Secretariat to pull together any potential feedback to First Minister and forward planning.
2. Organising a potential meeting with the Permanent Secretary Leslie Evans to discuss positioning of the Council's recommendations into the new National Performance Framework and the links to the Sustainable Development Goals.
3. Explore the possibility of setting up a date to hold an extra session to look at how the Council might articulate their “Theory of Change” in tackling gender inequality in Scotland as a Council
4. Continue to work proactively to have more diverse, intersectional membership of the Circle. Council members were asked to think about people or organisations that should be invited
5. Website spotlights – Council members were asked for suggestions/ideas around the future provocation piece authors and spotlight projects.

6. Agreeing on how to push the table discussion's participants to think bigger and strategically instead of focusing exclusively on ground level actions.

7. Liaise with Scottish Women's Convention re their work around women's health in Scotland. Secretariat would be on top of this.

After thanking everyone for their time and input over the two days, the Chair brought the meeting to an end at 16:45.

NACWG
June 2018

Annex A

Circle Table Discussions: Detailed Notes¹

Question one: What tools do you think we have (and need) in Scotland to change attitudes and cultures around girls and women's equality, and how could we effectively use them?

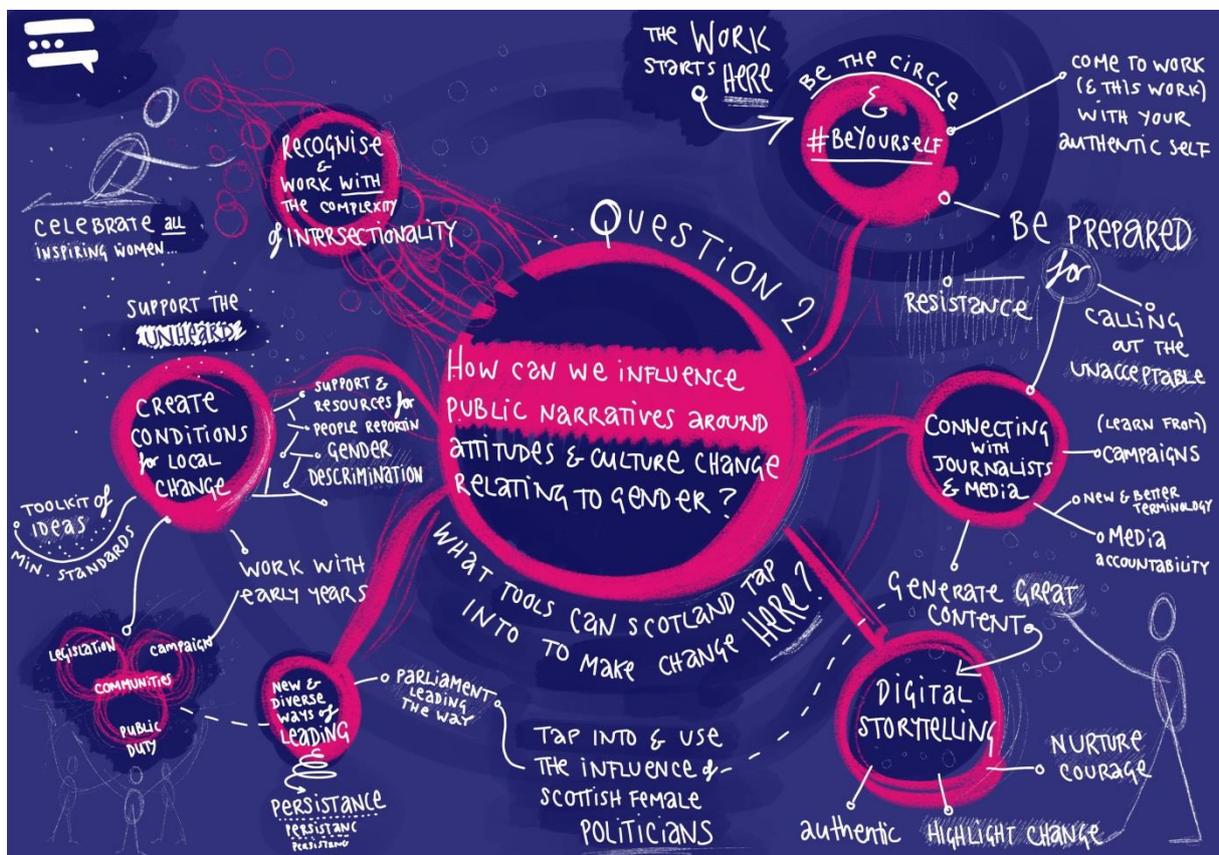


- Education works well but more is needed such as early years interventions including parenting.
- Curriculum for excellence, workplace policy and creating a toolkit
- More training around gender equality for teachers and school staff
- Initiatives that don't exclude men. "Good lad initiative"

¹ These notes are reproduced directly (unedited) from the sheets used to record the discussion at each table by the Facilitators.

- Policy intersection
- Use training and intervention to regulate and put pressures on public agencies to change attitudes and check their delivery of equality policies. Develop clear bullets of what they must achieve so everyone is clear on the end point.
- Create messaging to get this to range of audiences (schools, workplace, etc) and use it for debate and dialogue.
- Mobilising male voices – equality is not only a women’s issue. Mentor men and women
- Creating an equalities accreditation that organisations could be proud of (living wage accreditation is a good example)
- Action must include legislation, mandatory equalities training (all workplaces) feature in CFE, monitored by inspectorate, use PSED
- Equal lives – equal at work and at home - research
- Creating reporting tools that ensure anonymity and can use technology in a beneficial way.
- New framework to co-opt the 40% of undecided
- Storytelling/arts and role models eg drama offside (inspiring). More arts and creativity around gender equality issues.
- Public sector – prioritising procurement being gender equal
- Media – change what’s available. E.g. Stock imagines in media

Question two: How can we influence public narratives around attitudes and culture change relating to gender equality – for example, how do we counteract gender inequality which is visible across media and beyond? What tools can Scotland tap into to make change here?

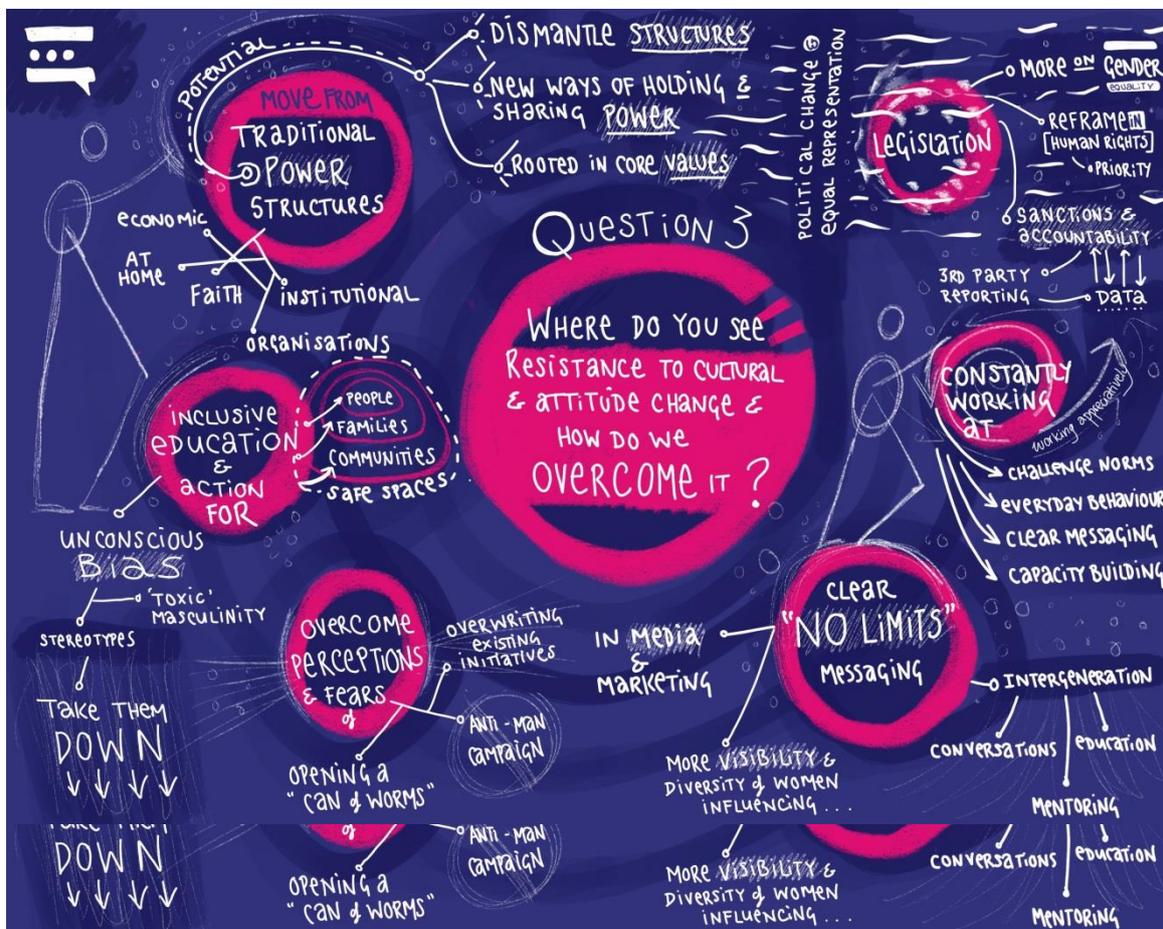


Some interesting points were made about the importance of changing media narratives around gender equality, taking actions to have more women featuring news articles and changing the way how media outlets report on women. In this sense, the conversation highlighted the importance of creating mechanisms for media accountability such as reprimands, and on the other hand, incentives and celebration of good behaviours (stories).

- Social contact is crucial – talking to journalists and each other about the importance of gender equality
- Changing the terminology – slut shaming has to become unacceptable. Talking about women’s bodies or kids when it’s not relevant has to become old fashioned

- Vocabulary and style used in media when reporting on women is different than for men.
- Producing more positive material for and about women, focusing on the spectrum of their achievements/lives, not censoring, but putting out better stuff to choose.
- Increasing the visibility of Scottish female politicians as well as “everyday heroes” or successful women out of the public eye. Film and record these sessions and give to women’s collectives to distribute to harder to reach groups. They can also feedback women to be featured. Also, approaching journalists individually with a better story.
- Invite diverse women, working class, trans, women of colour.
- Recognising the role of intersectionality. Direct engagement from BAME lobby groups and charities with media.
- Grass roots community approach. Build links with local and community media or develop them where they don’t exist.
- Inspiring women needs to include women who are successful but not at the absolute top of their game.
- Newspaper examination sessions in schools to question narratives and contrast them.
- Use digital storytelling , authentic, highlighting incremental change. Celebration of good behaviours (stories)
- New and diverse ways of leadership (it comes in many guises) parliament needs to lead the way. Create a space to be your authentic self and nurture courage.
- Men need to be made aware and actively do something differently
- Backlash/resistance is real when challenging power and calling out behaviours.
- Equality needs to be expected. This is a human’s rights issue.
- Create conditions/tools to people to have this conversations in our communities. Co-production.
- To be done now: create resources and guidance to support people report gender discrimination. Resources and help to deal with police and institutions that currently are barriers. Support the unheard.
- Future focus: work with early years in schools. Embed equality early on. Make environments of schools more positive.
- Support for teachers/staff, support for parents + education for parents
- Support for reporting and challenging of behaviours.
- Creating a toolkit of ideas that all sectors can use – minimum standards.

Question three: Where do you see the resistance to cultural and attitude change and how do we overcome this?



Lots of useful information was collated about how to frame gender equality in a more positive and inviting way that includes men and looks at the problem as a human rights issue.

- Resistance – stereotypes and parents reinforcing them
- Stereotypes: change portrayal of media and business e.g. children’s toys, children’s tv
- Fear of opening a can of worms
- Men feeling that feminism is anti-men

- Traditional power structures holding back change
- Actions: taking down stereotypes through education - message of “no limits”
This needs to be coherent, grassroots and from a young age.
- All men can and should do more
- Reframing this as a human rights issue
- Sanctions against organisations that don’t demonstrate gender equality