COMMUNICATION & ENGAGEMENT STRATEGY

Ensuring our safeguarding arrangements act to help and protect adults

2015-16

Version One

Contents

Annexes

Version Number	Date Approved by the Board	Links to Other Policies	Review Date:
One	10 November 2015	All other Teeswide Safeguarding Adults Policies	November 2016

1. Purpose (why)

The Teeswide Safeguarding Adults Board was established in order to meet the requirements of the Care Act 2014, which created a legal framework for adult safeguarding, requiring that Local Authorities set up a Safeguarding Adults Board (SAB) in their area. Historically across Tees the four Local Authorities and partners have worked together to promote cooperation and consistency in relation to adult safeguarding work. This collaborative working practice has continued and statutory responsibility now rests with the Teeswide Safeguarding Adults Board. The Strategic Vision for the Board is:

Ensuring our safeguarding arrangements act to help and protect adults.

The increased significance and profile of safeguarding adults' work has meant there now needs to be an ever greater focus on Communication and Engagement (C&E) which the Board is committed to providing.
The Aim of the Communication and Engagement Strategy is to:

Actively engage people in raising awareness of adult abuse and neglect, inspiring people to take action to prevent this.

The strategy outlines how the Board will deliver the necessary ongoing consultation and engagement with key stakeholders. In addition the strategy sets out how the Board's activity will aim to bring together existing preventative work being delivered by organisations Teeswide in relation to adult abuse and neglect. This will help to highlight ways to best promote good practice and connect services.

An overarching purpose of the strategy is to also improve the profile and awareness of the Board and the work of its partner agencies in relation to safeguarding adults. This is important as the Teeswide Safeguarding Adults Board should be a prominent and leading body, due to its size and unique structure, as the only joint Local Authority SAB in England.

The outcomes from the Board's C&E work will be used to inform strategic plans and ensure Making Safeguarding Personal (MSP) principles are embedded throughout.

"I didn't know that Safeguarding Boards existed". "Although lots of people do protect themselves, there are also lots who have no idea they can report, or realise that they are being abused or neglected".
Engagement and Consultation report May 2015

2. Strategic Overview (what)

In May 2015 an Engagement and Consultation report was published which helped to inform the development of the Boards Strategic aims for 2015-18. Two of these aims are directly relevant to this strategy and guide the key themes described within it:

Strategic Aim One: Personalisation
We will take account of the views of adults at risk in developing policies and procedures, and support the wider principles of personalisation. Care Act 2014: 14.110

Strategic Aim Two: Prevention
We will develop preventative strategies that aim to reduce the risk of abuse or neglect of adults.
Care Act 2014: 14.110

The 'priorities' from the Engagement and Consultation report were also used to develop the four Strategic Objectives which are now directly connected to this strategy:

Strategic Objectives:
1.1 Take into account the views of key stakeholders
1.2 Measure and evaluate what adults experiencing the safeguarding process say
1.3 Better promote and connect existing preventative strategies
4.2 Evaluate how well each member agency is co-operating and collaborating

This work will be underpinned by the launch and development of the Board's Website (Jan 2016) and **Operational Work Plan** (Annex A), which in turn, is supported by the **Stakeholder Analysis Action Plan** (Annex B).

A *Teeswide **MSP Operational Evaluation Process** has been created in line with the strategy (Annex C) and will be used by Board partner agencies to create consistency. This process aims to improve the experience of service users, their family members, carers and advocates involved in and evaluating the safeguarding adults' process. *Subject to some minor local variation

The outcomes from these activities will form part of the Board's quarterly monitoring report created by the Performance, Audit and Quality Assurance Sub-Group, which in turn will be analysed by each Local Executive Group (LEG).

The Board will also create a portfolio of evidence linked to *community awareness of adult abuse and neglect. This will be included in an **Annual Communication and Engagement Report,** which will be published in line with the cycle for the annual strategic plan, and will help provide a feedback loop into the development of all Teeswide safeguarding adults' policies. *Care Act 2014: 14.128
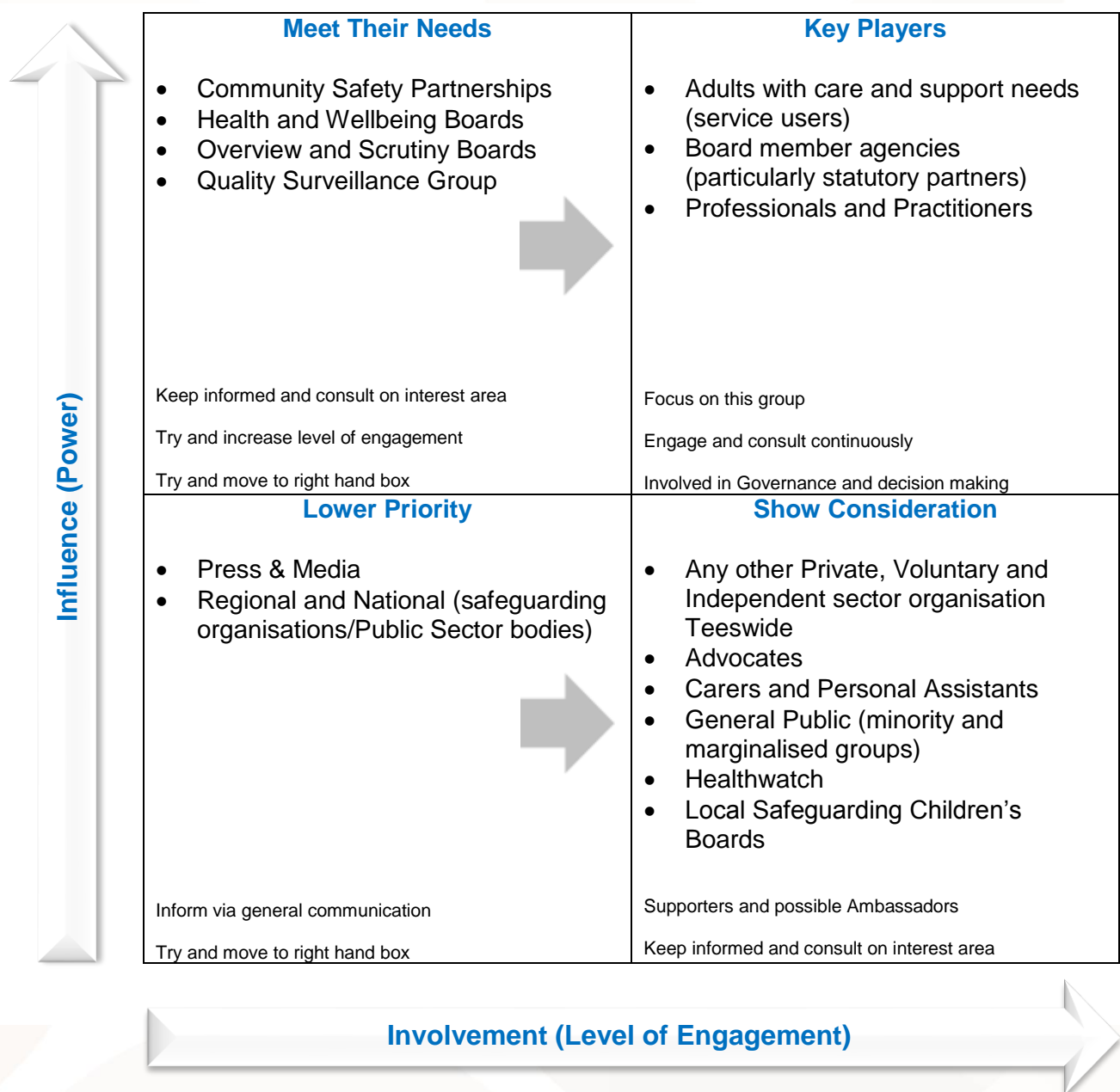
3. Stakeholder Analysis (who with)

As depicted in the table there are a wide range of stakeholders who are connected to the Board.

The list of 15 is not meant to be exhaustive, but provides a summary of the 'key' groups linked to the work and their perceived or desired relationship with the Board.

Some of the stakeholders have a higher level of influence and are more closely connected to the direct work of the Board. In this sense the focus will be on the 'Key Players' but intelligent decisions will be made on what, when, why and how the Board will communicate and engage with each stakeholder group.

This table does not describe the current position, or the complex nature of the inter-stakeholder relationships that already exist, or which may need to be created or improved. However a Stakeholder Analysis Action Plan (Annex B) has been created to help develop these relationships as required. This Plan will form part of the Annual Communication and Engagement Report, and is a central strand to this strategy.

Influence (Power)

Meet Their Needs

- Community Safety Partnerships
- Health and Wellbeing Boards
- Overview and Scrutiny Boards
- Quality Surveillance Group

Keep informed and consult on interest area

Try and increase level of engagement

Try and move to right hand box

Key Players

- Adults with care and support needs (service users)
- Board member agencies (particularly statutory partners)
- Professionals and Practitioners

Focus on this group

Engage and consult continuously

Involved in Governance and decision making

Lower Priority

- Press & Media
- Regional and National (safeguarding organisations/Public Sector bodies)

Inform via general communication

Try and move to right hand box

Show Consideration

- Any other Private, Voluntary and Independent sector organisation Teeswide
- Advocates
- Carers and Personal Assistants
- General Public (minority and marginalised groups)
- Healthwatch
- Local Safeguarding Children's Boards

Supporters and possible Ambassadors

Keep informed and consult on interest area

Involvement (Level of Engagement)

4. Information Principles and Framework (broadly how)

Successful engagement is based on simple, practical principles that represent a mix of common sense, good business practice and ethical considerations. Everything the Board does in relation to communication and engagement will influence the Teeswide agenda on the subject of safeguarding adults; therefore every activity/piece of work delivered must build trust in the work of the Board. All activity should be:

Clear
- Provided in a form that is understandable by the target audience
- In a way that genuinely assists people
- Timely and accurate

Accountable
- Planned, consistent and professional
- Transparent
- Effective & efficient

Targeted
- Based on need, research and insight
- Meaningful

Two-way
- Fostering co-ownership of the communication process
- Clearly defining lines of communication

Supportive
- Maximising stakeholder opportunities to say what they want, providing information and feedback
- Demonstrating active listening by sensitively responding to the issues and concerns of each stakeholder group.

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
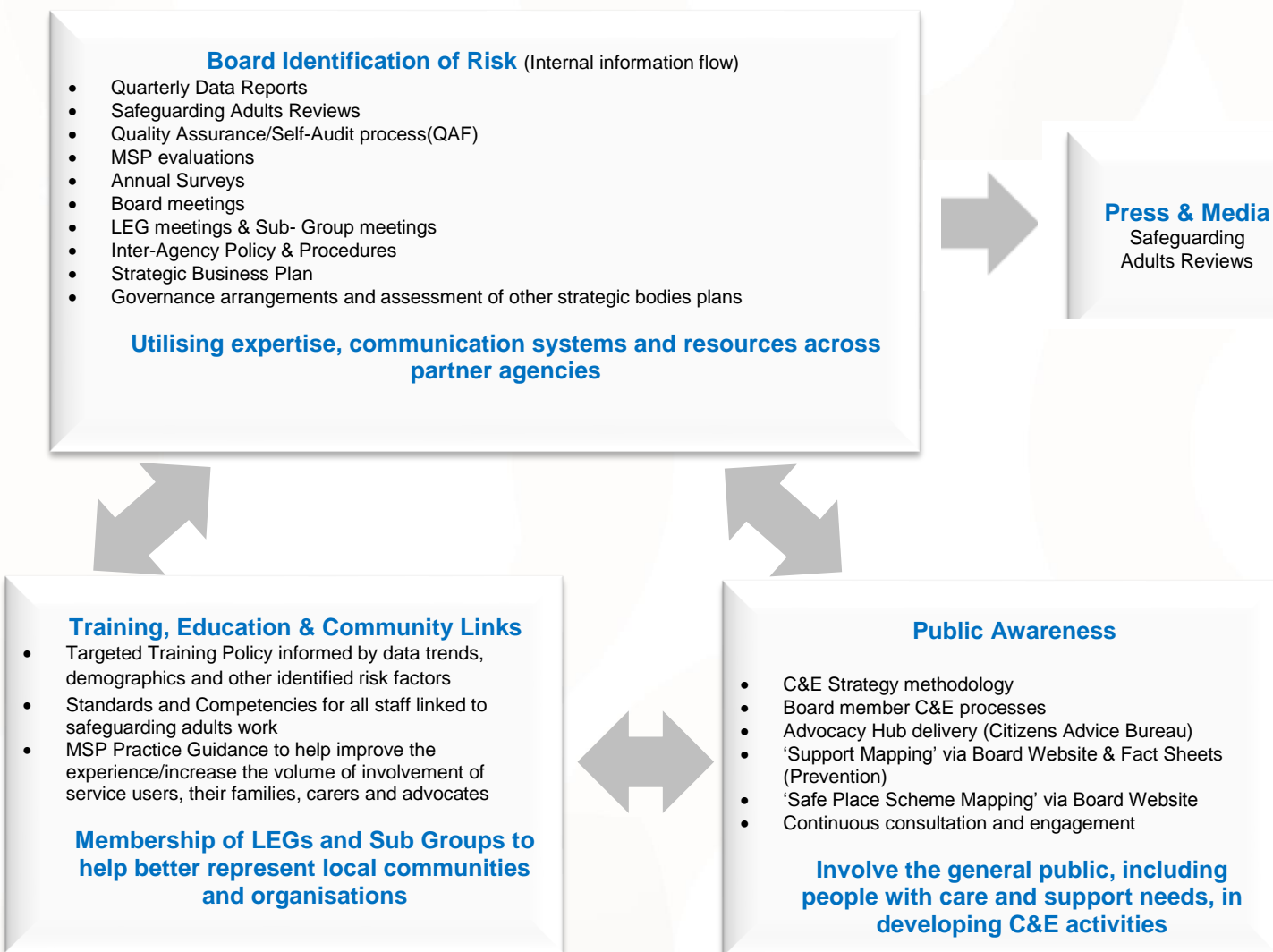**Whom**: the audience
What effect: the desired effect.

These principles will also be used in relation to the outcomes of Safeguarding Adults Reviews (SAR) and any necessary and appropriate reporting to the press and media. The SAR Sub-Group will decide on the specific content of any such reporting using the guidance outlined in this strategy, and in line with the Boards Information Sharing Agreement (Nov 2015).The Board's Corporate Identity Guidelines (May 2015) will also be consistently applied to all materials and publications created by the Board.

5. Information Flows (specifically how)

To best support the prevention of abuse and neglect the Board will strategically communicate and engage with stakeholders using a research based approach to intelligently target, identify and filter out information using the guidance within the stakeholder analysis. The feedback processes outlined in this strategy will support the annual evaluation of the strategy, ensuring that the Boards work is continuously evolving and adapting to the needs of key stakeholders.

Linked to SCIE Prevention Strategy Guidance – Report 41: May 2014

Board Identification of Risk (Internal information flow)
- Quarterly Data Reports
- Safeguarding Adults Reviews
- Quality Assurance/Self-Audit process(QAF)
- MSP evaluations
- Annual Surveys
- Board meetings
- LEG meetings & Sub- Group meetings
- Inter-Agency Policy & Procedures
- Strategic Business Plan
- Governance arrangements and assessment of other strategic bodies plans

Utilising expertise, communication systems and resources across partner agencies

Press & Media
Safeguarding Adults Reviews

Training, Education & Community Links
- Targeted Training Policy informed by data trends, demographics and other identified risk factors
- Standards and Competencies for all staff linked to safeguarding adults work
- MSP Practice Guidance to help improve the experience/increase the volume of involvement of service users, their families, carers and advocates

Membership of LEGs and Sub Groups to help better represent local communities and organisations

Public Awareness
- C&E Strategy methodology
- Board member C&E processes
- Advocacy Hub delivery (Citizens Advice Bureau)
- 'Support Mapping' via Board Website & Fact Sheets (Prevention)
- 'Safe Place Scheme Mapping' via Board Website
- Continuous consultation and engagement

Involve the general public, including people with care and support needs, in developing C&E activities

6. **Methodology** (practically how)

Events
Annual calendar drawing upon national and local awareness/campaign days/weeks of note which the Board may (attend) and support.

E-Bulletins
Circulated bi-monthly to Board members for dissemination within their own organisations. Also available on the website and accessible to the public, covering all up to date safeguarding adults legislation, information, best practice and statistics.

Fact Sheets
To be created for each strand of abuse and neglect and published for professionals and the public via the website (to include case studies).

Focus Groups
In line with the Strategic Plan development and Annual Report timescales. Targeted using demographic research (age and ethnicity).

Lectures
Annual Lecture(s) hosted by the Board and or in conjunction with partners (to be confirmed).

Partner Websites
Work towards consistency of application by partners and linking to the Board website: Encouraging partners to tie in with key milestones making safeguarding adults **"Front Page News".**

Presentations/Training/Webinars
A training programme will be created in due course and as the Virtual College goes live this will help to promote the work of the Board.

Press Releases & Radio Interviews
To be arranged as required in conjunction with and using the e-bulletin as the 'script'.

Public Advertising
Targeted prevention publicity and information linked to safeguarding data (mapping) in public places. e.g. buses, hospitals, newspapers.

Public Meetings
Linked to the Boards governance arrangements and the Independent Chair's (IC) diary of commitments, as well as a two-way process of engagement with Healthwatch consultation events. This will also include an ongoing commitment to wider consultation.

Social Media
Facebook to promote specific pieces of work such as the Annual Survey and to signpost significant events and news. Twitter link to professionals, providing updates to legislation, policies, procedures and national issues (both automatically updated via website). You Tube account link to SCIE videos and national resources, and as a resource to present the Annual Report in a visual format.

Surveys
Annual Survey to be delivered as per Operational Work Plan timeline and evaluated in line with the Strategic Plan and Annual Report timescales. Available via the website and promoted via focus groups. Smaller bespoke surveys as required.

Website
Split into seven main sections:
1. General Public
2. Report Abuse
3. Professionals
4. Tell us
5. Find support in your area (proving links to the Safe Place Scheme and other support services)
6. Training
7. Audit

There will be four other options on the top tool bar (with a maximum of 10 sub-categories within these):
1. Key Information
2. What is Abuse
3. Prevention & Help
4. Resources

8. Monitoring, Reviewing and Evaluation (how well)

The C&E Sub Group will monitor each area using the methodology described below, reviewing the appropriateness and success of these activities based on the criteria described, and the milestones outlined in the Operational Work Plan:

Events
Volume of attendance at partner engagement events and attendance rates at Board events
E-Bulletins
Read receipts for bi-monthly e-bulletins and the quality of submissions, contributions and links to other documents and organisations
Focus Groups
Attendance rates at bespoke consultation events arranged by the Board, and the overall volume and quality of activity
Partner Websites
Partner agencies websites and intranet hit rates. Volume and quality of C&E activity/prominence on websites: **"Front Page News"**
Presentations/Training/Webinars
Delivery outcomes matched against targets/projections, and the overall volume and quality of activity delivered. Volume of activity linked to MSP Practice Guidance, and an assessment of MSP outcome rates and the link to the success of the strategy
Press & Radio
Volume and quality of activity - rate levels of listener/readers. Assessment of links to referrals and engagement with other consultation methods
Public Advertising
Volume and quality of activity – rate level of listeners/readers/footfall (**cost/benefit analysis**). Assessment of links to referrals and engagement with other consultation methods
Public Meetings
Boards aims and objectives appearing in other strategic bodies plans, and overall volume of activity
Social Media
Hit rates (followers/size of the community) and quality of activity, including the profile of followers ('high profile' followers - Board advocates)
Surveys
Annual Survey(s) outcomes/volume of completions
Website
- Generic hit rates/feedback & connecting people to support services hit rates
- Quality/volume of 'mapping'
- Quality assurance/self- audit completion rates/progress

An overall evaluation of the strategy will be conducted and form an integral part of the Annual Communication and Engagement Report.

Annexes

A: Operational Work Plan 2015-16 (when)

Activity	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Events	National Hate Crime Awareness Week 10-17th Anti-Slavery Day 18th	Carers Rights Day 20th White Ribbon Day 25th	International Day of people with Disability 3rd		National Dignity Action Day 1st	Self-Injury awareness Day 1st	National Stalking Awareness Day TBC	Dementia Awareness week 18-24th Mental Health Awareness week 11-17th	World Elder Abuse Awareness Day 15th Carers week TBC Learning Disability week 15-21st			World Suicide Prevention Day 10th
				TSAB Trg 18 & 19th MCA Conference 29th	Board Development Day 23rd				Regional Radio Campaign - Footfall Events			
E-Bulletins	V1		V2		V3		V4		V5			V6
Fact Sheets (Prevention)	Modern Slavery	Domestic Violence	Self-Neglect	Financial Abuse	Neglect/Acts of Omission	Org Abuse	Psychological Abuse	Physical Abuse	Discrimination (Mate & Hate crime)	Prevent	Sexual Abuse	Dementia
Focus Groups	Create Plan	Formal Consultation										
Lectures												
Partner Websites				**Front Page News**		On-line QAF goes live. 31st	**Front Page News**					**Front Page News**
Presentations/Training/ Webinar												
Press & Radio	V1		V2		V3		V4		V5			V6
Public Advertising		Targeting Data	Create Plan cost/budget									
Public Meetings	IC diary plan of commitments	Healthwatch	Healthwatch	Healthwatch								Healthwatch
Social Media			Build & Test	Launch Twitter/Facebook/You Tube								
Surveys		Annual Survey			Evaluation							
Website	Build	Build	Build & Test	Go Live		Mapping 1&2						

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Milestones		CE Strategy published			1.Board Development Day 2. Annual CE Report		Strategic Plan Published 2016-17					Annual Report 2015-16 published

B. Stakeholder Analysis Action Plan 2015-16 (who with)

Stakeholder Group	Level of Influence & Involvement	Current Position	Action Plan
Service Users	Key Player	Only work to date has been via the formal consultation conducted between Jan-May 2015.	**Continuously** via use of the website (feedback portal), Annual Survey, focus groups and event attendance. This will also be linked to the Teeswide operational MSP evaluation & survey process, which is currently being developed, and will result in feedback reports being produced for the Board.
Board members	Key Player	Board and Sub-Group membership under review.	Strategic Business Plan actions: 4.2.1 & 5.2.1. Specific groups for Chair's to consider linked to the Engagement & Consultation Report May 2015: Carers groups; Advocates; community groups; service providers; Healthwatch; Black, Asian & Minority Ethnic groups.
Professionals & Practitioners	Key Player	Provided by LEG membership and Annual Survey.	**Continuous** consultation via the Boards website from **Jan 2016**, particularly via social media. Bespoke surveys may be delivered as this was very successful via the Annual Survey and also focus groups.
Any Other Organisation	Show Consideration	We do not currently provide a method or forum for non-Board members to engage with the work of the Board; except when we have delivered formal consultations: Annual Survey and focus groups.	Link via QAF and Single Agency Policy publication and promotion. Calendar of events will also help to better connect with a broader range of organisations as well as the Chair's review of LEG & Sub-Group membership. This work can be specifically tailored to meet priority areas: age related & ethnicity demographics; more detailed understanding/mapping of patterns of abuse and neglect.
Advocates	Show Consideration	There is no current relationship with Advocates.	Planned focus groups and ongoing feedback via the website. Possible link to the Chair's review of LEG & Sub-Group membership.
Carers & Personal Assistants	Show Consideration	Only work to date has been via the formal consultation conducted between Jan-May 2015.	Use of the website and event attendance. There will also be a focus on promoting the training portal via the Board website.
General Public	Show Consideration	Only work to date has been via the formal consultation conducted between Jan-May 2015.	Use of the website and event attendance. This work can be specifically tailored/targeted to meet priority areas: age related & ethnicity demographics; more detailed understanding/mapping of patterns of abuse and neglect. Methodologies should also be carefully considered. For example being realistic on access to the website by the 75+ age group.
Healthwatch	Show Consideration	Listed as Board members.	Strategic Business Plan actions: 4.2.1 & 5.2.1.
Local Safeguarding Children's Boards	Show Consideration	Indirect link provided by some members of the Board who are also on LSCBs. Also links via business units.	Better develop closer working relationships and to explore more ways to jointly deliver work e.g. training & development.
Community Safety Partnerships	Meet Their Needs	Representation on the Hartlepool LEG only.	The Chair's review of LEG membership under review to provide consistency Teeswide; Strategic Business Plan action: 4.2.1.
Health & Wellbeing Boards	Meet Their Needs	An indirect link is provided by some members of the Board who are also on H&W Boards.	IC diaried to attend meetings in future to present the Annual Report and consult on future Strategic Business Plan.
Overview &Scrutiny Boards	Meet Their Needs	An indirect link is provided by some members of the Board who are also on O&S Boards.	IC diaried to attend meetings in future to present the Annual Report and consult on future Strategic Business Plan.
Quality Surveillance Groups	Meet Their Needs	There is feedback provided by joint membership of the Board and QSG by partner agencies.	Strategic Business Plan action: 4.1.2.
Press & Media	Lower Priority	There is no current relationship with press and media.	As described in **Annex A** there is a plan to routinely (appropriately & sensitively) engage with local press and media outlets. In the process of this we will develop key contacts and use the networks of the wider Board to help with this.
Regional & National	Lower Priority	Some attendance at regional meetings and feedback provided from national forums.	To improve the knowledge and attendance at selected and relevant regional and national forums.

C. Teeswide Evaluation Process (how effective)

Making Safeguarding Personal Survey

STRICTLY CONFIDENTIAL

The questions in this survey are about your recent experience with the Council when they tried to keep you safe. We would like to use this information to help improve our safeguarding services. In order to do this, we may share your survey, in the strictest of confidence with partner agencies. Please tick this box ☐ if you do not wish for us to share your details.

Thank you for your help

SECTION 1: DETAILS OF ADULT					
Name		Age		DOB	
Home Address				Post Code	
Current Address				Post Code	
Telephone Number					

SECTION 2: DETAILS OF PERSON COMPLETING THE SURVEY (IF DIFFERENT FROM ABOVE)			
Name		Job Title (if applicable)	
Organisation (if applicable)		Telephone Number	
Contact Address		Post Code	
Relationship to Adult			

QUESTION 1: Did you feel listened to during conversations and meetings with people about helping you feel safe?		
	Tick (✓) as appropriate	
I was **always** listened to	☐	☺
I was listened to **quite a bit**	☐	☺
I was **not** listened to **very much**	☐	☹
I was **not** listened to **at all**	☐	☹
Comments:		

QUESTION 2: Did you get information during the concern? (This could be spoken or written)		
	Tick (✓) as appropriate	
I got **a lot** of information	☐	☺
I got **quite a lot** of information	☐	🙂
I did **not get very much** information	☐	☹
I did **not get any** information	☐	☹
Comments:		

QUESTION 3: Were you able to understand the information given to you when people were trying to help you stay safe?		
	Tick (✓) as appropriate	
I was able to understand **all** of the information	☐	☺
I was able to understand **most** of the information	☐	🙂
I was **not able** to understand **much** of the information	☐	☹
I was **not able** to understand **any** of the information	☐	☹
I did **not get any** information	☐	☹
Comments:		

QUESTION 4: Were you asked for your desired outcome(s)?		
	Tick (✓) as appropriate	
Yes	☐	☺
Don't know	☐	☹
No	☐	☹
Comments:		

QUESTION 5:
Do you think this happened?

	Tick (✓) as appropriate	
Yes	☐	☺
Partly	☐	😐
No	☐	☹
Comments:		

QUESTION 6:
How happy are you with the end result of what people did to try and keep you safe?

	Tick (✓) as appropriate	
I am **very** happy with the end result	☐	☺
I am **quite** happy with the end result	☐	😐
I am **not very** happy with the end result	☐	☹
I am **not at all** happy with the end result	☐	☹
Comments:		

QUESTION 7:
How happy are you with how people dealt with the concern throughout?

	Tick (✓) as appropriate	
I am **very** happy with how people dealt with the concern	☐	☺
I am **quite** happy with how people dealt with the concern	☐	😐
I am **not very** happy with how people dealt with the concern	☐	☹
I am **not at all** happy with how people dealt with the concern	☐	☹
Comments:		

QUESTION 8:
Do you feel that you are safer now because of help from people dealing with your concern?

	Tick (✓) as appropriate	
I feel that I am **a lot** safer now	☐	☺
I feel that I am **quite a bit** safer now	☐	☺
I feel that I am **not much** safer now	☐	☹
I feel that I am **not at all** safer now	☐	☹

In the current situation, how safe do you feel? (1 = very unsafe, 5 = very safe)

1	☐	2	☐	3	☐	4	☐	5	☐

Comments:

QUESTION 9:
Is there anything else you think the Council (or other organisations) could have done better during the time of this concern?