

Isle of Man Safeguarding Children Board /
Safeguarding Adults Partnership
Communication and Engagement Strategy
2015 - 2017



Isle of Man Safeguarding Children Board/Safeguarding Adults Partnership

Communication and Engagement Strategy (2015 – 2017)

1. Introduction

- 1.1 This is the first Isle of Man 'Communication and Engagement Strategy' developed collectively between the Safeguarding Children Board (SCB) and the Safeguarding Adults Partnership (SAP).
- 1.2 Its aim is to provide a framework supported by a plan of action for improving and strengthening communication and engagement with the following principal target audiences:
 - SCB/SAP partners and other agencies with safeguarding responsibilities at both a strategic and practitioner level.
 - Children, young people and adults resident in, visiting or accessing services / support from Isle of Man agencies.
 - Parents and carers resident in, visiting, or accessing services / support from Isle of Man agencies
 - Voluntary, Community and Faith Organisations
 - Other partnership bodies
 - The media
- 1.3 It is critical that both the SCB and SAP establish robust and effective communication and engagement with stakeholders and the wider community. There is a number of reasons why communication and engagement are important:
 - Our quality assurance and performance management framework sets out the need to seek the views and opinions of service users in testing our effectiveness and impact;
 - Both Boards need effectively to communicate with a range of stakeholders on issues including: safeguarding strategy, policy, procedures and practice; learning and action from serious case reviews and other reviews as part of our learning and development framework; the work of the Boards and decisions taken.
- 1.4 The strategy makes a distinction between communication and engagement since they are different functions.
- 1.5 The strategy has been informed by contributions from a range of stakeholders most importantly at the Safeguarding Forum held in February 2015 at which 190 stakeholders from Government and third sector organisations attended.

2. Communications: Aims and Objectives:

- 2.1 The key purpose of our communications strategy is to inform professionals, service users and the wider community about the work of the SCB/SAP and to deliver key messages to support effective safeguarding on the Isle of Man. Key aims are:
- To ensure a consistent and coordinated approach to interactions with the community and stakeholders
 - To ensure the community and partners are well informed about the SCB/SAP roles, functions, achievements, priorities and representation
 - To raise the profile of the SCB/SAP
 - To raise awareness of safeguarding and promoting the welfare of children, young people and adults
 - To ensure the sharing of best practice and learning from Serious Case Reviews
 - To ensure development of practical materials to convert policy into practice and promote wider knowledge of what is available to support effective safeguarding
 - To ensure staff understand expectations and are confident in delivering expectations
 - To ensure the development of a 'common language' and understanding of key safeguarding themes across the workforce
 - To ensure Board members visibility 'on the ground'
- 2.2 An underpinning objective is to ensure that all communication is easily understood, accessible, free from jargon, timely and up-to-date.

3. Engagement: Aims and Objectives

- 3.1 The SCB and SAP have committed to ensuring that views of service providers, service users and the wider community inform our direction of travel and assessment of our impact in promoting effective safeguarding on the Isle of Man.
- 3.2 Our intention is that engagement occurs in a range of contexts against the following three tiers of activity:
- **Strategic** – engagement with other strategic engagement groups such as the schools councils, youth councils, Voices In Participation, Service User Network.
 - **Communities of Interest** – engagement with existing service user groups focused on specific communities such as: children in care, disabled children and adults, older people,
 - **At point of service delivery** – engagement with service users at the time they are receiving a service to test their response to the service quality
- 3.3 Where possible the SCB and SAP intend to secure staff and service user feedback through existing participation and engagement activity

undertaken across the Isle of Man. The Board will also aim to secure and generate engagement and participation activity in partner agencies to ensure that they are mainstreamed into service activity and extend to all groups from whom the Boards wish to hear from. Exceptionally the SCB/SAP will undertake their own engagement and participation activity particularly when there are groups that are not represented and heard.

3.4 Key aims in relation to engagement are to enable service users and front line staff:

- Views and opinions to be included in the annual business planning and annual reporting processes and the setting of safeguarding priorities – ensuring the voice of the child, young person, families and adults are heard;
- To engage in the design of service delivery models so that they are service-user focused;
- To contribute to the monitoring and evaluation of safeguarding service delivery

4. Benefits

4.1 There are a wide range of benefits that will result from the communication and engagement strategy:

- Raise awareness of the community, professionals and volunteers about safeguarding and promoting the welfare of children, young people and adults
- Inform the community and other external stakeholders of the role and responsibilities of the SCB and SAP
- Promote two-way dialogue between the SCB/SAP and service providers, service users and the wider community
- Strengthen partnership working across agencies in protecting the vulnerable
- Share information and identify lead partners for different aspects of communication
- Develop a shared understanding about safeguarding and gain commitment around shared key priorities
- Encourages the local community to be mindful of safeguarding
- Provides a mechanism for feedback to, and from, the community and stakeholders
- Support for other SCB/SAP and children/adult services priorities
- Ensure the right audience gets the right information and unnecessary communication is eradicated

5. Communication: The key messages and target groups

'Safeguarding is everyone's business'
'Every child will have the best possible opportunities in life'
'Protecting the Vulnerable'
'Promoting resilience'

Target Group – everyone
<ul style="list-style-type: none">• What safeguarding is• Safeguarding is everyone's business• What the different responsibilities to safeguard are and how they should be fulfilled• A basic understanding of the role of the SCB/SAP and how it can be accessed• The identification of key safeguarding risks and priorities• Key changes in safeguarding nationally and the implications of these• Independent nature of the SCB/SAP scrutiny and challenge function• SCB/SAP encourages joint working
Target Group – Children, Young People and Adults
<ul style="list-style-type: none">• How to keep safe• What to do if you / someone you know is being harmed / harming themselves• For those involved in it – a basic understanding of the child/adult protection system and what it means to them• For those involved – the process of child/adult protection• Supporting their voice to be heard in planning, delivering and evaluation
Target Group – Voluntary and Community Organisations
<ul style="list-style-type: none">• What support / help the board can provide, such as developing training programmes, accessing multi-agency training and with developing child/adult protection policies and procedures• How to access advice and help• What good safeguarding practice looks like and how it can be improved• How to access SCB/SAP events• How to access the multi-agency shared child/adult protection procedures• How to recruit staff and volunteers safely and deal with an allegations made against them• Contribution to planning, delivery and evaluation
Target Group – Parents and Carers
<ul style="list-style-type: none">• How to provide safe parenting/caring• Sources of parenting/caring advice and support• How to protect your children and others you are responsible for• For those involved – the process of a child/adult protection• For those involved in it – a basic understanding of the child/adult protection system and what it means to them (the roles and responsibilities of individuals and services)• How to access child/adult protection procedures• Ensuring their voice is heard in planning, delivery and evaluation

Target Group – SCB Partners and statutory agencies

- The role of the SCB/SAP
- How to contact the SCB/SAP
- How to access the SCB/SAP regarding agency practice
- Access to multi-agency training
- Ensuring the workforce is 'fit for purpose'
- Encourage wider workforce representation
- Access to the shared child protection procedures
- Recommendations from Serious Case Reviews and other reviews/learning processes
- Update key forums about the SCB/SAP work and achievements / areas for development
- Showcasing success / best practice

6. Communication Methods

Website

Access: iomscb@gov.im

- Principle method of accessing information about the SCB/SAP.
- Contains all SCB/SAP published information
- Provides information about policy, procedures and training
- May need 'public' pages and restricted areas for professional community
- Alert system when updates available
- Video briefings
- Dedicated Third sector page
- On line forum

Safeguarding App'

Access: Downloadable App' from SCB website

- TBC

Social media

Access: website / social media links

- TBC

Newsletter

Access: available on SCB website and electronically to SCB contact list

- Quarterly newsletters providing up to date information about SCB/SAP activities
- New publications and external information regarding the broader aspects of safeguarding children
- Seeks to keep front line professionals up to date with best practice using information from local and national Serious Case Reviews
- e- bulletins

Publications

Access: most SCB publications are available on

the website and promoted in the newsletter

- The SCB/SAP publishes a range of guidance intended to provide additional tools for frontline workers
- Information leaflets for parents will be published and available on the website
- All executive summaries of Serious Case Reviews /Safeguarding Adult Reviews/ Summaries of Reporting and Learning incidents will be published on the SCB/SAP website (subject to court proceedings where applicable)
- Library of key documents

Board events

Access: Information circulated via distribution / contact lists and attendance

- Safeguarding Forums twice per year to provide a multi-agency, multi-level staff meeting and discussion venue.
- Thematic annual SCB/SAP conference could provide an opportunity to look at safeguarding issues in depth
- SCB forums, 'taking the SCB/SAP to the people' to enable direct dialogue with specific interest groups / teams.

Training and Development

Access: Full details are contained in the SCB training and development programme published on the SCB website
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- A broad range of multi-agency training is run by the SCB/SAP.
- Training provides the opportunity to meet with other professionals to discuss ways of multi-agency working
- Additions to the training programme are circulated by flyer and website
- Safeguarding to be standard item discussed at annual appraisals

Minutes of meetings

Access: All attendees receive minutes with minutes also published on website

- Minutes will be taken of all SCB/SAP and subgroup meetings
- Board members have the responsibility to cascade all relevant information to staff in their agencies
- Standardised information cascade system / safeguarding as standardised agenda item on team meetings
- Information which requires broader dissemination will be published in the SCB/SAP newsletter.
- Summary of safeguarding issues from departmental / team meeting minutes to identify key themes and issues for the SCB/SAP

Media releases

Access: All SCB members via distribution / contact lists. Media via Communications Team
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- Media releases in response to safeguarding issues. 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

SCB Annual Report	Access: via website and contact lists
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- Although not a legal requirement, it is good practice for the SCB/SAP to produce and publish an annual report, providing an analysis of safeguarding on the Isle of Man.

Display boards	Access: Via SCB Business Support
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- SCB/SAP conference display and pop up stands stating key themes and functions available for events.

7. Identified means of promoting greater engagement with service users for further consideration

- Service user groups / forums
- Service improvement groups
- Surveys
- Voice and participation groups
- VolCom Forum feedback
- Suggestion walls
- Questions within the census
- Audits to be undertaken with service users
- School assemblies
- Feedback from Registrations and Inspection Section
- Building on wide range of existing service user feedback mechanisms such as the Big Youth Survey, school councils, Voices in participation, Parents evenings, residents meetings, and Advocacy and advice services.
- Develop 'Children Champion' roles

8. Accessibility

- 8.1 The SCB / SAP will seek to ensure that any leaflets can be made available in other languages and formats on request.

9. Risk Management

- 9.1 The Safeguarding Children Board and Safeguarding Adults Partnership anticipates the following communication risks;
- Not identifying safeguarding issues before they reach the media
 - Inconsistent and unclear safeguarding messages delivered from partner agencies
 - Not sharing information which could result in mixed messages being presented by partners
 - Clarity over whether a single agency or SCB / SAP response is required when receiving an enquiry from the media

- Are the current protocols relating to media, press notification and SCB /SAP Communications able to cover the new proposed areas as set out within this strategy.

10. Responsibility for the Strategy

- 10.1 The responsibility for public, partner and stakeholder communication and engagement is within the remit of partners of the SCB and SAP. Reports on progress against the strategy and action plan will be provided annually by partners and will be summarised in the Annual Report.
- 10.2 The Action and Implementation Group is responsible for developing the strategy for Children and Young people

11. Implementation

Attached at Appendix A is the Action Plan developed to achieve the aims and objectives of this strategy.

12. Resourcing the Strategy

The Isle of Man Safeguarding Children Board is financed by a multi-agency budget provided by partners and this budget will be used for communication activity. The SCB will seek to achieve value for money in implementing this strategy and in entering into any arrangements for the provision of communication resources. It will seek to utilise resources internal to partner agencies whenever possible and provide the majority of information in an electronic format. Where the aims and objectives of this Strategy are best fulfilled through the external commissioning of external agencies, then joint procurement of these services will be considered to make best use of economies of scale.

There is currently no dedicated budget for the Safeguarding Adults Partnership.

13. How will the strategy be monitored and reviewed?

- 13.1 The SCB/SAP will undertake work annually to measure the effectiveness of communication and engagement. It will include the use of the following methods:
 - Website hits
 - Monitoring numbers accessing safeguarding training
 - Electronic Survey
 - Attendance at service-user and carer consultation events
 - General monitoring of communications between the public and the Safeguarding Partnerships business office.

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Document Owner: Gary McManus, tel: 355336, email: gary.mcmanus@gov.im.

- Audit activity

The strategy will be reviewed annually by the Quality Assurance Sub-Group with the results of the review being reported to SCB/SAP. The review will be aligned to the development of the SCB/SAP Business Plan to ensure that the Strategy captures the communication and engagement requirements of all Business Plan objectives.

14. Priorities for 2015/16

14.1 The priorities for 2015/16 will be:

- To secure agreement to the Communications and Engagement Strategy and implement the associated action plan (Priority 5 in each of the SCB and SAP Business Plans.
- To put in place the key communication arrangements set out in this strategy
- To establish arrangements to secure the engagement of service users
- To establish arrangements to secure the engagement of front-line staff
- To establish arrangements to secure the engagement of service providers

Paul Burnett
Independent Chair of SCB and SAP

Gary McManus
Children Services

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