



**Stockport Safeguarding Board
Communication & Engagement
Strategy
November 2017**



Stockport Safeguarding Boards Communication & Engagement Strategy November 2017

1. Introduction

Agencies in Stockport strive to work together in order to safeguarding and protect children, families and adults at risk. The Safeguarding Children board and the Safeguarding Adult Board who have a number of statutory duties oversee this work.

Following a joint development day in February 2017, the Boards identified key thematic priorities to keep children, families and adults at risk safe from abuse and neglect. The four joint priorities for 2017-20 across both boards are:

- Transitions
- Neglect
- Domestic Violence and abuse
- Complex safeguarding

Mental health was identified as a key component within all four themes and will feed through the delivery plans for each Safeguarding Board.

Effective communication is crucial to ensure that the Boards are able to carry out its work effectively and that children, young people and adults at risk in Stockport are effectively safeguarded.

Stockport Safeguarding Boards want to communicate effectively and with clarity to all people who are involved in the lives of children, families and adults at risk about the need to safeguard and promote the welfare of the residents of Stockport.

The Safeguarding Boards aim to meet the needs of a diverse community, treating all individuals fairly regardless of gender, age, marital status, colour, race, religion, disability, sexual orientation, offending background, or political beliefs.

2. Legislative Framework SSAB

In May 2015, Stockport Safeguarding Adults Board (SSAB) had new responsibilities under the Care Act 2014 and had a statutory role.

SSAB has three core duties:

- To develop and publish a strategic plan setting out how the SSAB will meet its objectives and how members and its partner agencies will contribute.
- To publish an annual report detailing how effective the SSAB's work has been.

- To commission Safeguarding Adults Reviews (SARs) for any cases which meet the criteria for these.

The overarching purpose of the SSAB is to help and safeguard adults with care and support needs. It does this by:

- Having a fully established Safeguarding Adults Board in Stockport.
- Assuring itself that local safeguarding arrangements are in place as defined by the Care Act 2014 and statutory guidance.
- Assuring itself that safeguarding practice is person-centred and outcome-focused.
- Working collaboratively to prevent abuse and neglect where possible.
- Ensuring agencies and individuals give timely and proportionate responses when abuse or neglect have occurred.
- Assuring itself that safeguarding practice is continuously improving and enhancing the quality of life of adults at risk in Stockport.

3. Legislative Framework SSCB

The role of SSCB is to fulfil the objectives as set out in Working Together to safeguard children 2015 to safeguard and promote the welfare of children. SSCB has two main objectives:

1. To coordinate local work to safeguard and promote welfare of children
2. To ensure the effectiveness of that work.

SSCB does this by:

- Developing policies and procedures to keep children safe.
- Participate in the planning of services to keep children safe.
- Communicating the need to safeguard and promote the welfare of children and that this is everyone's responsibility.
- Procedures to coordinate responses to unexpected child deaths.
- Collect and analyse information about child deaths.
- Monitor effectiveness of what is done by agencies to safeguard and promote the welfare of children.
- Undertake serious case reviews where a child had dies and abuse or neglect is a feature.
- Publish an annual report on the effectiveness of local arrangements.
- Providing multi- agency safeguarding training and ensuring the quality of single agency child protection training

4. Purpose of the Communication and Engagement Strategy

This strategy outlines the way in which Stockport's Safeguarding Boards will share information with children, young people, families, adult at risk, partner agencies, the media and the wider public to ensure clear information is available about its work along with national and local safeguarding aims.

The purpose of this strategy is to:

- Share information about the work of both Safeguarding Boards through pro-active communication.
- Provide re-active communication to a specific safeguarding incident or event.
- Make communication accessible to all members of Stockport's community.
- Ensure the active engagement of all partners and stakeholders in communicating the work of Stockport's Safeguarding Boards.
- Ensure two-way communication with all stakeholders.
- Ensure that channels of communication are effective and that there is a measurable impact on the audience.

Therefore, the key aims of the strategy are to:

- Provide information tailored to key audiences to support the work of Stockport's Safeguarding Boards.
- Promote the safeguarding agenda in Stockport through good news stories/campaigns.
- Anticipate media attention regarding the work of Stockport's Safeguarding Boards and plan appropriate responses.
- Publicise SCR/SAR's.
- Respond rapidly to media queries.
- Raise awareness of the Stockport's Safeguarding Boards work.
- Promote an understanding of, and confidence in, the work of the Stockport's Safeguarding Boards.
- Explain how local residents and stakeholders can contribute to safeguarding and promoting the welfare of Stockport's residents.
- Raise awareness of how local organisations can work with the Boards (and partner agencies) to safeguard children, young people, families and any adult at risk
- Encourage children, young people, families and any adult at risk to get involved in supporting local safeguarding work.
- Reiterate what people should do if they are concerned about a child or adult at risk's safety.
- Includes communication about the Mental Capacity Act (2005) and the Deprivation of Liberty Safeguards.

5. Target Audience

The audience for the Stockport Safeguarding Boards Communication Strategy can be split into three distinct areas.

A Public Group to include:

- General public – Stockport residents
- People with care and support needs, parents, relatives and carers
- Parents and carers

- Children and young people
- Stockport Councillors
- Local MPs
- Core external media- local and regional newspapers, local broadcast- TV, Radio and online.

A Designated Professionals Group to include:

- Adult Social Care Staff
- Local Mental Health Trust Staff
- Partner organisations concerned with safeguarding adults
- Advocacy services
- Practitioners working with children
- Safeguarding Partner Agencies (representative organisations on the Board)
- Key external national regulators and bodies- Ofsted, CQC, HMIC, NSPCC

A Service Providers Group to include:

- Independent, Voluntary and Private Health and Social Care Providers.
- Social and Private Housing providers (care providers, social housing providers etc.
- Partner agency staff (e.g. ambulance services, fire services, NHS, hospital services etc.)
- Advocacy services
- Partner organisations concerned with safeguarding adults
- Generic services, such as trading standards, job centres, banks and others
- Police and Crime Commissioner

From time to time, the Safeguarding Boards will want to communicate a particular message to the public. It might want to launch a public information message – an example might be neglect, or safe sleeping. It might want to disseminate leaflets on particular safeguarding issues such as private fostering, dignity in care and several more.

The responsibility for this kind of communication will fall to the Communication & Engagement Sub group who will take the lead on organising and disseminating the information in the most appropriate way. There will be careful consideration of information to be disseminated by the group so that the right audience gets the right information. If required a communication plan specific to the requirements of the messages will be prepared.

External audiences may include:

- Partners at the NHS, CCG and Stockport Homes
- Churches and Faith groups
- Community groups, Residents Groups
- Sports Clubs/Trusts
- Members of the public to include Parents/Carers Children, young people and families
- Businesses

- Local, regional and national media

SSAB & SSCB may also need to communicate with:

- Other local authorities
- Government departments
- Regional groups such as Greater Manchester Safeguarding Partnership, Business Managers Group, Chairs Group, Northwest Interagency trainers(NWIAT)

Methods

Stockport Safeguarding Boards will provide information that is:

- Consistent presentation
- Concise and straightforward
- Open and transparent
- Topical and timely
- Informative and engaging
- Concerns the core business objectives and priorities of both boards
- Information in a range of media should will be produced in different, user-friendly formats for people with care and support needs and their carers

It is possible that methods used to communicate these messages to external audiences will include

- The publication of campaign leaflets and posters
- Use of media e.g. local newspapers and local radio stations
- Supporting national theme events - e.g. White Ribbon days, Private Fostering week, dementia awareness etc.
- Social media

6. How will we communicate our messages

Different communication channels will be used for each target audience to ensure that communications are targeted and delivered to a minimum standard.

Internal

Stockport Safeguarding Boards will communicate to its audiences mainly through the following channels:

- Briefings for stakeholders
- Courses, seminars and learning events for stakeholders
- Personalised letters/emails
- Board induction
- E- bulletin and Connect
- Practitioner Forum
- Website for all stakeholders that provides safeguarding information, advice and support
- Events
- Intranet messages

External

The Stockport's Safeguarding Boards will use external communication channels as required to communicate information.

- Partner organisation websites – which can hold information and link to either
- SSCB or SSAB website
- Face to face – to communication information to practitioners
- Briefings – face to face/written
- Partner agency social media accounts – Facebook/Twitter
- Events and training – ranging from small meetings to an awareness raising week
- Print -leaflets, posters, magazines, newsletters and letters.
- Media – press releases where appropriate

The Stockport's Safeguarding Boards websites will be regularly reviewed and updated by SSCB/SSAB team to ensure information is easy to find, easy to read and up to date. Subgroup chairs are responsible for maintaining relevant pages.

Partner organisations will be asked to review their website information to ensure safeguarding information is easy to find and does not duplicate the SSCB/SSAB website but links through to it. This helps position both boards website as the main source of information.

7. Communicating through the media office

It is important that media enquiries are dealt with quickly and by the correct person in order to minimise negative coverage and maximise positive opportunities, to position the Stockport's Safeguarding Boards in the best possible light consistent with the facts.

All queries from journalists and stakeholders about work of the Stockport's Safeguarding Boards should therefore be referred to the by Stockport Council Communications department, who will channel the request appropriately, ensuring integrity of Stockport and its partners reputation and of the agreed key messages.

Press Release/ Editorial Approvals

Copies of draft releases and editorial to be issued by Stockport's Safeguarding Boards will be circulated to relevant parties for approval. Corrections will be coordinated by Stockport Council Communications department and will have set deadlines.

Stockport Council Communications department must channel through all external consultants / organisations / partner press releases and editorial concerning the Board directly. This is to ensure a continuity of message, overall accuracy and to ensure that the timing of the information is appropriate.

No announcements will be made concerning contracts / agreements / all parties involved and issued by Stockport Council Communications department must agree progress whilst still under negotiation and the content / form of announcements.

8. Communicating following a Serious Case Review

Stockport Safeguarding Board members will take responsibility for sharing the learning from the SCR/SAR according to their own procedures and using their own internal channels.

If a SCR/SAR is to be published, the Independent Chair of both SSCB/SSAB, the partner press officers and senior representatives of the various agencies will discuss and plan communications well ahead of publication. **(See Appendix 1)**

- Publication of the full report and Board action plan on the SCCB/SSAB website
- Answering follow up media questions
- Participating in media interviews
- Lessons Learnt E-bulletin
- Lessons Learnt Event

The Independent Chair for both SSCB/SSAB will lead on speaking to the media. The Vice Chair or other senior representatives will step in by agreement if the Independent Chair is unavailable.

9. Resources

There is no specific budget allocated to the Stockport Safeguarding Board's joint communication and engagement sub group and the Communication Group Chair, to the SSCB/SSAB Coordination and Delivery Group, will submit any proposals requiring a specific budget.

Measuring our effectiveness

The communications group will undertake a baseline survey to establish who knows what about the SCCB/SSAB, where they get information from about the SCCB/SSAB and the areas it works in (i.e. are they getting information on child protection, self-neglect and from other different sources?) and what gaps exist in information that they would like filled.

We can then measure the effectiveness of communications by:

- Informally surveying staff after communications are issued.
- Monitoring feedback returned from the workforce and service users.
- Service user questionnaires.
- Service user consultation events.
- Sharing learning from user and other support networks.
- A minimum of one safeguarding campaign per year, with analysis of feedback (depending on what we have to communicate....)
- Use of social media and its reach/engagement.
- Qualitative feedback gained at events.
- Amount of positive media interest generated in the press, radio, online and local television.
- Website visits
- Direct follow up with communication leads.

- Telephone survey.
- Electronic survey e.g. 'How is your experience' surveys
- Direct e-mail
- On line enquiries

10. Risk management

It is important to try to anticipate issues and plan our messages accordingly, in order to reduce unhelpful impact on the perception of the work of both Stockport Safeguarding Boards.

The Stockport Safeguarding Boards anticipate the following risks:

- Any communications about either cases involving the Board, or general safeguarding need to come from the Board and not individual partner agencies – co-ordination and consensus of the content and timing of messages is essential.
- Not identifying safeguarding issues before they reach the media
- Slow or poor responses to media queries
- As a statutory body with many partners, it can be difficult for local people to understand the role of the Board and its wider role in the city.
- Inconsistent and unclear messages delivered from partner agencies
- Not sharing information, which could result in mixed messages being presented by partners.

11. Budget

Any money to be spent on communication issues will be discussed by the Communication & Engagement Sub group in the first instance and an estimate of cost provided for approval. The costs for electronic communication to partner agencies are minimal.

12. Contact with Stockport Safeguarding Boards

Stockport Safeguarding Boards welcome comments, views and opinions on its work from anyone who meets children, families, adults at risk and carers.

This can be done directly by ringing:

Nuala O'Rourke
 Head of Safeguarding & Learning
 Email: nuala.orourke@stockport.gov.uk

Una Hagan
 SSCB Performance and Development Manager
 T: 0161474 5657
 Email: una.hagan@stockport.gov.uk

Lee Woolfe
 SSAB Safeguarding Business Manager
 T: 0161 474 3590
 Email: Lee.woolfe@stockport.gov.uk

STOCKPORT SAFEGUARDING BOARDS – COMMUNICATION SUB-GROUP ACTION PLAN

	What	Lead	Who	By When	Outcome	Evidence of Completion
1.	Establish a Joint Safeguarding Communication & Engagement sub-group in line with the Joint Boards strategic business plan 2017/18	SSAB/SSCB	Communication & Engagement Sub Group	March 2017	Increase engagement between multi agencies, partners, service users and their families	Proposals were presented to both board members and all agreed to the merge
2.	Establish a regular link between Safeguarding Adults and Mental Capacity Act Service and the Information and Knowledge Management team - to plan upcoming communication activity in an effective and strategic way.	SSAB	Communication & Engagement Sub Group	September 2017		
3.	To join up both SSCB/SSAB websites to ensure one website is accessible and fit for all-purpose.	SSAB	Communication & Engagement Sub Group	July 2017	To ensure a wide range of options are available to connect with Stockport residents. To ensure a more user friendly Stockport Safeguarding website that is fit for purpose for all	To have a website that is fully accessible for the public, professionals and the board
5.	Plan any marketing requirements, such as postcards, posters, pull-up displays and leaflets, establish a number of task, and finish groups to implement specifications	SSAB/SSCB	Communication & Engagement Sub Group	October 2017	To raise safeguarding awareness to our public and ensure posters and leaflets are easily	Have a fully established service user group who can have input in refreshing new leaflets,

	relating to the communication and engagement strategy.				available in a number of care homes, GP surgeries and settings in the borough.	posters and information for the public.
6.	Use of diverse communication methods to raise awareness with all communities in Stockport, including those with under reporting. A) BME communities B) Sensory impaired C) LGBT	SSAB/SSCB	Communication & Engagement Sub Group	Dec 2017	Targeting those in Stockport who are under reporting, so that they know to report abuse.	More service user engagement with more presence in those communities.
6.	Include up-to-date Safeguarding information within information for carers.	SSAB	Communication & Engagement Sub Group	November 2017	Have accessible information available for carers, the workforce and the public.	
7.	Increase awareness of Safeguarding issues via voluntary sector.	SSAB	Communication & Engagement Sub Group	August 2017	Work alongside young people to develop campaign material (Such as social media) targeting care homes, community settings and office buildings.	
9.	Ensure lessons learnt from reviews and audits are effectively disseminated through the board's websites and through training sub group.	SSAB/SSCB	Communication & Engagement Sub Group	October 2017	To have a protocol in place on a GM wide approach.	
10.	Promotion of Safeguarding issues to the public via Social Media, events and campaigns.	SSAB/SSCB	Communication & Engagement Sub Group	January 2018	To ensure a wide range of options are available	

					to connect with the residents of Stockport.	
11.	Safeguarding presence at relevant and suitable events - promotion via pull-up displays, printed information (postcards, factsheets) and important that a member of the Safeguarding Team attends as an 'expert'.	SSAB/SSCB	Communication & Engagement Sub Group	January 2018	Increase safeguarding awareness with a wider range of shop and markets across Stockport.	
12.	Establish a calendar of national and local events and to establish which of those that both boards would wish to support in line with the joint strategic plan 2017/18.	SSAB/SSCB	Communication & Engagement Sub Group	July 2017	An opportunity for partner agencies to network, share information and learn from each other's experiences.	
13.	Develop material on transitions for both safeguarding websites in a variety of formats e.g. 7 minute briefing	SSAB/SSCB	Communication & Engagement Sub Group	December 2018	Staff know where to find information on relevant transitions.	

Appendix 1

Communication strategy re: SAR/SCR publication

All responsibilities for the Safeguarding Boards business manager unless otherwise stated

On completion of SAR/SCR

- In Final Panel meeting have a discussion with partners about Communication issues and agree what information needs to be communicated and to who.

In preparation for inquest

- Head of Safeguarding and/or Safeguarding Board Business manager will liaise with Communication re statements in relation to inquest - prepare statement in advance. Director of People will make a statement on behalf of Stockport Council as and when required.
- Head of Safeguarding and/or Safeguarding Board Business manager to write Communication statement in co-operation with Communication and provide this to Panel members.
- Communication to provide statement from Press on request.

In preparation for publication of SAR

- Agree a date for publication.
- Ensure Panel have had final version of Overview report
- For SCR's send copies of overview reports to National panel and Ofsted with proposed publication date two weeks in advance of publication.
- Send finalised report to SAR repository and/or NSPCC and National Association of LSCBs
- Agree publication style - pro-active press statements or publish on website.
- Liaise with Council Communication about potential for press interest re publication.
- Inform family by letter.
- Inform independent reviewer.
- Inform lead member and Chief Exec. Consider if an elected members brief is required
- Notify Website team of intention to publish on Stockport Safeguarding Boards website.
- Liaise with Panel members so that their Communication departments can be alerted - panel members to provide communication lead from their respective organisation.
 - Final version of reports to be circulated to Communication reps as required
 - Partners need to have their own statements ready and liaison should take place with Stockport Council Communication about prepared statements.
 - If partners have media, queries they **must** liaise with Stockport Council Communication link person before making a response so that the level of exposure and risk can be assessed.
- Inform Safeguarding Board partners of intention to publish any reports on either of the Stockport safeguarding websites, and what information will be provided alongside with

the report. Usually this will be 7-minute briefing but it may include a summary of the changes that have taken place because of the SAR/SCR and an explanation about delays in publication.

- Report onto website - circulate link to partners