



Communication and Engagement Strategy

2017-2019

Policy Version History

Version	Date of PPE Approval	Author
1	June 2015 for review June 2018	Ali Spalding LSCB Board Manager
2	March 2018	Tracy Murphy, LSCB Professional Advisor

Introduction

The responsibility to keep children safe and well belongs to everyone.

The Suffolk LSCB is the key statutory mechanism for agreeing how the organisations in each local area will co-operate to safeguard and promote the welfare of children and for ensuring the effectiveness of what they do. The core objectives of the Local Safeguarding Children's Board (LSCB) are:

- To co-ordinate what is done by each person or body represented on the Board for the purposes of safeguarding and promoting the welfare of children in the area of the authority by which it is established.
- To ensure the effectiveness of what is done by each such person or body for that purpose.
- To promote greater understanding of the need to safeguard children and promote their welfare.

A key area of the LSCB's work is the provision of information to potential and actual service users, staff working in partner agencies, the public and others interested in children's welfare.

People need information at different stages, in different formats and locations depending on their requirements.

Working Together to Safeguard Children (March 2013,2015) does not set out any guidance for LSCBs on communicating and raising awareness. However, to fulfil its objectives and carry out its functions the LSCB needs to raise awareness in the wider community about how everybody can contribute to safeguarding and promoting the welfare of children. This should involve listening to and consulting children and young people and ensuring that their views and opinions are taken into account in planning and delivering safeguarding and promoting welfare services.

Full information about the Suffolk LSCB and the work it undertakes can be found on its website suffolkscb.org.uk

Communication Responsibilities of the LSCB

We want to ensure that the views of children and young people, and their parents and carers, contribute to developing best practice, and that frontline staff and managers are integral to informing learning and improvement.

Suffolk LSCB Priority areas for 2017-18 have a strong focus on communications, including Participation & Engagement through which we aim to achieve the following:

- Children and young people, their families and carers and members of the public have an improved understanding of the aims and role of the LSCB.
- Staff and managers have an improved understanding of the aims and role of the LSCB.
- Communication of lessons learnt from local and national Serious Case Reviews to ensure these contribute to improving practice.
- Increased awareness of key issues to promote the safety and wellbeing of children within Suffolk.

The LSCB aims to provide information that is accessible, of a high quality and meets the needs of the public, service users, potential service users and staff working in partner agencies. This approach is based on the following principles:

- Information is a service in its own right.
- Making services and information accessible to everyone.
- Communicating clearly and openly.
- Using plain English (e.g. avoiding jargon and explaining acronyms) or giving clear explanations where this is not possible.
- Promoting equality and valuing diversity is central to the provision of information.
- Keeping information up to date and accurate.
- Information may need to be delivered in the spoken word to be effective.
- Consultation is key to continuous improvement.

It is recognised that producing effective information requires careful planning and the following approach should be confirmed at an early stage:

- Know who your audience is and what they want to see.
- Identify your key messages.
- Assess the method of production.
- Identify where the information is going to be distributed or how if it will be given direct to people.
- Understand how it will be used.
- Confirm what outcome you want.
- Assess when materials will need to be removed and information reviewed.

- Actively facilitate the possibilities for involving service users and staff.
- Ensure any service you are publicising, or signposting to, is aware of the publicity so they can prepare to meet increased demand.

Suffolk LSCB's Target Audience

The main target audiences under this strategy can be broken down as follows:

- Children and Young People
- Parents and Carers
- Professionals including the Voluntary, Community and Faith Organisations, and Board members.
- General Public.

We will seek to raise the visual public profile of the LSCB to improve accessibility to safeguarding services and raise awareness of key issues to promote the safety and wellbeing of children within our county.

We will develop links with organisations and agencies working with children and young people and listen to and consult with children and young people so that their views are taken into account in the planning and delivering of safeguarding.

What will be Communicated?

The messages this strategy seeks to disseminate should be used by all partners of the LSCB in their communication to the media, parents/carers, children and young people, as well as with other partners and stakeholders.

- i) **The LSCB's strapline** - '*Working in partnership across Suffolk to safeguard children*'.
- ii) **Suffolk LSCB logo**
Should appear on all internal and public information which has originated from or been endorsed by Suffolk LSCB. Regulated use of the Suffolk LSCB logo by others will be available by application to the Policy, Planning, Engagement and Training, Quality and Sufficiency Group or the LSCB Board Manager.
- iii) **Publications**
Created by Suffolk LSCB should have a standard format to assist consistency and recognition.

Target Group - Everyone

- What to do if you are worried about a child.
- What safeguarding is.
- That safeguarding is a responsibility shared across the whole community.
- What the different responsibilities to safeguard are and how they should be fulfilled.
- A basic understanding of the role of the LSCB and how it can be accessed.
- Key changes in safeguarding nationally and locally and the implications of these.
- Raising awareness of the Suffolk LSCB priority areas.

Target Group – Children and Young People

- What to do if you are worried about yourself or a child you know.
- How to keep safe.
- What to do if you/someone you know is being harmed/harming themselves.
- What safeguarding is and what it means to you.
- How to let us know about issues that affect your safety.
- All young people to have a basic understanding of the child protection system and what it means to them.
- All young people to know about the process of a child protection investigation.

Target Group – Parents and Carers

- What to do if you are worried about a child.
- How to provide safe parenting and sources of parenting advice.
- How to protect your children and others you are responsible for.
- The role and aims of Suffolk LSCB.
- Local and national action being taken to ensure that children are kept safe.
- The process of a child protection investigation.
- A basic understanding of the child protection system and what it means to them.
- How to view child protection procedures.

Target Group – Professionals, including the Voluntary, Community and Faith Sector, Board Partners and Statutory Agencies

- What to do if you are worried about a child.
- What is a referral.
- The role and aims of the Suffolk LSCB and how to contact the Board.
- Your responsibilities with safeguarding.
- The multi-agency safeguarding training programme, and any events or conferences.
- What good safeguarding practice is and how this can be improved.
- Child Protection procedures, and updates to policies and procedures.
- Recommendations and learning from national Serious Case Reviews.
- Local issues that affect the safety and wellbeing of all children in the area.
- How to recruit staff and volunteers safely and deal with an allegation made against them.
- Encourage strengthened partnership working across agencies.

Target Group – Other Partnerships

- The LSCB will update key forums about the LSCB's work; this will include the Health and Wellbeing Board and the Children's Trust. The Independent Chair will be available to attend other forums and meetings to discuss their role and the role of the LSCB.

How and where will Suffolk LSCB communicate?

It is recognised that producing effective information requires careful planning and the following approach will be adopted with all campaigns at an early stage:

- Identify and understand the wants and needs of the audience.
- Outline the key messages we need to communicate.
- Assess the most suitable format for this information.
- Plan how this information will be distributed.
- Identify where partner agencies will need to provide support to get the message far and wide.
- Decide how success will be evaluated.

Methods of Communication

The general methods of communication used by the LSCB are:

- LSCB website
- LSCB Twitter - **@suffolkscb**
- LSCB Newsletter
- Multi-agency Training Programme
- Conferences and workshops
- Annual Report
- Consultations – professionals, carers, families, children and young people
- Leaflets
- Posters
- Advertising/press releases in local papers and newsletters
- Emails and Email briefings
- Briefings, meetings, seminars and workshops
- Banners/stalls

Key Methods of Communication

Suffolk LSCB Website

- Principle method of accessing information about the Board.
- Tells you what to do if you are concerned about a child
- Contains all Board published information.
- Provides information about multi-agency training courses.
- Has information and advice sections for Professionals, Parents & Carers, and Children & Young People.
- Promote the website as a place for the public to go to for information as well as professionals.

LSCB Briefings and Bulletins

- Available on website and emailed to staff throughout LSCB partner agencies.
- Printed copies to also be made available at events, i.e. staff road shows, events for teachers.
- Advertised on the member agencies intranet.
- The quarterly bulletin provides up to date information about board activities; new publications.
- Briefings seek to keep frontline professionals up to date with best practice using information from local and national Serious Case Reviews. We create briefing papers on high profile cases to highlight the learning that should be used to improve practice.

Publications

- LSCB publications are available on the website
- Information leaflets will be made available on the website.
- Serious Case Reviews are published on the board website. This is subject to the conclusion of any court proceedings.
- Bulletins and briefing sheets seek to keep frontline professionals up to date with best practice using information from local and national Serious Case Reviews.
- LSCB Training e-learning materials are available on the website.

Multi-Agency Training

- A substantial programme of multi-agency training is run by Suffolk County Council's Workforce Development Team. This is signposted on LSCB website to [Suffolk CPD](#).
- Training provides the opportunity to meet with other professionals to discuss ways of multi-agency working. This is an effective opportunity for us to get feedback from frontline staff.
- Additions to the training events are circulated by LSCB via email and website.

Media Releases

- Media releases in response to safeguarding issues will be conducted by LSCB's media consultant, in conjunction with other partner agencies where necessary. This may include serious safeguarding incidents which have generated press interest.
- Planned media releases will be issued to raise awareness of safeguarding within the community.

Disseminating Key Messages

- Minutes are taken of all Board and subcommittee meetings.
- Board members understand that they have a responsibility to cascade all relevant safeguarding information to staff within their agencies and are encouraged to promote any multi-agency safeguarding training and events to staff using their respective websites, publications, newsletters, meeting agendas etc. board members understand they have a responsibility to raise any concerns from their teams at the LSCB.
- Information that requires broad dissemination will be published on the LSCB website.
- Any information (non high profile) that needs to be disseminated swiftly across partner agencies will be done so through staff briefing emails.
- Seminars, staff briefings and workshops can be implemented to ensure widespread learning and dissemination of key messages.

Points of Contact

Key points of contacts include:

- Community events
- Libraries
- Community and faith centres
- Youth forums
- GP Surgeries/other health clinics
- Social media
- Schools
- Sports centres

Alternative formats may need to be used where people have specific communication needs. This may include audio and visual methods or translation or interpreting services. In recognition that use of social media is a beneficial way to quickly disseminate information to the public we have developed our Twitter [@suffolkscb](https://twitter.com/suffolkscb)

Resourcing

The LSCB is funded through the partner agencies. The LSCB has an annual budget that includes sums for information and publicity. Additional funding may be sought from partner agencies for specific projects not identified in the LSCB Business Plan.

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

Responsibility for Implementing, Monitoring and Reviewing this Strategy

All LSCB Subgroups and working groups will develop targeted information and publicity in relation to specific work plans. Those groups should refer to this strategy.

Each specific communication campaign should seek to identify how its success can be evaluated.

The LSCB Policy, Planning, Engagement and Training, Quality and Sufficiency subgroup will be responsible for monitoring and reviewing this strategy. The group will meet approx. four times per year, and communications will be an agenda item for the LSCB meetings.

The Communication Strategy and plan will be evaluated through a number of means, and feedback will be provided by the Planning, Engagement and Training, Quality and Sufficiency Subgroup Chair to the LSCB Executive Group.