

Gateshead Safeguarding Adults from Abuse

Safeguarding Adults Board
**Communication and
Engagement Strategy**
2018 / 2019

CONTENT	Page
Section 1 - Introduction	3
• Safeguarding Adults in Gateshead	3
• Strategy Aim	4
• Our Communication and Engagement progress to date	4
Section 2 - Communication and Engagement Principles and Outcomes	5
Section 3 - Who do we want to communicate / engage with?	6
Section 4 - What are our key messages?	6
Section 5 - How will we communicate / engage?	7
Section 6 - Media Protocol	8
Section 7 - Implementation, Monitoring and Review	9

Section 1 - Introduction

Safeguarding Adults in Gateshead

Living a life that is free from neglect and abuse is a fundamental right of every person. Our vision for adult safeguarding in Gateshead is:

‘Everybody in Gateshead has the right to lead a fulfilling life and should be able to live safely, free from abuse and neglect – and to contribute to their own and other people’s health and wellbeing’

In Gateshead we believe that Safeguarding is everyone’s business. This means, whoever you are, wherever you are and whatever position you have – you have a responsibility to help protect our local residents from abuse or neglect.

The Care Act 2014 has enshrined in law the principles of Safeguarding Adults. The Gateshead Safeguarding Adults Board (SAB) subsequently became a statutory body in April 2015. The Board is responsible for assuming the strategic lead and overseeing the work of Adult Safeguarding and Mental Capacity Act / Deprivation of Liberty Safeguard arrangements in Gateshead. The Statutory Partners of the Board are Gateshead Council, Northumbria Police and Newcastle Gateshead Clinical Commissioning Group, although many more organisations are represented on our Board and Sub-Groups.

The Gateshead Safeguarding Adults Board is committed to making Safeguarding person-led and outcome focussed. It is also recognised that Safeguarding cannot be fully delivered by agencies acting in isolation.

The Care Act identifies six key principles which underpin all adult safeguarding work and, which apply equally to all sectors and settings:

- **Empowerment** – people being supported and encouraged to make their own decisions and give informed consent
- **Prevention** – it is better to take action before harm occurs
- **Proportionality** – the least intrusive response appropriate to the risk presented
- **Protection** – support and representation to those in greatest need
- **Partnership** – local solutions through services working with their communities
- **Accountability** – accountability and transparency in safeguarding practice

The Board is supported by five sub-groups. The Practice Delivery Group is responsible for the development and implementation of this Communication and Engagement Strategy.

Communication and Engagement Strategy Aims

The aims of this Communication and Engagement Strategy are twofold:

- We want 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 adults in Gateshead
- We want 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 SAB needs to raise awareness about how everybody can contribute to the safeguarding adults' 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.

Our Communication and Engagement Progress to Date

Although this is the first Gateshead Safeguarding Adults Board Communication and Engagement Strategy, the Board has undertaken a number of communication and engagement activities over recent years including:

- Embedded the Making Safeguarding Personal agenda - ensuring that Adults experiencing or at risk of abuse or neglect are fully engaged in the Safeguarding Adults process
- Developed a Gateshead SAB Brand – developed a partnership identity via the adoption of a logo, terms of reference incorporating partnership vision and the consistent use of policy, strategy, report, agenda and minutes standard templates
- Developed and Implemented Multi-Agency Training programme – raised awareness of safeguarding adults with free training; level One Safeguarding Adult raising awareness training and Level Two Safeguarding Adult Policy and Procedures training along with a range of bespoke training courses and workshops on a range of topics including Mental Capacity, Self Neglect, Modern Slavery and financial abuse
- Recruited lay persons on the SAB to encourage scrutiny and challenge
- Participated in awareness raising events – Including Safeguarding Adults For Everyone (SAFE) week and the annual National Dignity Day
- Developed Safeguarding Adult promotional leaflets, including an Easy Read version
- Established SAB website pages, hosted by the Gateshead Council website

Section 2 - Communication and Engagement Principles and Outcomes

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

Principles

- Board branding will be used for all SAB communications
- 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 plain English
- 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

The communication and engagement strategy aims to achieve the following outcomes:

Outcomes

- 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 SAB and will be able to access information about it.
- People's experiences of safeguarding will inform future communications and improvements to safeguarding adult practice
- The workforce will understand their respective roles and responsibilities, leading to improvements in multi-agency working and outcomes for adults who are safeguarded.

Section 3 – Who do we want to communicate / engage with

The main target audiences for this strategy are the following:

- Service Users and potential service users
- Carers / Advocates / Family members
- Partner organisations
- Voluntary / community sector
- Staff
- Service providers
- General Public
- Partnership Boards, including Community Safety Board, Health and Wellbeing Board, Local Safeguarding Children's Board, Learning Disability Partnership Board

Section 4 – What are our key messages?

It is important to prioritise our key messages to maximise impact. Our primary key message is the nationally recognised strapline for Safeguarding Adults:

- Safeguarding is Everyone's Business

Other key messages that we would like to promote within Gateshead are:

- The definition of an Adult experiencing, or at risk of, abuse or neglect
- The ten categories of abuse within Safeguarding Adults as defined by the Care Act 2014
- The importance of Making Safeguarding Personal
- How to effectively use the Mental Capacity Act in Safeguarding
- Safeguarding in Gateshead is a partnership – promoting the Gateshead SAB Brand

Section 5 – How will we communicate / engage

There are a wide variety of methods that we can use to effectively communicate our key messages and engage with our target audiences:

Communication / Engagement Method	Target Audience						
	Service User / Potential Service User	Carers / Advocates / Family	Partner organisations	Staff	Service Providers	Wider Community	Partnership Boards
Section 42 Enquiries	X	X			X		
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
Safeguarding Adults Champion Scheme			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		
Social Media	X	X	X	X	X	X	X
Newsletter			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

Section 6 – Media Protocol

Communicating with the media

Proactive use of the media to promote good safeguarding messages should be a routine part of any public awareness campaign. Responsive media statements may be required when there is a case issue involving a specific person or where there is negative media coverage of key safeguarding matters which needs to be addressed.

Any communication with the media in the name of the Safeguarding Adults Board should be undertaken by the Independent Chair or a nominated substitute where appropriate. In the event of a Safeguarding Adults Review, all communication should be directed to the Independent Chair of the Safeguarding Adults Board before any press releases are made.

Agencies should avoid responding independently and all press releases should be agreed by the Independent Chair and agency Communications Teams to ensure a consistent response is delivered.

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

Dealing with media enquiries

Much of the work undertaken by Gateshead Safeguarding Adults Board partner agencies is confidential and this confidentiality is fundamental. It is the intention of the SAB to be open and transparent about its work, whilst protecting the personal details of clients. From time to time issues may arise that are of interest to the media. These issues may be of a negative nature and may have a damaging impact on the reputation of the SAB and of partner agencies.

If you receive an enquiry relating to Safeguarding Adults, your Communications Team and the SAB Business Manager should be notified immediately. If the enquiry relates specifically to the SAB, the response should come directly from the SAB Chair and signed off by the SAB Executive. Where possible, responses should be sent to the SAB Executive *before* it is sent to the journalist by the Communications Team. However, media deadlines means it is not always possible to wait for a response from each organisation before the response is submitted, although every effort should be made for this to happen.

The SAB commits to ensuring joint responses to media enquiries wherever possible. This should be established at the initial contact stage.

Proactive media / communications activity

The SAB will issue proactive information to the media, as well as to staff, the public and other stakeholders via their Communications Teams or a nominated team from one of the agencies. SAB communications will normally be joint communications. All proactive activity will be planned jointly and in

advance by the SAB. All proactive safeguarding related information issued directly by any one organisation in the SAB will be agreed by the SAB Executive before it is sent to the media.

Speaking to the Media

When an immediate media response is required, this will be the responsibility of the Chair of the Board or whomever they designate this to. The Chair will have authority to talk to the media on all Board matters. In the absence of the Chair, this role will be taken on by the Deputy Chair.

Drafting and Publishing of News Releases

Any news releases will be drafted by the Chair and Business Manager in collaboration with communications officers from relevant agencies.

Communicating following a Safeguarding Adults Review

The SAB Chair should be the key representative to speak to the media about a Safeguarding Adult Review (SAR) and any actions following that review on behalf of the Board.

It is important to note that any news release will only be made once the SAR has been completed and published. If a media request for a statement is received prior to completion of a review, the SAB 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 SAR is kept informed about the SAR process. The health/social care professionals, who would have been involved with the family before and at the time of the incident/s that resulted in a SAR, 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.

Section 7 – Implementation, Monitoring and Review

The Communication and Engagement Strategy will be complemented with a delivery plan.

The strategy and accompanying delivery plan will be monitored and reviewed by the Practice Delivery Group, with six-monthly updates provided to the Board or on a more regular basis upon request. Impact may be measured by the following mechanisms (not exhaustive):

- Volume of website hits
- Number of actions achieved from delivery plan
- Volume of Safeguarding Concerns raised
- Numbers in attendance at training / workshops / events
- Survey findings
- Training evaluations
- Number of press releases / media statements
- Newsletter feedback