

NICCY PUBLISHING INFORMATION POLICY

1.0 INTRODUCTION

Publishing information is a fundamental part of how NICCY communicates and carries out its job of safeguarding and protecting the rights and best interests of Children and Young People. NICCY publishes a great variety of information both hard copy and online. These range from daily correspondence such as emails and letters through to research reports, leaflets and large corporate publications such as the general information leaflet and NICCY web site.

It is important that everything NICCY publishes accurately and consistently reflects our position in relation to the work we do and our commitment to being an open and responsive organisation. The Publishing Information Policy is underpinned by NICCY's corporate identity guidelines and other guiding principles such as the NICCY Accessibility Policy and commitments under Section 75. The Publishing Information Policy will form part of the wider Communications Policy which under our legislation sets out how NICCY reaches out and communicates with all its stakeholders.

For more information or if you have any queries in relation to this policy please contact the Communication and Participation (C&P) Team at communications@niccy.org or by calling 028 9031 1616.



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2.0 WHAT IS A NICCY PUBLICATION?

2.1 This can be simply defined as any type of written communication that a member of the NICCY staff creates. This by definition therefore covers a very wide range of materials, some of the main types include:

- Leaflets – eg. NICCY General and UNCRC leaflets
- Reports – both internally produced and externally produced/commissioned eg. Children’s Rights Review, Safer Routes to Schools
- Annual Reports
- Promotional Items – eg. exhibition stands, branded items
- Presentations – eg. NICCY PowerPoint
- Correspondence – emails, letters, faxes
- Media Publications - press releases, statements
- Events Materials – eg. Invites, event programmes
- Web Site (www.niccy.org)
- Other New Media - eg. CD-Roms, blogs

2.2 NICCY retains the ownership (IP) and copyright of the published work it produces. No part of these published materials can be used or reproduced without the prior consent and written permission of NICCY. To request permission NICCY will require details of how and where the publication (or information from a publication) intends to be used. NICCY will consider the request and make a decision on that basis. If consent is agreed it will normally involve an acknowledgement that NICCY is the source of the information and provide a link to www.niccy.org.

All such requests for use of NICCY materials should be addressed in writing to the Head of Communication and Participation team at NICCY.



3.0 GUIDING PRINCIPLES

There are two main sets of principles and guidelines that all NICCY publications need to comply with:

3.1 Accessibility Policy

This policy outlines NICCY's commitment to equality of opportunity as outlined in Section 75 of the Northern Ireland Act 1988 **and** to the principle of making oral and written information as accessible as possible. This policy therefore follows many of the principles as outlined in the NICCY Equality Scheme which you can view on the NICCY web site (www.niccy.org). It also supports recent legislation; the Northern Ireland Act 1998 and Disability Discrimination Act 1995. This reinforces NICCY's commitment to making information as accessible and equitable as possible and to promoting positive and meaningful dialogue at local level.

At a practical level the Accessibility Policy means NICCY will make sure that thought is given to providing information in a format appropriate to meeting a range of information needs. **As well as providing appropriate information for children and young people** it also relates to:

- People with hearing impairments
- People with sight impairments
- People with learning disabilities
- People with physical disabilities
- People from black and minority ethnic groups whose first language is not English

You can find more information and read the full policy on the NICCY web site at www.niccy.org.



3.2 NICCY Brand Guidelines

NICCY has also developed a detailed set of guidelines on how the NICCY brand should be used. The 'NICCY brand' is very important as it is central in how NICCY builds up awareness of the organisation, who they are, what they do and the values it represents. By being consistent in how the NICCY logo and corporate colours (especially the 'NICCY yellow') are used will help to improve peoples' recognition and awareness of NICCY.

These guidelines should be consulted and adhered to in all publications that are produced. A copy of the guidelines is available and can be requested from the Communication and Participation team at NICCY.

If you have any queries on either policy please contact the Head of Communication and Participation or a Communications Officer, at NICCY.

All NICCY publications should conform to these guiding principles and this is particularly important for those publications that are distributed outside the organisation. These 'external publications' reach NICCY's key stakeholder groups such as children and young people so it is essential that they are produced in accordance with the guidelines to ensure they are appropriate, accessible and easily understood.

4.0 NICCY WEB SITE

The NICCY web site www.niccy.org plays a central role in enabling NICCY to communicate with its stakeholders. Children and young people in particular are more familiar with and confident using the internet to find information about NICCY and making contact with them. The web site is continually updated with information on the work that NICCY is doing. If you have any queries on the NICCY web site content or would like to request a link to be added to the NICCY site please contact the Communication and Participation team at communications@niccy.org or by calling 028 9031 1616.



5.0 ENDORSEMENT/STATEMENTS

NICCY is sometimes asked to provide a statement or to endorse a projects, event or organisation. NICCY is an independent public body and as such it is vital that the organisation retain this independence and neutrality. It is therefore important that NICCY does not provide an endorsement that will form an association with an organisation and their particular viewpoint or stance. NICCY comments on the issues that affect children and young people and not on other organisations' views or work on addressing such issues.

While NICCY considers each request for an endorsements or statement on an individual basis the general policy is that:

- NICCY doesn't issue statements that will lead to an association with another organisations or support specific campaigns
- NICCY will issue statements upon request when the Commissioner is attending or speaking at an event hosted by another organisation

6.0 ACCREDITATION OF PUBLICATIONS

NICCY sometimes undertakes joint publications in partnership with other organisation(s). On such occasions it is important to ensure NICCY's status and that the correct NICCY branding (eg logo and imagery) is used and agreed how it is used in relation to other organisations.

In such cases it is NICCY's policy to credit both the external organisation and the individual NICCY staff members involved in the publication work.

Publications produced internally are published under the name of the Commissioner with acknowledgement to the individual NICCY staff members if required.

NICCY may also commission external organisations to undertake work on its behalf i.e. commissioned reports, publications or research. In such cases it is NICCY's policy to state that it is commissioned work and to accredit the external author. In common with joint publications the correct NICCY branding should be used (see section 3.2). The format of these publications should be agreed between NICCY and the external organisation as part of the terms of reference/agreement and clearly stated at the outset and even in a contract agreement if necessary.



Examples of format issues that need to be considered and agreed include:

- Agreeing the dominant branding style used in the published work ie. will it follow the NICCY branding style, a neutral visual style or the external organisation's?
- Use of the external organisations logo in the publication

All publications that NICCY is involved with must follow this policy.

7.0 NICCY EVENTS

Events are highly public occasions designed to raise awareness of NICCY's work or to increase the uptake of a NICCY service e.g. complaints service, so it is essential that all associated materials are both fully branded and meet accessibility standards. These events can once again take the form of internally organised and those that are externally commissioned.

When NICCY employs an external organisation or individual to assist with planning an event clear roles and responsibilities must be agreed at the outset to ensure that the information is produced correctly. A copy of the Brand Guidelines as well as the NICCY logo in appropriate format will be provided. Advice and guidance should be sought from the Head of Communication and Participation team or a Communications Officer to ensure quality control and compliance with this policy.

8.0 LINES OF RESPONSIBILITY

While the Chief Executive is ultimately responsible for all NICCY published information, the day to day implementation of this policy is delegated to the Head of Department and the relevant department's staff.

Corporate Publications

These include communication mediums such as the NICCY web site, general information leaflet, Annual Report. The Communication and Participation department will take a lead role in producing this information and coordinating the input of other staff as required.



Research Publications

The Policy and Research Team (P&R), with support from the C&P Team, are responsible for producing reports on the research and service review work NICCY undertakes. For all published research reports a NICCY ISBN number should be used so that the reports can be catalogued and tracked in libraries and other research institutions.

If you require more information on publishing NICCY corporate information please contact the Communications Team (communications@niccy.org).

Quality Control

A quality control procedure is in place whereby the designated C&P staff member **must see** all information for external publication (ie. information distributed outside the organisation) prior to them being published. This quality check is in place to ensure compliance with this Policy.

9.0 NICCY ACCOUNTABILITY

To ensure effective implementation, each member of the Senior Management Team will be responsible for making sure that all information for publications produced by staff within their team are in line with the Publishing Information Policy. Support and advice will be provided by the Communication and Participation team; training can also be provided as and when required.

10.0 MONITORING AND EVALUATION

The policy will be periodically reviewed to assess its appropriateness and effectiveness in light of good practice and other developments.

Policy approved by:



Gerry Campbell
Chief Executive
March 2010

