

Communication Strategy

Safeguarding
Adults
in Stockport

Safeguarding
Children
in Stockport

This strategy outlines how information will be cascaded enabling clear effective communication relating to Safeguarding in Stockport.

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Version Control

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Introduction

Effective communication is crucial to ensure that the Stockport Safeguarding Children Partnership (SSCP) and Stockport Safeguarding Adult Board (SSAB) are able to carry out their work effectively. This joint strategy outlines the way the SSCP and SSAB will work to promote safeguarding through the use of communication to both professionals and the public within Stockport. This supersedes the previous joint strategy of March 2017.

Contact with Stockport Safeguarding Boards

Stockport Safeguarding boards welcome comments, views and opinions on its work from anyone who comes into contact with children, families, adults at risk and carers. This can be done directly by emailing LSB@Stockport.gov.uk.

Purpose	Implementation	Risks	Success Criteria
Raise awareness of the SSCP and SSAB's key thematic priorities and work.	Concise and straightforward.	Not identifying safeguarding issues before they reach the media and/or slow or poor responses to media queries.	Up-to-date visited Website, providing relevant information with a suitable number of unique hits per month.
Increase knowledge of local and national safeguarding themes and priorities.	Topical and timely.	Not sharing information leading to inconsistent and/or unclear messages delivered from partner agencies.	Twitter analytics show an increase in followers and reach.
Raise awareness and promote learning in relation to specific safeguarding incidents or events.	Informative and engaging.	Lack of coordination when multiple partners share the same message, mistiming for example.	Learning Hub events are well attended and have positive feedback.
Ensure channels of communication are tailored to the desired audience, enabling them to be effective and accessible.	Relates to the core business objectives and priorities.	Release of information in breach of GDPR.	Audit shows that professional learning is taking place based on learning shared.
Ensure everyone is clear what they should do if they are concerned about a child or adult at risk's safety.	Accessible – e.g. user-friendly formats for people with care and support needs and their Carers.	As a statutory body with many partners, lack of local understanding of the role of the SSCP and SSAB and their wider role in Stockport.	Increased awareness of SSCP, SSAB and safeguarding messages measured through attendance and engagement with public events e.g. e-safety training for parents.
Ensure the active engagement of all partners and stakeholders in communicating the work of SSCP and SSAB.	Accurate.	Potential lack of reach, with those who require alternate forms of communication, e.g. non-English speakers, visually impaired, etc.	Lack of duplication on Partners Websites; Use of links to Partnership Website.
Ensure communication has a measurable impact.	Partnership branded.	Contact via twitter of a safeguarding concern, resulting in a delayed response ¹ .	

¹ Since Twitter is not continuously monitored, the account bio will note this and the banner will direct the public as to how to report a safeguarding issue. This should minimise the risk of a member of the public using twitter to alert us to a safeguarding issue that requires a direct and immediate response

Channels

External	Internal
 <p>Webpage to provide information links & resources.</p>	 <p>Bi-annual Learning Hub events to promote the work of the SSCP and SSAB.</p>
 <p>Twitter to promote key messages regularly.</p>	 <p>Face to Face, including team meeting cascade.</p>
 <p>Targeted Campaigns including press releases – for example “does this sit right with you”.</p>	 <p>Email cascade including newsletter to key agencies to share.</p>
 <p>Printed media – posters and leaflets accessible to the public. (E.g. in GP surgeries).</p>	 <p>Briefings, training and other documents e.g. 7 minute briefings following SARs & CSPRs.</p>

Audiences

In order to ensure communications are effective, information will be targeted to specific audiences:

Who?	How?
General Public	Shared electronically via the Website and Twitter. Printed campaign information may be distributed e.g. posters in GP surgeries, or where a one off event takes place.
Professionals	Shared internally via face to face and electronic cascade methods. Also via the Website and Twitter.
Partners	Shared primarily through representation within the SSCP and SSAB, and subsequently through departmental cascade routes so that information is shared on a regular basis.
Agencies	Includes Statutory, Voluntary, Independent and Private Providers, clubs, societies and other organisations working with children and adults at risk. Shared via learning hubs, the website and meetings.
Other Local Authorities and Regional Groups	Local networking across Greater Manchester.
The Media	All queries from journalists and stakeholders about work of the SSCP and/or SSAB to be referred to Stockport Council Communications department, who will channel the request appropriately.

There may be instances where communications with or from other interested parties are required.