



I AM ME SCOTLAND Easy Read

Strategic Plan
2020 - 2023

Changing attitudes and behaviours so that disabled and vulnerable people in Scotland feel safe in their communities.



**The Queen's Award
for Voluntary Service**

The MBE for volunteer groups



CROWN OFFICE
& PROCURATOR
FISCAL SERVICE

SCOTLAND'S PROSECUTION SERVICE



Renfrewshire
Council



**POLICE
SCOTLAND**
Keeping people safe

Acknowledgements: Karen McIntrye – Engage Renfrewshire, P Cameron, M Ritchie - Police Scotland, C Dalrymple – Renfrewshire Council

Author: C. Burt

With Thanks: I Am Me Board of Trustees & I Am Me Volunteer Management Committee

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1. FOREWORD – I AM ME SCOTLAND CHAIR



Eileen MacLean
Board of Trustees Chair

I Am Me (Scotland) was established up to raise awareness of Disability Hate Crime and tackle prejudice based attitudes and behaviours.

Changing attitudes and behaviours is key to ensuring that disabled and vulnerable people in Scotland feel safe within their communities.

To do this, the Charity have two main initiatives; the first is the I Am Me Resources which are used to raise awareness and the other is Keep Safe which includes a network of local businesses who create “Keep Safe” places for anyone feeling lost, scared or vulnerable when out in the community.

The Charity has achieved a lot since 2015 including films, educational resources, a Cinebus, a Keep Safe smart phone app, and roll out of Keep Safe across Scotland. This work has been recognised with the Queens award for voluntary service.

Our thanks go to everyone who has contributed to the work of I Am Me; our partners, our Volunteer Management Committee, the Board of Trustees and our energetic staff team. The support and commitment from Police Scotland, COPFS (Crown Office and Procurator Fiscal Service) and Renfrewshire Council have been crucial along with the contribution from the voluntary sector and community groups.



ACC Gary Ritchie – Keep Safe Champion

Assistant Chief Constable Gary Ritchie is the Keep Safe champion for Police Scotland. He helps to make sure that I Am Me are working in partnership with Police Scotland and that the charity has the support that needed to develop Keep Safe across Scotland.



Lord Mulholland

Lord Mulholland is the Charity Patron. He helps I Am Me by providing support and awareness of the Charity. Lord Mulholland is committed to making Scotland a safe place for everyone.

2. I AM ME SCOTLAND



I Am Me Scotland is a charity that works in partnership with Police Scotland to tackle disability hate crime.

Disability Hate Crime



I Am Me
Training Resource

The Charity have training resources that can be used to raise awareness of disability hate crime.



They have a programme called #MakeaDifference that is for primary school children and teaches them about disabilities, bullying, hate crime and reporting.



There is also a Keep Safe initiative. This works with local communities to create safe places.

Keep Safe

My name is _____

Things you need to know about me and my health _____

How I communicate _____

Any other details _____

People who can help me

Name: _____ Number: _____

Name: _____ Number: _____

Name: _____ Number: _____

In a non-emergency call the police on 101

In an emergency call the police on 999

Police Scotland
www.scotland.police.uk
1 Am Me
www.iammescotland.co.uk

Keep Safe cards are available for anyone to use. They have information about health, how you communicate and who your family and friends are.



If you are lost, scared or worried when out in the community, you can go into a Keep Safe place and ask for help.



All Keep Safe places have been checked by Police Scotland.



You can find a list of all the Keep Safe places on the Keep Safe Scotland App. This is free to download.



Keep Safe Ambassador training is for young people and disabled people and trains you how to report disability hate crime.

3. DISABILITY HATE CRIME



There are 5 strands of hate crime:

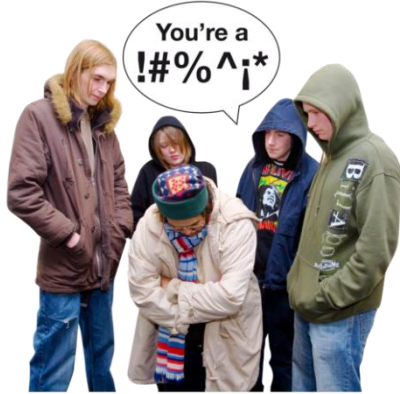
- Disability
- Race
- Religion
- Sexual Orientation
- Transgender Identity



This means that anyone targeted for any of these reasons are protected by the law.



Disability Hate Crime is one of the most under reported crimes in the UK.



Disability hate crime is when a person is targeted because they have a disability.



This could be:

- 🕒 Stealing from you
- 🕒 Hurting you
- 🕒 Using your things without your permission
- 🕒 Calling you names
- 🕒 Making you do things you don't want to do.



If any of these things happen to you, you should let the Police know so they can keep you safe.



Hate Crime destroys lives.
Help stop it - Report it!

Report Hate Crime to Police Scotland or visit the website for information on reporting to other supporting agencies.



3rd Party Reporting



If you do not want to speak to the Police, you can let someone else know.

An adult you feel safe with or a Third Party Reporting Centre.

4. DISABILITY STATISTICS SCOTLAND

5 Million	There are around 5 million people living in Scotland.
	1 million people have a disability or long term illness. This is 1 person in 5.
120,000	It is estimated around 120,000 people in Scotland have a learning disability.
58,000	It is estimated around 58,000 people have Autism Spectrum Disorder.
	1 in 5 disabled people in Scotland have experienced harassment because of their disability.
4%	Only 4% of hate crimes made to Police Scotland were disability hate crimes.

5. STRATEGIC PLAN

	<p>I Am Me have been working to develop a new three year strategic plan.</p>
	<p>They met with lots of different people to find out what was important to them and what they should focus on.</p>
<p style="text-align: center;">3 YEAR PLAN</p>	<p>The new strategy will help the team decide what to work on over the next three years.</p>
	<p>These are shown as 6 key Aims to change attitudes and behaviours so that disabled and vulnerable people can feel safe.</p>

6. AIMS

AIM 1



Aim 1 is to continue to develop and extend the national network of Keep Safe places.



So far, I Am Me have:

- 856 Keep Safe places across Scotland.
- 1700+ staff trained.
- 15,000 Keep Safe cards distributed.
- 150 Police Trainers trained to deliver Keep Safe training.



They want Keep Safe places all over Scotland so you can travel anywhere and get support, if needed.

HOW WILL THEY DO THIS?



Work with the Police and Local Authorities to extend the initiative.



Maintain an action plan for extending Keep Safe across all local authority areas, detailing the status and progress in each area.



Ensure a lead officer (SPOC) has been identified for each Police division.



Help partners to roll out Keep Safe in their area.



Extend the night-time network for Keep Safe.



Work with disability groups and community groups to distribute Keep Safe cards and awareness information.

AIM 2



Aim 2 is to work with partners to change attitudes and behaviours.



So far, I Am Me have:

- Worked with lots of different partners to develop new resources to raise awareness of disability hate crime.



They want to keep building on this network and continue developing new ideas and resources that can be used across Scotland.

HOW WILL THEY DO THIS?



Offer disability hate crime awareness training to organisations and charities.



Continue to seek new partnerships and new working opportunities.



Establish relationships with Education Scotland, Head Teachers and Colleges.



Establish and develop a disability focus group.



This is to ensure disabled people can help us to design new things to help Keep Safe

AIM 3



Aim 3 is to raise awareness of Disability Hate Crime.



So far, I Am Me have developed:

- The Keep Safe Initiative.
- The training pack and films.
- The primary school resource with accompanying films.
- The bus conversion into a mobile cinema and education unit.
- The Keep Safe Scotland phone App.
- The #MakeaDifference programme.
- The Keep Safe Kids Phone App.



They want to keep developing new exciting things.

HOW WILL THEY DO THIS?



Develop new resources to enhance the #MakeaDifference programme.



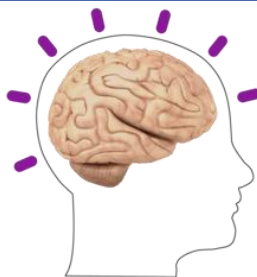
Increase social media presence.



Market the activities, including the online resources and Keep Safe phone app.



Participate in joint discussions/events with Police Scotland.



Develop programme to include Online Bullying and Mental Health.

AIM 4



Aim 4 is to work with partners to help change the law to better protect disabled people.



So far, I Am Me have:

Worked with Police Scotland to look at new ways to help Disabled people to report crimes.



They want to work with the Crown Office and the Police to help disabled people to report crimes.

HOW WILL THEY DO THIS?



Work with disabled people to break down barriers to reporting.



Work with Police Scotland and the Crown Office to review current disability hate crime legislation.

Please fill in this easy read form

easy read

Your name

Address

Phone

Work with Police Scotland to ensure accessible information is available.

AIM 5



Aim 5 is to work with communities to recognise and report hate crime.



So far, I Am Me have:

- ④ Become third party reporters and can take hate crime reports.
- ④ Delivered joint awareness events with the Police.
- ④ Trained staff in Keep Safe places to report hate crime.
- ④ Trained over 1000 Keep Safe Ambassadors (including over 150 Police trainers).



They want Keep Safe Ambassadors all over Scotland to help recognise and report hate crime.

HOW WILL THEY DO THIS?



Work with disability groups, communities, young people and organisations to increase awareness of disability hate crime and reporting methods.



Work with Police Scotland to improve recording of disability hate incidents and crimes.



Work with key partners to develop a data gathering exercise which will enable a baseline to be established for measuring future data trends.

AIM 6



Aim 6 is to work with young people to challenge prejudice.



So far, I Am Me have:

- Worked with over 30,000 children to raise awareness of disabilities, bullying, hate crime and reporting.
- Collected feedback from over 11,000 children to help improve the programme.



They want Education Scotland to integrate disability awareness into the school curriculum so that all children understand disability and respect people as individuals.

HOW WILL THEY DO THIS?



#MakeADifference educational programme is delivered, promoting early intervention and prevention.



Develop a new online #MakeADifference Programme



Further develop and continue to deliver the Keep Safe Ambassador programme to young people and disabled people.



Link the Ambassador programme with the Police Scotland Youth Volunteer Programme.



Extend the Keep Safe Kids App to make this available to other local authorities

7. MEET THE I AM ME BOARD



Eileen MacLean - Chair



Mark Shepherd - Trustee



Stephen McLellan - Vice Chair



Ruth McQuaid - Trustee



Lorraine Glass - Secretary



CS Linda Jones - Trustee



Anne McMillan - Treasurer



Billy Burke - Trustee



Christine Laverty - Trustee

8. MEET THE VOLUNTEER MANAGEMENT COMMITTEE & STAFF



Carol Burt
**Project Manager/
Volunteer**



Kieran Kelly
**Clerical Assistant/
Volunteer**



Mhairi O'Rourke
**Project Initiatives
Officer/Volunteer**



Molly Potter
**Project Development
Officer/Volunteer**



Laura Benns
Chair



Andrew Macintyre
Vice Chair



Myra Reid
Treasurer



Debbie Campbell
Volunteer



Stephanie Rose
Police Scotland



Fiona Macintyre
Volunteer



Megan Milligan
Volunteer



Ava Raeside
Volunteer



Laura Matheson
Volunteer



Colin McKenzie
Volunteer

9. FURTHER INFORMATION

Equality Act 2010 definition of disability:

A person has a disability if:

- They have a physical or mental impairment.
- The impairment has a substantial and long-term adverse effect on their ability to perform normal day to day activities.

'A PERSON IS DISABLED IF THEY HAVE A PHYSICAL OR MENTAL IMPAIRMENT, THAT HAS A SUBSTANTIAL AND LONG TERM ADVERSE EFFECT ON THEIR ABILITY TO PERFORM NORMAL DAY TO DAY ACTIVITIES.'

USEFUL CONTACTS

I Am Me Scotland – <https://iammescotland.co.uk/>

Respectme (Scotland's Anti Bullying Service - <http://respectme.org.uk/>

Recovery Across mental Health (RAMH) – <http://ramh.org/>

Crown Office and Procurator Fiscal Service – <http://www.crownoffice.gov.uk/>

Police Scotland – <http://www.scotland.police.uk/>

Epilepsy Scotland – <http://www.epilepsyscotland.org.uk/>

Renfrewshire Council – <http://www.renfrewshire.gov.uk/>

Dyslexia Scotland – <http://www.dyslexiascotland.org.uk/>

Scottish Autism – <http://www.scottishautism.org/>

Quarriers - <https://quarriers.org.uk/>

Downs Syndrome Scotland – <https://www.dssscotland.org.uk>

Education Scotland - <https://education.gov.scot/>

Victim Support Scotland -

<http://www.victimsupportsco.org.uk/>



Keep Safe places are available to view on the Keep Safe Scotland phone app.



Third Party Centre's will display this logo. Any third-party center can take a hate crime report on your behalf.

