



# Communication Strategy

**2021 - 2024**

**Review date: Before October 2024**

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## 1. Introduction

Telford & Wrekin Safeguarding Partnership (TWSP) is responsible for making sure that children, young people and adults are kept safe in Telford and Wrekin.

TWSP is made up of three statutory partners - Telford & Wrekin Council, Telford & Wrekin Clinical Commissioning Group and West Mercia Police - as well as a wide range of other organisations. Together, these organisations are responsible for making sure that children and adults of all ages and abilities get the help and protection that they need within Telford and Wrekin.

The TWSP is supported by the Partnership Team based at Telford and Wrekin Council who act as a central contact point between the different organisations. They are responsible for coordinating multi agency reviews and meetings concerning both children and adults cases with the aim of identifying future learning, training and areas of focus to protect vulnerable groups from abuse and neglect.

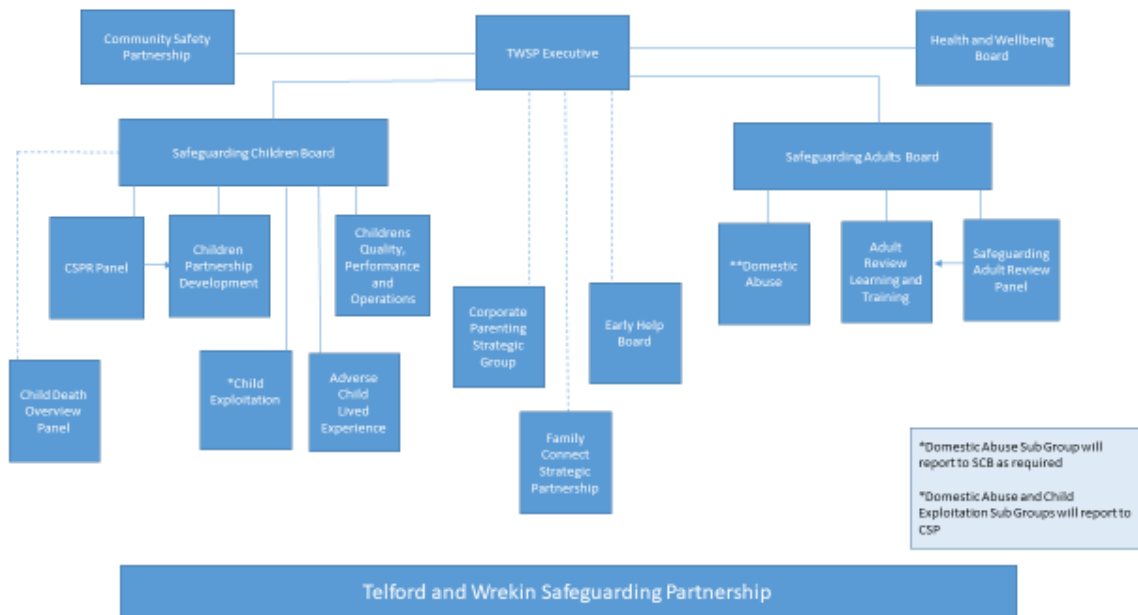
The TWSP has developed this Communication Strategy to embrace the 'think family' approach. This approach helps practitioners consider the parent, the child and the family as a whole. This Communication Strategy will ensure that the work of the partner organisations is effectively communicated to all relevant audiences such as children, young people, adults with care and support needs, families, practitioners and the wider community in Telford and Wrekin. This TWSP has an Information Sharing Agreement that facilitates the lawful and secure sharing of information between organisations and designated professionals working to keep people safe in the Telford and Wrekin.

The TWSP will seek evidence from partner organisations that a proactive approach to the communication of safeguarding messages and concerns is taking place.

The TWSP will seek feedback from the community and practitioners to evaluate how well the aim of raising the awareness of safeguarding within the community has been achieved. The Partnership Team will also provide an important role in communicating with partners at all levels, to allow a free flow of information and ideas to improve safeguarding within Telford & Wrekin.

The Partnership Team is responsible for the following meetings which are attended by partner agencies. The diagram below shows the accountability and reporting arrangements for these meetings.

- TWSP Executive
- Safeguarding Adult Board
- Safeguarding Children Board
- Child Safeguarding Practice Review (CSPR) Panel
- Safeguarding Adult Review (SAR) Panel
- Child Exploitation Sub Group
- Children Partnership Development Sub Group
- Children Quality Performance and Operation Sub Group
- Domestic Abuse Sub Group
- Adverse Child Lived Experience Sub Group
- Adult Review Learning and Training Sub Group



## 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 ensure that the safeguarding of children, young people and adults is at the heart of what all partner organisations do;
- 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, monitoring and the review of this strategy sits with the Safeguarding Partnership Executive. All members must ensure that 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 TWSP will continue to encourage and promote effective communication at all levels between the Partnership and

partner agencies. This is to ensure that the TWSP can demonstrate the outcomes from the work undertaken.

The partner organisations 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 TWSP 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 learning and development of all professionals across all sectors that are involved in safeguarding;
- To support all partner organisations to understand their contribution;
- To keep partner organisations 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 TWSP 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:

Core Principles	How we do it
<ul style="list-style-type: none"> <li>• Be open and honest;</li> <li>• Be transparent;</li> <li>• Produced in a timely manner;</li> <li>• Be clear and understandable by the target audience;</li> <li>• Be accurate;</li> <li>• Be meaningful;</li> <li>• Have clearly defined lines of communication;</li> <li>• Support of Safeguarding agencies’ priorities; and</li> </ul>	<ul style="list-style-type: none"> <li>• Using language that the target audience understands,</li> <li>• When talking to children, young people, adults with care and support needs, parents and carers avoiding the use of jargon,</li> <li>• Always explaining the medical, technical or management language being used,</li> <li>• Avoiding the use of acronyms or initials. If they are used, an</li> </ul>

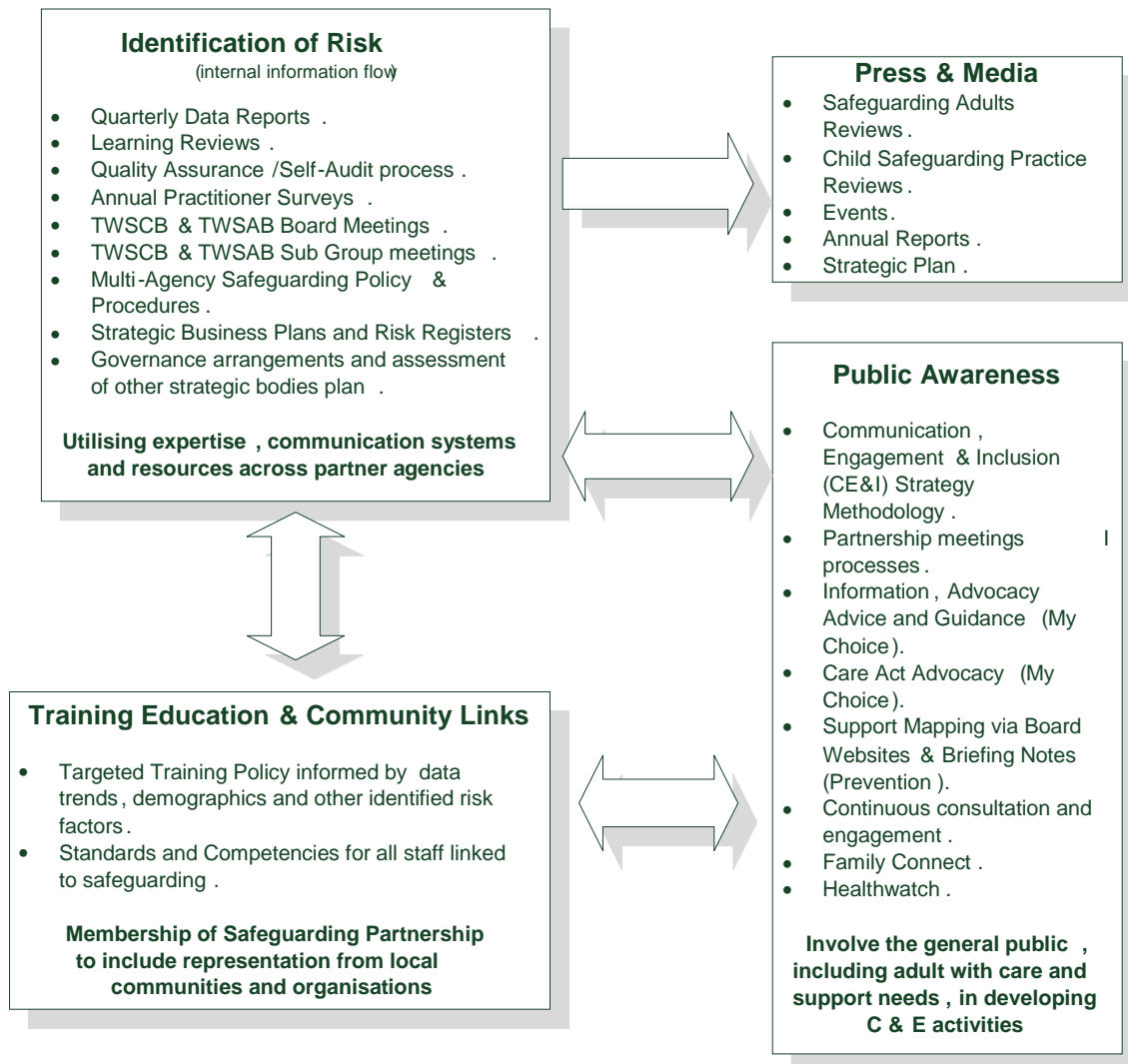
<ul style="list-style-type: none"> <li>• Ensure compliance with the General Data Protection Requirements.</li> </ul>	<p>explanation should be provided,</p> <ul style="list-style-type: none"> <li>• Giving people the opportunity to ask questions, at any time, and</li> <li>• Where necessary providing the information in a format that is needed, including braille, alternative language and large font.</li> </ul>
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Before any information is shared or disseminated the following factors will be considered (Five W's):

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

The TWSP will work with partners to ensure effective use of virtual meetings and ICT to facilitate collaboration.

## 5. The Flow of Information



The TWSP website will be the principle method for accessing information about the work of the TWSP, including reviews, learning and training events. The website will have links to all individual partner organisations websites which provide information about their services, contact details and links back to the TWSP.

<https://www.telfordsafeguardingpartnership.org.uk/site/index.php>

To ensure a consistent coordinated approach, all communication will use the Safeguarding Partnership logo.

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 Partnership Manager, Safeguarding Partnership Chair and senior leaders in agencies where appropriate. This is to provide consistency including ensuring a coordinated multi-agency approach as appropriate.

There may be occasions when the media contacts the Telford and Wrekin Safeguarding Partnership. 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](mailto:corporate.communications@telford.gov.uk).

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

## **7. Resources and Budget Implications**



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

Should there be a requirement for specific promotional activities, Safeguarding Partnership Executive 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 the Safeguarding Partnership Executive to determine the specific communication strategy for each individual review.

## **8. Review**

This Communication 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](mailto:familyconnect@telford.gov.uk)

(Out of Hours: 01952 676500)

## 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, Child Safeguarding Practice 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 statutory 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.