Equality Awareness Days Report

May 2022



REVIEW OF EQUALITY RELATED AWARENESS DAYS

Equalities and Engagement Team Homaira Ibrahim May 2022 (updated August 2022, February 2023)

Background to the Report explained.

July 2022, saw the long-awaited publication of the Race Equality Commission Report; a report containing recommendations not only for the council but Sheffield as a whole city to meet in the aim to becoming an Anti-Racist city.

Conversations since have been rich and many discussions have taken place amongst different groups in the council around the commission's recommendations, race, racism, racial literacy, allyship, cultural competence and cultural humility. All intertwined, important factors which need to be sensitively discussed and addressed when moving forward.

SCC has a duty to its staff and its customers to get this right. It needs to value diverse communities and deliver services that engage and meet the needs of all its customers across this culturally expanding city. To achieve this SCC should be reflective of its current practice and look at instilling quality practice around cultural competence/humility so that all communities across the city can be understood, talked to, incorporated, and celebrated. All voices count! SCC and its partners need to be aware of its own biases and open up and instigate conversations that genuinely attempt to understand communities and identities in relation to race, ethnicity, gender, sexual orientation socio-economic status, education and social needs. Cultural competence and cultural humility need to be addressed hand in hand when thinking about the REC recommendations and how best to meet them. As a council we need to seek and understand differences even within the same communities, cultural norms and customs, language, gestures and body language, health issues, dress, food, religion, belief systems and customs so we can effectively and efficiently engage with all residents of Sheffield. As a city we need to have an understanding of, embrace and celebrate the cultural differences which the city offers.

One area of culture which SCC can focus on and improve is that surrounding Awareness Days and how they are acknowledged and celebrated. Awareness days fit into cultural competence as they can educate individuals about differences and enhance acceptance and tolerance. This paper has therefore researched current practice, set out and made recommendations on how improvements can be made so that all citizens and communities across Sheffield can be celebrated.

1.0 Background

The city of Sheffield is home to approximately 580,000 individuals, comprising of many diverse communities. Sheffield City Council (SCC) serves all our communities which can differ in terms of background, ethnicity, age, spoken languages, household income, employability, and family makeups etc.

SCC has a Public Sector Equality Duty (PSED) in relation to the 9 protected Characteristics* to

- Eliminate discrimination, harassment, victimisation
- Advance equality of opportunity
- Foster good relations between groups of people

Having due regard to the need to advance equality of opportunity involves:

• Removing or minimising disadvantages suffered by persons, taking steps to meet the needs of persons that are different from others and encouraging people to participate in public life or other activity in which participation is disproportionately low.

Having due regard to the need to foster good relations involves the need to:

• Tackle prejudice and promote understanding.

We also under the PSED have to set Equality Objectives and we have committed to the following four

Objective 1: Strengthen knowledge and understanding of our communities

Objective 2: Ensure our workforce reflects the people that we serve

Objective 3: Lead the city in celebrating diversity and promoting inclusion

Objective 4: Break the cycle of inequality and improve life chances

Objective 5: An Anti Racist Organisation and City

Nationally there are many equality related awareness days that may impact on our communities including all those that share protected characteristics. These days help raise the profile of issues of importance to people and help inform our citizens across a wide range of topics. Acknowledging awareness days helps the Council to connect with communities, enables dialogue and conversations around topics which otherwise may be overlooked. This in turn helps us to promote understanding and tackle prejudice and meet our duties and our Equality Objectives.

2.0 Current Context

Currently, there is no clear plan for awareness days across the Council with multiple teams (Equality and Engagement Team, Communications, Portfolios and HR) often working last minute to promote them. There is no agreed annual plan that people can work to in advance, often resulting in last minute planning and delivery which in turn equates to not achieving the best outcome for all. There is also no clear budget plan assigned to awareness days, so inequity exists, often resulting in over funding for certain events, leaving no money available for other important causes. This applies both internally to events for our employees and those externally for residents and visitors.

The annual calendar is full of days, dedicated to raising awareness. They are also different lengths of events some are marked by a day, some a week and some last a month and we need to consider this within any agreed programme. Many go far beyond simply drawing attention to them as some are days of national importance, whilst others lend themselves to fund raising opportunities and are used to publicly educate

the population whilst bringing communities together. All carry significance, however due to individual differences, they will mean different things to people and individuals may choose to acknowledge them differently. The number of awareness days in the annual calendar is overwhelming, so it is important to unpick why endorsing some of them is important.

There are services across SCC that also promote awareness days due to the link to the service e.g. carers week and the City Centre team that support different events some of which relate to equality. Communications also have a large role to play in promoting days both externally and internally and HR support awareness days to employees.

3.0 Benefits of Awareness Days

There are many benefits that celebrating a diversity of awareness days can capture, from public education, celebrations, pride, mourning and remembrance. As a public institution, Sheffield City Council has a commitment to equality and diversity to both its staff and the citizens of Sheffield. Its values aim to embrace equality and inform, educate, build community cohesion, promote inclusivity, and improve outcomes for all. Recognising awareness days can help bridge the gap between SCC and the citizens of Sheffield by acknowledging important issues which matter to a diverse range of people across the workplace and wider city.

Awareness days allow a space for people to contemplate, reflect and allow themselves to be who they want to be. They can be both serious in nature and great fun. It is often a space where people fighting for equality and representation can have their voice. Some are days where people are given the opportunity to thank those who have struggled in their quest for equity. Their purpose is to raise awareness of important humanitarian, cultural, social and political issues from around the world.

Events can also bring people into the city and increase tourism and can raise the profile of the city. Events such as Pride, St Patricks Day or Black History Month etc can bring national recognition etc.

Awareness days are often a driver for partnership working with different organisations and charities coming together. A more structured approach to awareness days would prevent duplication of work, allow for effective planning time which would lead to better outcomes. Effective budget management within this cycle would lend itself to a greater number of days being acknowledged, and in turn to further quality engagement with the citizens of Sheffield.

4.0 Drawbacks of Awareness Days.

The annual awareness day calendar remains full of days, and it is impossible to acknowledge them all. The calendar is forever growing given the many different ways people (many underrepresented) choose to identify. There is often a lot of advance planning needed to organise awareness days and they often require many individuals to be involved and to have a budget attached to them.

Impact and outcomes are also hard to measure. How do we know when we have had an impact and on who and was the time and resource well spent? Individuals / Members/ political parties will also have their own preferences to which should be endorsed which can often lead to disagreements or last-minute requests. When this happens other work often has to be changed, timescales extended or abandoned. Again, this can have serious implications for other priorities.

5.0 Moving Forward

Currently as noted above there is no systematic way of celebrating and acknowledging awareness days and planning and preparations are often last minute. No portfolio/ team has overall ownership of the annual calendar and people are unsure of each other's responsibilities to plan for them. Events often rely on the

good will of individuals to take the lead and plan appropriately. There is frustration that here is no clear plan and that there is a lack of time to prepare quality deliver and outcomes. Amongst communities there is also inequality, as different groups have historically been awarded sums of money to celebrate special days important to them, whilst others have had no, or minimal monies given to them.

We therefore propose to have a more planned and strategic approach to awareness days so that we can have a greater impact. This will help us meet our Duties and Objectives and have impact on our values, workplace culture and improve our dialogue and interactions with our diverse communities. A planned calendar would also prevent duplication.

Moving forward, careful consideration needs to be given to the relevance, importance, planning and budget attached to awareness days. The final calendar also needs to be a diverse across protected characteristics at least and there must be agreement on which ones the council chooses to mark and who leads on them.

We should consider how events are celebrated and marked by our VCF sector, Equality Partnership, local communities and large partners organisations etc. How can we work together across the city in celebrating diversity and inclusivity? Again, there is a need to avoid duplication and promote community participation. How can our Local Area Committees be involved in awareness events and days? The annual calendar should be available to all portfolios for reference purposes.

Could monies be available via LAC's to promote awareness days within their areas to make sure all marginalised groups are represented and get their voices heard, whilst lending itself to wider engagement across the city?

In order to be able to promote awareness events we need to consider resources required including budget, this can be via VCF grants or, SCC services such as Operational services etc. This will determine the number of and amount of support we can give.

We also need to be careful not to just be performative and we need to ensure the work around the days to have substantive impact. There should be consideration of marking key core days that are promoted each year and then agree non-core additional days reviewed annually. We need to also be careful that what we promote we actually do within the council, ie: we deliver what we say we do.

6.0 Recommendations

Recommendations to consider:

- 1. A full audit of what portfolios currently acknowledge/ celebrate to gather information (avoid duplication)
- 2. Small working party (Comms, HR, Equality) put together to divide up days across portfolios/ teams (Well Being Team within Resources keen to be part of this).
- 3. A full annual calendar of awareness days to be agreed on a cyclical basis by the SEIB after consultation to try to prevent last minute requests.
- 4. When the list is agreed, a lead Members could assign themselves to a day so there is Council and Member representation to elevate the status of the day.
- 5. The proposed calendar should be shared internally, across networks which will allow people to see in advance who to contact if they want to get involved individually.
- 6. Once the calendar is agreed we should agree who is responsible for promoting each day to better enable forward planning and ensure days are given enough status.

- 7. Marking awareness days should also be disseminated across portfolios, raising the theme of equality across all council teams. This would allow all areas of the council to get involved promoting inclusivity.
- 8. Directors should get involved to become good allies whilst endorsing awareness days.
- 9. Budget should be allocated to agreed events which may need extra top up funding.
- 10. Awareness days could be an agenda item across a range of Boards both at council level as well as city level to help promote enhanced partnership working.
- 11. Measures need to be considered as part of objective 3 and implemented to measure success/ impact/ outcome of each awareness day and feedback via the SEIB. This needs to be annually monitored and improvements made.
- 12. Collaborative work (both internally and externally) should be monitored and assessed for best practice with amendments made if necessary.
- 13. Home page links could be out on the intranet which would acknowledge awareness days for information purposes.

A Nathanial Branden states 'The first step towards change is awareness, the second step is acceptance'. A planned, agreement around awareness days needs to be sought to bring about this change.

*Protected characteristics - Age, disability, gender reassignment, pregnancy and maternity, race, religion or belief (or no belief), sex, sexual orientation and marriage & civil partnership (only in relation to eliminating discrimination). We all share at least 5.

Please see below a first draft proposed Equality Calendar with identified core and non-core days. This does not capture all the days but highlights some core and non-core days. Core days would have to be agreed but the SEIB on a cyclical basis and appropriately planned for by certain teams.

Equality Calendar 2023 – January- June (dates and subject to change annually) (Bold= Core Days to be acknowledged)

| | January | February | March | | April | | Мау | June |
|---|--|---|---|--|---|--|--|--|
| Religion and Belief | 5. Birthday of Guru Gobind Singh (Sikhism) 6.Epiphany (Christian) 7. Christmas Day (Orthodox) 7. Mahayana New Year (Buddhism) 15. World Religion Day 26 Vasant Vanchami (Hinduism) | Candlemas (Christian) St Blaise Day (Roman Catholic) 5-6. Tu B'shevat (Judaism) 14. St Valentines Day 15. Parinirvana (Buddhism) 18. Maha Shivaratri (Hinduism) 21. Shrove Tuesday 22 Ash Wednesday (Christian) 25-1st Intercalary Days (Baha'i) 27 Lailat al Miraj (Islam) | Purim (Judaism) Holi (Hinduism) Nanakshani (Sikh N 19. Mothering Sunday 20. Naw-Ruz (New Yea 22 Ramadhan Starts (I 30. Ram Navami- Hind | r, Baha'i) Islam) | 5. Passover (Juda 6. Maundy Thurs 7. Good Friday (C 9. Easter Sunday 14. Vaisakhi (Nev 18. Lailat al Qadr 20. Festival of Ric 21. Eid ul Fitr (Isl 21 12 th Night of F | day (Christian) Christian) (Christian) v Year)- Sikhism) (Islam) dvan (Baha'i) am) | 5. Vesak (Buddhism) 8. Lag B'Omer begins (Judaism) 18 Ascension Day (Christian) 18. Ascension of the Lord (Orthodox) 23. Declaration of the Bab (Baha'i) 25 Shavuot (Pentacost- Judaism 28. Ascension of the Bahu'u'llah (Baha'i) 28. Pentacost (Orthodox) 29. Whit Monday (Christian) | 4.Trinity Sunday (Christian) 18 Father's Day 21. Summer Solstice (Wicca/ P) 28. Eid ul Adha (Islam) |
| Disability | 4. World Braille Day | 4. World Cancer Day | 1.Self Injury Aware Da 1. International Whee 13. Neurodiversity We | lchair Day | Autism Awarene 24. MS Awarene | | 2-8. Deaf Awareness Week 12. ME Awareness Week 18. Global Accessibility Day | 6. National Neuro Disability Day 19-25. Learning Disability Week |
| Age D | | 15. International Childhood Cancer Day | 15. Young Carers Day 18. Stop Child Sexual E Awareness Day | Exploitation | 24. Global Interg | enerational Day | 14. National Children's Day | 5-11 Carers Week |
| Race H Ethnicity | 22. Chinese New Year 27. Holocaust Memorial Day | 4. Lantern Festival- Chinese 7. UK Race Equality week | 1.Zero Discrimination 21.International Day f Elimination of Racial I | or the | 8. International F 22. Stephen Law | • | 21. Cultural Diversity for Dialogue and Development Day 25. George Floyd Anniversary 29. International United Peacekeepers Day | Gypsy, Roma and Traveller History Month 11. Race Unity Day 22. Windrush Day 20-26 World Refugee Week |
| Sex | | | International Women' 8. International Wom | ' | | | | |
| Sexual Orientation Gender Assignment | | LGBTQ History Month | 31. International Trans Visibility | | 6. International | Asexuality Day | 17. International Day against Homophobia, Biphobia and Transphobia (IDAHOBIT) | LGBTQ+ PRIDE Month |
| Pregnancy and Maternity | | | | | | | 2-8. Maternal Mental Health Week 4-10 National Weaning Support 15-28 Foster Carers Fortnight | SAND's Awareness Month 1-Global Day of Parents |
| Marriage and Civil Partnership | | | | | | | | |
| Other | Cervical Cancer Aware Month Dry January Thyroid Awareness Month 1-New Years Day (Bank Hol) 25 th . Burns Night (Scotland) | Unicef Day of Change? Time to Talk Day Safer Internet Day World Day of Social Justice STAND up to Bullying Day March. Fairtrade Fortnight | Ovarian Prostrate Endometriosis Brain Tumour Awareness Month National Bed Month | 8. National No Smoking Day 18. Global Recycle Day 22. World Water Day | Bowel Cancer Stress Parkinsons Autism IBS Caesarean Awareness M's | National Pet Month | Stroke Month Skin Cancer, Coeliac, Hepatitis Awareness Make May Purple National Walking Month Local Community and History Big Asthma Bake Sale Month | Motor Neurone Disease Awareness Month |

Equality Calendar 2023 – July to December (dates and subject to change annually) (Bold= Core Days to be acknowledged)

| | July | August | September | October | November | December |
|---|--|--|--|--|---|---|
| Religion and Belief | 9. Martyrdom of the Bab (Baha'i) 23, Birthday of Haile Selassie (Rastafarian) 24. Pioneer Day (Mormon) 27. Ashura (Islam) | 15. Assumption of Blessed Mary (Christian) 17. Marcus Garvey Day (Rastafarians) | 6-7. Krishna Janmashtami (Hinduism) 11-18. Paryushana Begins (Jain) 15-17. Rosh Hashanah (Judaism) 27. Elevation of the Holy Cross (Orthodox) 24. Yom Kippur (Judaism) 26. Mawlid Al Nabi (Islam) 28. Anant Chaturdashi (Hinduism, Jain) 29. Michaelmas- Christian 29-06. Sukkot (Judaism) | 15-24 Navratri (Hinduism) 31. Halloween (Christian) | Islamophobic Awareness Month 1.All Saints Day (Christian) 2. All Souls Day (Christian) 12. Diwali (Hinduism, Jain) 12-19. UK Interfaith Week 27. Birthday of Guru Nanak (Sikhism) | Advent Sunday (Christian) St Nicholas Day (Christian) 7-15 Hanukah (Judaism) Feast of the immaculate Conception (Christian) Yule (Wicca/ Pagan) Christmas Day (Christian) St Stephens Day (Christian) |
| Disability | 25. National Schizophrenia Awareness Day | | 24. World Deaf Day 25-1st. UK Inclusion Week | ADHD Awareness Month Down Syndrome Awareness Month 6. World Cerebral Palsy Day 6. World Dyslexia Day 10-16. Dyspraxia Awareness Week | 16-16. UK Disability History Month Begins. | 3. International Day for People with Disabilities |
| Age OC | 15. World Youth Skills Day | 12. International Youth Day | Older Person Month 19. Young Mental Health Day 11-15. Pension Awareness Day | 1. International Day for Older People | 20. Universal Children's Day 25. Carers Rights Day | |
| Race and Ethnicity | 11. Remembering Srebrenica 18. South Asian Heritage Month 18. Black Leaders Awareness Day 18. Nelson Mandela International Day | 23. International Day of the Remembrance of the Slave Trade and Abolition | | Black History Month | | 18. International Migrants Day |
| Sex | | | 3. Every Women Day? 18. International Equal Pay Day | Menopause Awareness Month | Men's Health Awareness Month 25. White Ribbon Day (VAWG) | |
| Sexual Orientation Gender Assignment | 14. International Non-Binary Peoples Day | | 23. Bi Visibility Day | 11. National Coming Out Day 18. International Pronouns Day | 13-19 Transgender Awareness Week | |
| Pregnancy and Maternity Marriage and Civil Partnership | 3. International Bereaved Parents Day | National Breastfeeding Month | 26. World Contraception Day | 17-23 National Adoption Week | | |
| Other | National Make a Difference for Children Month Talk to Us Month Plastic Free July National Picnic Month | Yorkshire Day Health and Safety Month National Road Victim Month | World Alzheimers Month Blood Cancer Awareness Month 10. Word Suicide Prevention Day 11-17. Sexual Health week | 8-16.National Hate Crime Awareness Week 10. World Mental Health Day 17. International Day for the Eradication of Poverty | Lung Cancer5, BonfireMouth CancerNightPancreatic13.CancerRemembranceCOPD AwareSunday | Universal Human Rights Month AIDS Awareness Month 31st New Years Eve |

Key Awareness Days 2023- (See table below- Currently planned, subject to change)

Dark Green- highest level of involvement/ media/ cost/ campaign)

Light Green- lower levels of involvement/exposure

- 1. Holocaust Memorial Day
- 2. Race Equality Matter Week
- 3. Windrush
- 4. Remembering Srebrenica
- 5. Black History Month
- 6. LGBT History Month
- 7. PRIDE

Gonclusions- Things to be discussed and finalised. ພ ຫ

- There is more emphasis on Race/ religion awareness days, however we can justify this due to commitment to REC findings and the need for change, however we don't capture different ethnicities (which represent Sheffield's communities) across this.
 - There is less around other protected characteristics- do we focus on this more next year as part of an ongoing cycle?
 - Disability, Men and Youth are underrepresented in what we acknowledge externally.
 - Are we only committing to those days we do something for internally (to minimise risk), or should we be acknowledging some of the other smaller days, weeks, months as a mark of respect and to raise awareness for the smaller communities we serve across the city.
 - Costs and budget will need to be factored into those that are acknowledge.

Awareness Days 2023- Theme Related and Associated Activity- Internal and External

Religion and Belief

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|---|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| Ramadhan | | | | | | | | | |
| Eid x2 | | | | | | | | | |
| Easter | | | | | | | | | |
| Halloween | | | | | | | | | |
| Christmas Day | | | | | | | | | |
| Passover | | | | | | | | | |
| Diwa li | | | | | | | | | |
| Islan phobic Awareness | | | | | | | | | |
| Mon | | | | | | | | | |
| Hanukah | | | | | | | | | |
| Holi 8 Mothers and Father Day | | | | | | | | | |
| Mothers and Father Day | | | | | | | | | |

Disability

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|-----------------------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| UK Disability History Month | | | | | | | | | |
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| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|-------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| Carers Week | | | | | | | | | |
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Race and Ethnicity

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|---------------------------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| | Gov Delivery | Weekly | Intranet | - | | | | Involved | Codes |
| | Post | Message | Page | | | | | | |
| Holo <u>ca</u> ust Memorial Day | | | | | | | | | |
| Chingse/ Luna New Year | | | | | | | | | |
| Rac equality Matter Week | | | | | | | | | |
| Stephen Lawrence Day | | | | | | | | | |
| George Floyd Anniversary | | | | | | | | | |
| Eliminate Racial | | | | | | | | | |
| Discrimination Day | | | | | | | | | |
| Gypsy, Roma, Traveller | | ? | | | | | | | |
| Month | | | | | | | | | |
| Windrush | | | | | | | | | |
| Remembering Srebrenica | | | | | | | | | |
| South Asian Heritage Month | | | | | | | | | |
| Black History Month | | | | | | | | | |
| | | | | | | | | | |

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budge |
|---------------------------|---------------|----------|----------|-------|----------|-------|------|----------|-------------|
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| International Women's Day | | | | | | | | | |
| Menopause Awareness | | | | | | | | | |
| White Ribbon Day | | | | | | | | | |
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Sexual Orientation and Gender Reassignment

| Day O | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|--------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| <u>_</u> | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| 88 | Post | Message | Page | | | | | | |
| LGBT History | | | | | | | | | |
| IDAHOBIT | | | | | | | | | |
| PRIDE | | | | | | | | | |
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Pregnancy and Maternity

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|------------------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| National Adoption Week | | | | | | | | | |
| Foster Care Fortnight | | | | | | | | | |
| | | | | | | | | | |

Marriage and Civil Partnership

| Day | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
|------------------------|---------------|----------|----------|-------|----------|-------|------|----------|--------------|
| - | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| a | Post | Message | Page | | | | | | |
| Page | | | | | | | | | |
| Other | | | | | | | | | |
| | | | | 1 | | 1 | | | |
| Day 🗳 | Social Media/ | Internal | | Event | Campaign | Media | Flag | Team | Cost/ Budget |
| | Gov Delivery | Weekly | Intranet | | | | | Involved | Code |
| | Post | Message | Page | | | | | | |
| Eradication of Poverty | | | | | | | | | |
| Bonfire Night | | | | | | | | | |
| Remembrance Sunday | | | | | | | | | |
| New Year's Eve | | | | | | | | | |
| Yorkshire Day | | | | | | | | | |
| | | | | | | | | | |

Important Flag Dates:

Patron Saints

The flag of the national Patron Saint is used. These are the heraldic crosses.

St David's Day – 1st March (The flag of St David)

St George's Day – 23rd April (The cross of St George)

St Patrick's Day – 17th March (The cross saltire of St Patrick)

St Andrew's Day – 30th November (The cross saltire of St Andrew)

Teywn Hall Flags Continued

commonwealth Day – 2nd Monday in March every year

Europe Day – 9th May (Flag of Europe/European Flag)

A med Forces Day – May or June dates vary (Armed Forces Day Flag flown from Sheffield Armed Forces day to national Armed Forces day)

Pride – Sheffield Pride (summer - dates vary)

Yorkshire Day – 1st August (Yorkshire Flag)

Merchant Navy Day – 3 September (Red Ensign)

United Nations Day – 24th October

Remembrance Sunday – 11th November (and Centotaph and at Stocks bridge clock Tower 2nd Sunday of November or the nearest Sunday to the 11th

World Aids Day various

Emergency service 999 day 9th Sept NOTE new date and flag

Windrush Flag (22nd June)

Rationale for not Lighting Up Town Hall and Colouring Fountains.

We do not propose to light up the Town Hall or change the fountain colours for any campaigns/awareness days this year for a number of reasons including:

- There is no evidence that these have any impact in raising awareness or changing behaviour around campaign messages.
- There is very limited recognition of most awareness day colours.
- During a Cost of Living and energy price crisis, lighting up the Town Hall can be seen as a negative use of resources (even if the intention was positive) and result in reputational harm.

Promotions and Campaigns relating to Health and Well Being- run internally only for employees.

| CAMPAIGN | MONTH | DAYS | WEEKS | MONTH |
|----------------------|-------|---|---|--------------------------------------|
| Quarter 1 | JAN | Time to Talk Day | | Dry January |
| Time to Talk | FEB | World Cancer Day TBC | | |
| | MAR | No Smoking Day 10/3/23 World Sleep Day 17/3/23 | Nutrition and Hydration 12-19 2023 | Ovarian Cancer Awareness |
| Page | APRIL | Worker Memorial Day 28/4/2023 | | Stress Awareness |
| Quarter 2 | ΜΑΥ | | Sun Awareness TBC Mental health Awareness 6-12 2023 | National Walking Stroke Awareness |
| Men's Health Week | JUNE | World Blood Donor Day TBC | Bike Week 8 – 15 2023 BNF Healthy Eating 12- 16 2023 Men's Health Week 12 – 18 2023 | |
| | | | Diabetes Week 12 – 18 2023 Cervical Screening Awareness | |

| | Quarter 3 | JULY | | | |
|----------|-------------------------|------|--|--|--|
| Pr | Suicide evention Day | AUG | Cycle to Workday TBC | | |
| | _ | SEPT | World Suicide Prevention Day TBC World's Biggest Coffee Morning | Know Your Numbers TBC National Eye Health TBC | Urology Awareness |
| | | ОСТ | World Mental health Day TBC | Back Care Awareness TBC | Stoptober |
| | | | World Menopause Day TBC | National Work life TBC | Sober October |
| | | | | Bone and Joint TBC | National Cholesterol |
| Pa | Quarter 4 | | | | Breast Cancer Awareness |
| Page 193 | Self-Care | NOV | National Stress Awareness Day TBC | Alcohol Awareness TBC | Men's Health Awareness |
| 93 | | | | Self-Care TBC | 16 Days of Action Against Domestic Violence TBC |
| | | DEC | World Aids Day | | 16 Days of Action Against Domestic Violence TBC |

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