



Dudley Safeguarding People Partnership

Communication & Engagement Strategy 2020-2021

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1. Introduction

Dudley Safeguarding People Partnership (DSPP) coordinates the work carried out by its members to safeguard and promote the welfare of children, young people and adults with care and support needs. The DSPP has a strategic role to play in protecting children, young people and adults, with care and support needs, in Dudley.

The DSPP Business Unit have developed this Communication & Engagement Strategy to embrace the 'think family' approach and ensure that the work of DSPP is effectively communicated to the relevant audiences such as children, young people and adults with care and support needs, as well as families, practitioners and the wider community.

The challenge is to identify the most effective method to communicate messages and how we will 'capture the voice' of clients and have meaningful engagement with children, young people, and adults with care and support needs in a consistent and co-ordinated approach which will also inform the work of the DSPP.

The DSPP will seek evidence of a proactive approach to the communication of safeguarding messages and engagement with target audiences by all partner agencies.

The DSPP is supported by five sub-groups. The DSPP Executive is responsible for the development and implementation of this Communication and Engagement Strategy.

2. Communication and Engagement Strategy Aims and Objectives

The aims of this Communication and Engagement Strategy are:

- To improve and strengthen how we communicate and engage with service users, staff, stakeholders and the wider public to raise awareness and promote key messages about safeguarding in Dudley
- To build community resilience so that our residents are better equipped to keep themselves safe from harm

To fulfil its statutory objectives and effectively carry out its functions, the DSPP needs to raise awareness about how everybody can contribute to the safeguarding agenda. This should involve listening to and consulting with service users and carers, and ensuring their views and opinions are taken into account in planning and delivering safeguarding services.

Where appropriate, we will support national campaigns to raise awareness of safeguarding issues, to help our local community understand how to recognise different forms of abuse and exploitation. We will also work closely with our neighbours to coordinate our communications and make sure that consistent messaging is used across the West Midlands.

3. Communication Responsibilities

The DSPP will engage with practitioners to promote an understanding of the work of the DSPP and to inform of changes to policy and procedure,

identify best practice and communicate the findings of Child Safeguarding Practice Reviews (CSPRs) and Safeguarding Adult Reviews (SARs)

- To support the development of all practitioners involved in safeguarding
- To support all partners to understand their contribution
- To keep partners up to date with developments in the organisation including changes to policies and procedure
- To share good practice, ideas, good news and learning from quality assurance work including reviews of cases
- To ensure that partners understand their responsibilities in respect of proactive communication and engagement
- To define and implement clear lines of communication and to ensure consistency and transparency wherever possible.

The organisations in Dudley which have a role in safeguarding have the following responsibilities:

- To be proactive in raising awareness of their role and work
- To promote the work of the DSPP with their service users
- To proactively engage with service users, practitioners and the wider community to inform multi-agency policy and practice

4. Principles

The DSPP branding should be used in all communications from the Partnership. This can be viewed on the [DSPP website](#)

The following principles will be adopted whilst undertaking communication and engagement activities on behalf of the DSPP:

- Maximise opportunities for shared communication/engagement activities i.e. regional campaigns, joint partner events
- Use and share engagement feedback to inform and drive change
- Communicate messages clearly in a format that is easy to understand
- Communicate messages that are relevant based upon local needs and related research
- Two way communication and engagement activities are encouraged
- Information is kept up to date and accurate

This strategy reflects a number of core communication principles:

- Openness and honesty
- Transparency
- Timeliness
- Accessibility
- Accuracy
- Support of Safeguarding agencies' priorities
- Compliance with GDPR

5. Partnership Priorities

The priorities for the partnership for 2020/2022 are:

- Neglect / Self-Neglect
- Preventing violence across the life course
- Exploitation across the life course

6. Audience

The DSPP needs to communicate with a diverse community and a range of groups and organisations that care for, educate, provide services for and protect children, young people and adults with care and support needs.

In addition to service users and the wider community, the DSPP also has a responsibility to proactively engage with practitioners across a broad spectrum including social care, emergency services, education settings, healthcare settings, the voluntary sector and faith settings, and elected members.

7. Methods of Communication

Communication / Engagement Method	Target Audience						
	Service User/ Potential Service User	Carers/ Advocates/ Family	Partner organisations	Staff	Service Providers	Wider Community	Partnership Groups
Annual Report and Strategic Plans			X	X	X	X	X
Website	X	X	X	X	X	X	X
Leaflets/Posters/Factsheets	X	X	X	X	X	X	X
Service User feedback (Surveys /forums)	X	X					
Board/Sub Groups /Task and Finish Groups			X	X			X
Training/briefing sessions/workshops			X	X	X		X
Social Media	X	X	X	X	X	X	X
Newsletter	X	X	X	X	X	X	X
Visual media sources	X	X	X	X	X	X	X
Press releases/media statements	X	X	X	X	X	X	X

Public Events/ roadshows/ community group events	X	X	X	X	X	X	
Provider forums			X	X	X		
Staff supervision /Staff forums			X	X	X		
Conference	X	X	X	X	X	X	X

There are often times when communication materials need to be tailored to different groups within the borough, for example campaigns aimed at specific community groups. This should be taken into consideration on an individual basis and materials targeted as appropriate.

Partner agencies have their own respective websites which provide information about services, contact details and links to the joint Safeguarding Boards' website.

8. Key Messages

The DSPP shares and embeds The Dudley Vision 2030 to ensure Dudley is “a place of healthy, resilient, safe communities with high aspirations and the ability to shape their own future” <https://www.dudleyboroughvision2030.org.uk/>

9. Measuring Success

We want to be in a position to be able to evidence that improvement is informed by feedback from those who access and deliver safeguarding and child and adult protection services in Brighton & Hove.

The success of this strategy will be monitored via:

- Numbers of visitors to the website and page visits
- Numbers in attendance at public/partner and/or DSCPG and SAB workshops, conferences, briefings
- Completed evaluations/ feedback from practitioners
- Partner contributions Boards communications
- Feedback from children and adults involved in the safeguarding process
- Ofsted inspection feedback
- Coverage in media and partner newsletters/publications
- Auditing activity e.g. MCA DoLs
- Feedback from independent bodies, e.g. Healthwatch Dudley

This will provide:

- Greater understanding of key messages for all audiences, including learning from case reviews, audit and research, thus improving safeguarding practice across the partnership
- Improved awareness of safeguarding issues
- Enhanced knowledge and understanding of role and remit of the Boards
- Better outcomes for children, young people and adults involved in safeguarding

- Increase in positive media coverage

10. Communication Responsibilities

The primary responsibility for implementing this strategy sits with the DSPP Executive. All members must ensure that they take responsibility for communicating all key information within their respective agencies and ensuring that any issues identified within their organisation are communicated back to the relevant meeting.

11. Dealing with Media Enquiries

This section sets out the DSPP's approach to working with the media such as part of the Boards general work or as part of the partnership's statutory responsibilities.

Working with the media in most situations should be planned and statements agreed with the Business Manager, Independent Chair and appropriate Director/Chief Executive from agencies directly involved in the review. This is to provide consistency including ensuring a coordinated multi-agency approach as appropriate.

There may be occasions when the media directly contacts the DSPP or a partner agency. In this situation the Business Manager must be notified immediately on receipt of such an enquiry. Agencies should avoid responding independently and all press releases should be agreed by the Business Manager to ensure a consistent response is delivered.

Depending on the issue it may also be appropriate to contact the Independent Chair and/or statutory partner communications teams too.

12. Communicating Following a SAR, CSPR or Local Learning Review (LLR)

In the event of a SAR, CSPR or LLR all communication should be directed to the Business Manager before any press releases are made.

The Independent Chair should be the key representative to speak to the media about a learning review and any actions following that review on behalf of the DSPP.

It is important to note that any news release will only be made once the review has been completed and published. If a media request for a statement is received prior to completion of a review, the DSPP will provide a holding statement on the case.

It is important that the families of those who have suffered the death of a relative or whose relative has been subject of a review is kept informed about the review's process. The professionals who would have been involved with the family before and at the time of the incident/s that resulted in a review, may be best placed to make informed and professional judgements about the frequency and method of communicating information to the relatives and passing back information to colleagues.

A SAR, CSPR or LLR cannot be published until all active criminal investigations in the case are completed and outcomes decided.

SAR Publication timeline process.

Once report has been presented to DSAB and has been signed off we will follow the below processes:

- 21 days prior to publication of the report we will need to inform practitioners involved in the case and their managers to enable them to discuss the learning and findings from the report.
- 14 days prior to planned publication comms to notified of report to be shared with comms partners in partnership to enable coherent messaging around report
- 7 days prior to publication we will need to inform comms and related organisations ready for publication.
- Written briefings will be available for practitioners at time of publication.
- Learning event to take place within 6 weeks of publications

CSPR Publication timeline

Once report has been presented to DSCPG and has been signed off we will need to inform practitioners and their service managers at least 21 days prior to publication of the report.

- 21 days prior to publication of the report we will need to inform practitioners involved in the case and their managers to enable them to discuss the learning and findings from the report.
- 14 days prior to planned publication comms to notified of report to be shared with comms partners in partnership to enable coherent messaging around report.
- At least 7 days prior to publication we will need to inform national panel and DfE of intention to publish.
- Written briefings will be available for practitioners at time of publication.
- Learning event to take place within 6 weeks of publications

LLR Publication timeline

Once report has been presented to DSAB/DSCPG and has been signed off we will need to inform practitioners and their service managers at least 21 days prior to publication of the report.

- 21 days prior to publication of the report we will need to inform practitioners involved in the case and their managers to enable them to discuss the learning and findings from the report.

- 14 days prior to planned publication comms to notified of report to be shared with comms partners in partnership to enable coherent messaging around report.
- Written briefings will be available for practitioners at time of publication.

Learning event to take place within 6 weeks of publications

13. Resources and Budget Implications

The DSPP is funded through the partner agencies.

Additional funding may be sought from partner agencies for specific projects not identified in the DSPP Business Plan.

We endeavour to use the most cost effective methods of communication wherever possible and utilise existing communication streams of partner agencies wherever possible.

The DSPP will use the respective website pages to ensure minimal expenditure.

Specific promotional activities/campaigns must receive approval from the DSPP Executive after full consideration of budget implications.

As SARs and CSPRs cannot be predicted, and can be instigated at any time, it is the responsibility of the Business Manager to consult with the Independent Chair and Scrutineer to determine the specific communication strategy for each individual review. Support can be sought from any agency's Communication Team as appropriate.

14. Governance

The DSPP Executive have over all responsibility for any communications but may at any point devolve responsibility to the Dudley Safeguarding Adults Board and/or Dudley Childrens Partnership Group. All members must ensure that they take responsibility for communicating all key information within their respective agencies and ensuring that any issues identified within their organisation are communicated back to the relevant meeting.

Partner agencies must ensure that any public communication does not negatively impact on a partner agency.

15. Impact

This strategy will make a difference in the following ways:

- Service users, carers and local residents will know what safeguarding is, how to protect themselves and how to report abuse.
- Service users, carers and local residents will understand the work of the DSPP and will be able to access information about it.
- People's experiences of safeguarding will inform future communications and improvements to safeguarding practice.
- The workforce will understand their respective roles and responsibilities, leading to improvements in multi-agency working and outcomes for service users.