



Communications and Engagement Strategy

Document Control	
Ratified by Worcestershire Safeguarding Adults Board	June 2019
Date Review/Revision due	April 2026

Revision History			
Date	Version	Changes made	Author
03.07.19	Version 1	Merged Communication, Prevention and Engagement Strategies	Derek Benson (Board Chair)
Jan 2024	Version 2	Updated following constitutional and business planning changes	Bridget Brickley WSAB Manager

Contact:	WSAB Business Manager or WSAB Board Co-ordinator
Location:	https://www.safeguardingworcestershire.org.uk/document/guidance-documents/

Contributors to the development of the document

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

Required Actions	Date
V1 Approved by Board/Subgroup Chairs	24/6/19
V2 Approved by Learning Development, Practice and Comms sub-group (minor changes)	January 2024

Contents

1.	Introduction / background	Page 4
2.	Communication and Engagement Objective / Principles	Page 4
3.	Responsibilities/ Accountability	Page 5
4.	Target audience and Key Messages	Page 6
5.	Timescales and Milestones	Page 7
6.	Evaluation	Page 8
7.	Reviewing the Strategy	Page 8
8.	Definition of Safeguarding	Page 8

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 strategy is based on the work done since the introduction of the Care Act in 2015. It takes into account the WSAB Annual Business Plans and focuses on the approach taken to deliver the objectives of that plan.

Working to the priorities set by the WSAB, the Learning Development, Practice and Communication (LDP&C) sub-group will co-ordinate and direct activity to 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.

2. 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 prevents or 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.

3. Responsibilities/ Accountability

WSAB, through the WSAB LDP&C sub-group, are responsible for the implementation of the strategy and annual communication plan. As part of this role they will monitor and evaluate actions undertaken, particularly those identified through Rapid Reviews and Safeguarding Adult Reviews, including the dissemination and use of Learning Briefings.

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

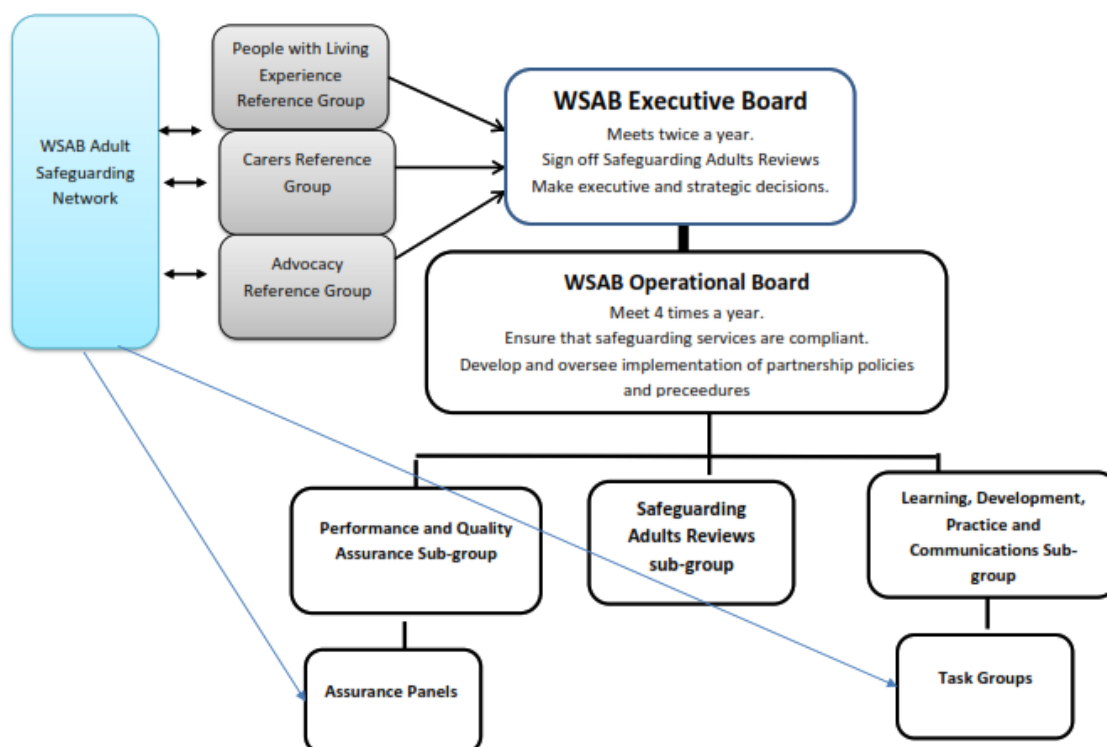
The term 'engagement' is used in this strategy to mean good communication, participation and involvement of the key stakeholders in the work of the Board and ensuring that the Board receives information that can help with decision making.

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 and stakeholders will take place where possible;

Reference groups are in place to ensure that the WSAB works closely with People with Lived Experience and their representatives, including carers and advocates. There is also a wider Adult Safeguarding Network which regularly meets and has representatives from a broad range of sectors who provide direct services to adults with care and support needs.

Each reference group will identify a representative who will attend the WSAB Executive Board. At meetings they will ensure that the views of their group are shared with the Executive Board, helping to inform WSAB priorities and subsequent actions. The WSAB 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.



4. 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:

Audience	Message	Channel
Communities: <ul style="list-style-type: none"> • Adults with care and support needs • Carers • General public 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Website • Social media • Information leaflets • Press releases • WSAB Annual Report • Minutes • Face to face meetings • In-house newsletters • Local community networks

Audience	Message	Channel
<p>Staff groups who may have contact with adults with care and support needs</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
Audience	Message	Channel
<p>Stakeholders:</p> <ul style="list-style-type: none"> • Boards of Partner Agencies • Independent sector providers • Regulatory bodies • Voluntary and Community Sector (VCS) • Local community groups • Media • Councillors/MPs 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

5. Evaluation

The P&QA Sub-group chair will report to the Board on regular basis on the progress of the annual business plan.

6. 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.

7. 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)