

Communications and Engagement Strategy

2019

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**Contributors to the development of the document**

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| --- | --- |
| **Name** | **Organisation** |
| Bridget Brickley | WSAB Manager |
| Suzanne Hardy | Safeguarding Services Manager, WHCT |
| Derek Benson | WSAB Chair |
| Mary Nettle | People With Lived Experience Representative  |

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1. **Introduction/ background**

The Worcestershire Safeguarding Adults Board (WSAB) is a statutory multi-agency group which is committed to safeguarding adults in Worcestershire from abuse and harm.

The **Care Act 2014** sets out a clear legal framework for how local authorities, NHS, Police and other key partners, from both the statutory and voluntary sectors should work together to protect adults with care and support needs who are at risk of abuse or neglect.

This revised strategy is based on the work done since the introduction of the Care Act in 2015. It takes into account the WSAB Business Plan for 2019/20 and focuses on the areas of work that need to be delivered to fulfil the objectives of that plan.

Working to the priorities set by the WSAB, the Communication sub-group will co-ordinate and direct activity to further raise awareness of safeguarding adults at risk, engage with people with lived experience and carers, and lead the sharing of learning from audits, reviews and other initiatives.

1. **Communication and Engagement Objectives / Principles**

The aim of this strategy is to continue to raise public and professional awareness of Safeguarding Adults and to promote activity that reduces the risk of abuse and neglect across Worcestershire.

The three strategic objectives for the Communication sub-group are:

1. To listen to people with lived experience, their families and carers to better understand the experience of those with care and support needs.
2. To seek assurance that people are supported in the way that they want, are involved in decisions, and can achieve the best outcomes; Following the principles of Making Safeguarding Personal.
3. To promote best practice, share learning and raise awareness of preventative solutions that improve outcomes for adults with safeguarding needs.

We will do this by:

* **Promotion -** Raise awareness of safeguarding by informing the target audience (public, people with lived experience and staff) of the key messages around prevention so they are able to effectively respond to concerns of abuse. To promote the Board’s key priorities in terms of preventing abuse.
* **Engagement** – Use different methods of engagement relevant to those we are seeking to work with or assist.
* **Communication** – Ensure that regular communication is available to communities (public, people with lived experience and professionals) to raise awareness of the signs of adult abuse, how to prevent it and to signpost access to relevant services.

All communications issued by the WSAB to the target audience will add value by providing information which adheres to the following principles:

* **Relevant, open, honest and accessible -** information should be up to date, consistent and accurate. Lessons identified from local and national reviews (Safeguarding Adults Reviews and other forms of review) will be shared.
* **Timely, flexible and appropriate** – information should be available when it is needed using appropriate methods for the individual or group.
* **Feedback** – it is essential that there is provision for feedback so that the WSAB is an accessible and listening partnership.
1. **Responsibilities/ Accountability**

WSAB, through the WSAB Communication sub-group, are responsible for the implementation of the strategy.

Membership of the Communication sub-group is set out in its Terms of Reference (ToR) which are reviewed on an annual basis when its business plan is agreed.

The term 'engagement' is used in this strategy to mean good communication, participation and involvement of the key stakeholders in the work of the Board and ensuring that the Board receives information that can help with decision making.

The Board will develop a variety of engagement methods to ensure that it can consult with the key stakeholders. The engagement structure (set out in figure 1) should ensure that there is two way communication between the key stakeholders and the Board. The Board will use different methods to achieve this, including surveys, meetings, focus groups and other methods, as required to meet the needs of the intended audience. Joint activities with partners will take place where possible; for example, user consultation.

Each reference group will identify a representative who will attend the WSAB. At meetings they will ensure that the views of their group are shared with the Board, helping to inform the Board priorities and subsequent actions. The Board Support Team will provide a conduit to the Reference Groups so that service users and carers can be engaged with, as necessary, to gain feedback or involvement on a specific campaign or publications etc.

Each partner organisation on the WSAB will also have their own agreed protocols for communicating with the media, use of websites and corporate identity for single agency communication. It is expected that each partner organisation will take responsibility for communicating key safeguarding messages.



1. **Target audience and key messages**

The aim is to target and tailor information to the needs of different audiences to ensure communication is effective and accessible. The target audience for communications can be split into the following groups:

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| **Audience**  | **Message**  | **Channel** |
| Communities:* Adults with care and support needs
* Carers
* General public
 | * What is safeguarding?
* Safeguarding is everybody’s responsibility
* What to do if you, or someone you know is being abused/ suffering harm
* How to prevent someone from suffering abuse
* How to keep safe
* Access to support and advice
* The role and aims of WSAB – partnership in action
* Local and national safeguarding news

. | * Website
* Social media
* Information leaflets
* Press releases
* WSAB Annual Report
* Minutes
* Face to face meetings
* In-house newsletters
* Local community networks
 |
| **Audience** | **Message** | **Channel** |
| Staff groups who may have contact with adults with care and support needs | * How and where to access training
* How to access support and advice
* Share examples of best practice, how this is demonstrated within agencies and how it can be replicated.
* Learning from reviews including Safeguarding Adults Reviews
* The role and aims of WSAB
* Safeguarding is everybody’s responsibility
* What to do if someone is being abused/suffering harm
* Prevention advice for patients/adults with care and support needs
* Key priorities for Worcestershire
* Local and national safeguarding updates
 | * Training
* Website/ intranet/s
* Social media
* WSAB Annual Report
* Minutes
* Campaigns
* Email - safeguarding alert
* Face to face meetings
* Professional meetings /

forums* Briefing sheets to use in staff team meetings
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| **Audience** | **Message** | **Channel** |
| Stakeholders:* Boards of Partner Agencies
* Independent sector providers
* Regulatory bodies
* Voluntary and Community Sector (VCS)
* Local community groups
* Media
* Councillors/MPs
 | * How to access support and advice
* Learning from reviews including Safeguarding Adult Reviews
* The role and aims of WSAB
* Support in developing policies and procedures
* Access to multi-agency training
* Local and national safeguarding news
* Safeguarding is everybody’s responsibility
* What to do if you, or someone you know is being abused/ suffering harm
* Prevention advice for patients/people with care and support needs
* Key safeguarding priorities for Worcestershire
* Media statements on local issues
 | * Multi-agency training
* Website
* Social media
* Information leaflets
* Press releases
* WSAB Annual Report
* Minutes
* Existing partner newsletters
* Face to face meetings via

existing patient and public involvement groups* In-house newsletters
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1. **Timescales and Milestones**

The revised merged strategy will be signed-off by the WSAB in June 2019.

1. **Evaluation**

The Independent Chair of the WSAB will report to Board Partners on a regular basis and provide an annual assessment on the effectiveness of the Communication sub-group.

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1. **Reviewing the Strategy**

The strategy will be reviewed every three years unless there are any significant changes in the Board Objectives. Any significant changes to the strategy will be submitted to the Board for approval.

1. **Definition of safeguarding**

Safeguarding under the Care Act law is aimed at protecting adults who:

(a) have needs for care and support (whether or not the Local Authority is meeting any of those needs),

(b) are experiencing, or are at risk of, abuse or neglect, and

(c) as a result of those needs are unable to protect themselves against the abuse or neglect or the risk of it.

‘Safeguarding means protecting an adult’s right to live in safety, free from abuse and neglect. It is about people and organisations working together to prevent and stop both the risks and experience of abuse or neglect, while at the same time making sure that the adult’s wellbeing is promoted including, where appropriate, having regard to their views, wishes, feelings and beliefs in deciding on any action. This must recognise that adults sometimes have complex interpersonal relationships and may be ambivalent, unclear or unrealistic about their personal circumstances’

(Care Act Guidance 2016 – section 14.7)

1. **9. Appendix**
* [Safeguarding Adults in Worcestershire Annual Report](https://www.safeguardingworcestershire.org.uk/documents/wsab-annual-report-april-2017-to-march-2018-2/)
* [Safeguarding Adults in Worcestershire Leaflet (PDF 786 KB)](https://www.worcestershire.gov.uk/wsab)
* [Standards to expect from your care home (PDF 556 KB)](https://www.cqc.org.uk/sites/default/files/documents/standards_to_expect_carehome.pdf)
* [Standards to expect from agencies that provide care in your own home (PDF 628 KB)](https://www.cqc.org.uk/help-advice/what-expect-good-care-services/what-can-you-expect-good-home-care-agency)