



Communication, Engagement and Inclusion Strategy

2018 to 2020

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1. Introduction

Telford & Wrekin Safeguarding Children Board (TWSCB) and the Telford & Wrekin Safeguarding Adults Board (TWSAB) aim to promote the welfare of children and adults and co-ordinate multi-agency working to protect them from abuse and neglect.

The Boards have developed a joint Communication, Engagement and Inclusion Strategy to embrace the 'think family' approach. The strategy looks to ensure that the work of both Boards is effectively communicated to the relevant audiences such as children, young people, adults with care and support needs, families, practitioners and the wider community in Telford and Wrekin.

The Boards will seek evidence from partner agencies, of a proactive approach to the communication of safeguarding messages and engagement with target audiences, to keep everyone safe.

The Boards will seek feedback from the community, on how well the board has achieved their aims at raising the awareness of safeguarding within the community.

2. Aims and Objectives

The aim of this strategy is to actively engage people, raise awareness about safeguarding and to inspire people to take action to prevent abuse and neglect.

The objectives, to prevent abuse and neglect, are:

- To promote the welfare of children, young people and adults;
- To ensure the voice of the child(ren)/adults with care and support needs is heard and taken into consideration;
- To inform multi-agency policy and procedures;
- To establish links with other strategic partnerships to develop a shared understanding of the needs of the service users; and
- To encourage the sharing of good practice.

Throughout this document references are made to Safeguarding, for this purpose we define Safeguarding as the action that is taken to promote the welfare of a person and protect them from abuse, harm or maltreatment.

3. Communication Responsibilities

The primary responsibility for implementing this strategy sits with the TWSCB and TWSAB. Delegated responsibility will be given to the Joint Strategy, Planning and Communication Sub-Group, for the implementation, monitoring and review of the strategy. All members must ensure they take responsibility for communicating all key information within their respective agencies and ensuring that any issues identified within their agency are communicated back to the relevant Board.

The partner agencies who 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 Boards with the service users across Children's and Adult's Services, professionals of all sectors and the wider community;
- To proactively engage with service users, professionals of all sectors and the wider community to inform multi-agency policy and procedures;
- To work with the community to define safeguarding and raise awareness;
- To proactively engage with professionals of all sectors to promote an understanding of the work of the Boards and to inform of the required changes to policy and procedure, identify best practice and communicate the findings of Learning Reviews and 'lessons learned';
- To support the development of all professionals of all sectors involved in safeguarding;
- To support all partners to understand their contribution;
- To keep partners up to date with developments in their agency including changes to policies and procedures;
- To share good practice, ideas, good news and learning from quality assurance work including case reviews;
- To ensure that partners understand their responsibilities in respect of proactive communication and engagement; and
- To define and implement clear lines of communication and to ensure consistency and transparency wherever possible.
- To request and receive feedback - "You said, We did".

The TWSCB and TWSAB will proactively engage and communicate with a diverse community and a range of groups, organisations that care for, educate, provide services for and protect children and young people and adults with care and support needs.

4. Information Principles

This strategy reflects a number of core communications principles:

- Be open and honest;
- Be transparent;
- Produced in a timely manner;
- Be clear and understandable by the target audience;
- Be accurate;
- Be meaningful;
- Have clearly defined lines of communication;
- Support of Safeguarding agencies' priorities; and
- Ensure compliance with the General Data Protection Requirements.

Before any information is shared or disseminated the following factors should also be considered (Five W's):

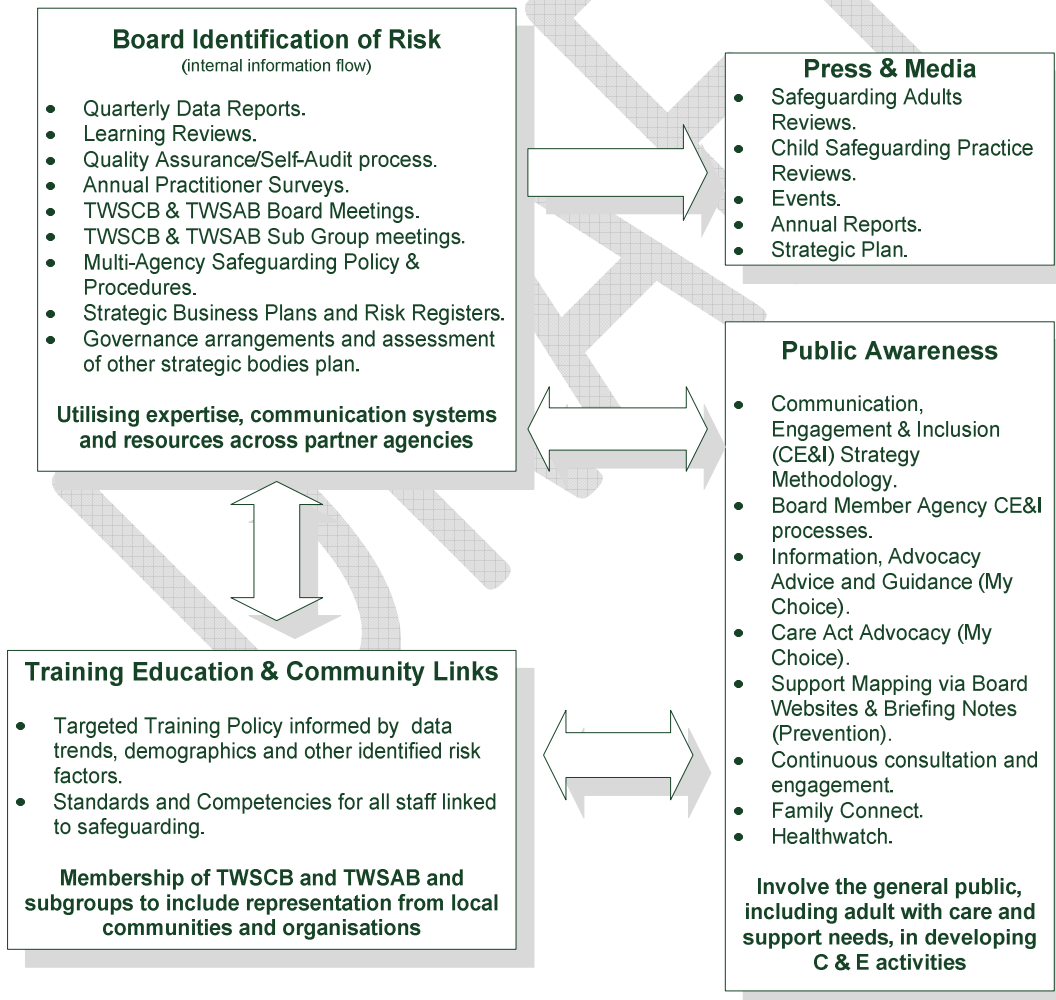
- **WHO:** the source;
- **WHAT:** the message;
- **WHICH:** through what method/channel;
- **WHOM:** the audience;

- **WHAT EFFECT:** the desired effect.

This therefore means:

- Using language that the target audience understands,
- When talking to children, young people, adults with care and support needs, parents and carers avoiding the use of jargon,
- Always explaining the medical, technical or management language being used,
- Avoiding the use of acronyms or initials. If they are used, an explanation should be provided,
- Giving people the opportunity to ask questions, at any time, and
- Where necessary providing the information in a format that is needed, including braille, alternative language and large font.

5. Information Flows and Methodology



The main communication vehicle will be:

TWSCB Website: www.telfordsafeguardingboard.org.uk

TWSAB Website: <http://www.telfordsafeguardingadultsboard.org/>

The above websites will be the principle method for accessing information about the boards work.

To ensure a consistent coordinated approach all communication will use the Boards' logos.

Partner agencies have their own websites which provide information about services, contact details and links to the safeguarding boards. There are a number of further communication methods which include:

- Newsletters and publications,
- The Bulletin and e-bulletin,
- Information leaflets and posters,
- Event attendance,
- Single and multi-agency training,
- Briefings and facilitated discussions, for example, conversation cafes,
- Posters, leaflets and other branding and marketing,
- Minutes of meetings,
- Policies and Procedures,
- Social Media,
- Voice, Care Leavers, Carers, Senior Citizens and Making it Real Forums, Children's School Safeguarding Boards,
- The Board's Annual report and Strategic Plan,
- Board Publications,
- Safeguarding Board Events,
- Campaigns,
- Press Releases,
- Chair, Partner and Partnership Manager networking activity through regional meetings,
- Professionals Forums, and
- Feedback.

6. Dealing with Media Enquiries

Working with the media in most situations should be planned and statements agreed with the TWSCB & TWSAB Partnership Manager, Independent Chair and senior leaders in agencies where appropriate. This is to provide consistency including ensuring a coordinated multi-agency approach as appropriate.

Telford & Wrekin Safeguarding Children Board: www.telfordsafeguardingboard.org.uk

Telford & Wrekin Safeguarding Adults Board: <http://www.telfordsafeguardingadultsboard.org/>

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There may be occasions when the media contacts the TWSCB or the TWSAB. In this situation the Partnership Manager must be notified immediately on receipt of such an enquiry, along with Telford & Wrekin Council's communications team via corporate.communications@telford.gov.uk.

Depending on the issue it may also be appropriate to contact the Independent Chair. It must be noted, no agency or member of the Partnership Management Team is to make a comment during initial dialogue with the media this includes 'off the record' statements.

7. Resources and Budget Implications

The Boards will use the nominated websites to ensure there is minimal expenditure.

Should there be a requirement for specific promotional activities, Board approval will be required following consideration of the budget implications.

As Learning Reviews cannot be predicted and can be instigated at any time, it is the responsibility of either Board to determine the specific communication strategy for each individual review.

8. Review

The Communications, Engagement and Inclusion Strategy will be reviewed every two years, unless there are policy and procedure changes which directly affect the strategy.

9. Additional Information

What to do if you are worried about a child or adult at risk:

Contact: Family Connect: 01952 385385

familyconnect@telford.gov.uk

(Out of Hours: 01952 676500)

 <p><i>Telford & Wrekin Safeguarding Children Board</i></p> <p>www.telfordsafeguardingboard.org.uk</p> <p>For further information, please contact:</p> <p>Sarah Constable Partnership Manager</p> <p>lscb@telford.gov.uk</p> <p>01952 380622</p>	 <p><i>Telford & Wrekin Safeguarding Adults Board</i></p> <p>www.telfordsafeguardingadultsboard.org</p> <p>For further Information, please contact:</p> <p>Sarah Constable Partnership Manager</p> <p>Partnerships@telford.gov.uk</p> <p>01952 380622</p>
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10. Glossary of Terms

Term	Definition
Advocacy	Advocacy is a process of supporting and enabling people to: Express their views and concerns.
Annual Reports	A document that outlines and analyses the activities, especially the financial dealings, of a company or other organization over the past year.
Child Safeguarding Practice Reviews (CSPR)	A Child Safeguarding Practice Review (CSPR) takes place after a child dies or is seriously injured and abuse or neglect is thought to be involved. It looks at lessons that can help prevent similar incidents from happening in the future.
Competencies	The ability to do something successfully or efficiently.
General Data Protection Requirements	The General Data Protection Regulation is a regulation by which the European Parliament, the Council of the European Union and the European Commission intend to strengthen and unify data protection for all individuals within the European Union. The GDPR replaces the Data Protection Act 1998 on 25 May 2018.
Governance	Governance refers to "all of processes of governing, whether undertaken by a government, market or network, whether over a family, tribe, formal or informal organization or territory and whether through the laws, norms, power or language.
Independent Chair	A person who is employed by the Board who has no allegiance to any organisation who is a member of the Board.
Learning Reviews	The collective term referring to Safeguarding Case Reviews and Safeguarding Adult Reviews.
Multi-Agency	Involves cooperation between several organisations, especially in crime prevention, social welfare programmes, or research.
Professionals	A person competent or skilled in a

	particular activity, for example, Nurse, Occupational Therapist, Physiotherapist, Counsellor, etc.
Quality Assurance	The maintenance of a desired level of quality in a service or product, especially by means of attention to every stage of the process of delivery or production.
Risk Register	A log which records all risks identified, the owner and any actions that could be taken to minimise the risks.
Safeguarding	Safeguarding is the action that is taken to promote the welfare of a person and protect them from abuse, harm or maltreatment.
Safeguarding Adult Review	A Safeguarding Adult Review (SAR) is a multi-agency learning process that aims to identify and share lessons learnt to prevent similar abuse or neglect happening again.
Self-Audit Process	A methodical examination and review of an organisations situation.
Strategic Partnership	A formal alliance between organisations which form a legal partnership, or agency.
Strategic Plan	A Strategic Plan is an organisation's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.
TWSAB	Telford & Wrekin Safeguarding Adults Board
TWSCB	Telford & Wrekin Safeguarding Children Board