



# North Yorkshire Safeguarding Children Partnership, Community Safety Partnership & Safeguarding Adults Board

## Joint Engagement & Communication Strategy

**Safeguarding is everybody's business**





# 1. Introduction

1.1 North Yorkshire Safeguarding Children Partnership (SCP), Community Safety Partnership (CSP) and Safeguarding Adults Board (SAB) bring together agencies such as the local authority, police and health services from across North Yorkshire to ensure joined up approaches to safeguarding. We coordinate and ensure effective safeguarding and promote well-being and welfare of children, young people, adults and families and protect them from harm

1.2 We are working together to ensure people who live, work, or visit North Yorkshire are aware of what 'safeguarding' means and have access to information that will help them make informed decisions and stay safe. We want to listen to the views what people have to say to us about safeguarding whether this be feedback or sharing experiences. The whole community needs to understand what abuse, exploitation, harm and neglect looks like as well as the roles they play in keeping people safe and promoting welfare. Safeguarding is everybody's business.

1.3 The Partnerships and Board have developed this joint Engagement & Communication strategy to ensure that the work of both Partnerships and Board is effectively communicated to children, young people, adults, families, professionals and the wider community in North Yorkshire. It has also been developed to ensure the Partnerships and Board take the opportunity to listen to children, young people, adults, families, professionals and the wider community in North Yorkshire

1.4 This strategy is endorsed by the SCP, CSP and SAB and monitored and evaluated by members of the Board / Executive of the respective Partnerships and Board.

All SCP, CSP and SAB Board / Executive, sub / working groups / Joint Coordinating Groups (JCGs) can refer engagement and communication opportunities to the respective Partnership and Board.

1.5 This strategy will outline the best methods to communicate messages that we have identified through engagement with our respective audiences.

The strategy also highlights the importance of listening to others and not only engaging to find out what they want to tell us but how they want to tell us and how people want us to show that we have listened

We also need to decide how we will 'capture the voice' of the communities we serve. It is important that we do this through meaningful engagement with children, young people, adults, families and communities in a way that is consistent and allows us to work together.



## 2. Aims and Objectives

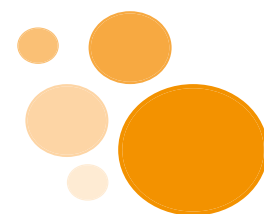
2.1 Our ambition is to actively engage people and inspire them to take action to prevent abuse and neglect.

2.2 Our objectives are:

- To promote the welfare of children and young people, adults, families and communities in North Yorkshire
- To prevent abuse, neglect, harm, exploitation and make people feel safe
- To ensure the 'voice of the child' the 'voice of the adult' and the 'voice of the communities' are heard and that their views are meaningfully taken into consideration
- To inform multi agency policy and practice
- To establish links with other strategic partnerships to develop a shared understanding of the needs of children, young people and adults and encourage the sharing of good practice
- To seek opportunities to engage directly with children and young people, adults and communities

2.3 Where appropriate, we will jointly support national campaigns to raise awareness of safeguarding issues. This will help our local communities understand how to recognise different forms of abuse, neglect, harm and exploitation.

We will also work closely with our partners to co-ordinate our communications and make sure that consistent messaging is used across the county and where appropriate beyond.

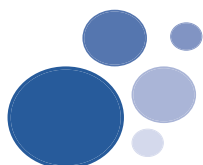


## 3. Engagement & Communication Responsibilities

3.1 The primary responsibility for implementing this strategy sits with the respective Partnerships and Board members.

Organisations in North Yorkshire which have a role in safeguarding have the following responsibilities:

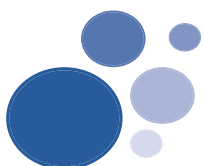
- To be proactive in raising awareness of their role and work
- To promote the work of the Partnerships and Board with children, young people and adults across Children, Community Safety and Adult Services, professionals and the wider community
- To engage with children, young people and adults, professionals and the wider community to inform multi-agency policy and practice and to seek and listen to their feedback, views and experiences to help to review, evaluate and improve
- To engage with professionals to promote an understanding of the work the Partnerships and Board do and to inform of changes to policy, procedure, identify best practice and communicate the findings of Child Safeguarding Practice Reviews (CSPRs), Domestic Homicide Reviews (DHRs) and both statutory and non-statutory Safeguarding Adult Reviews (SARs)
- To support the development of all professionals involved in safeguarding
- To support all partners to understand their contribution
- To support children, young people, adults and the wider community to help them understand their role in safeguarding as well as listening to their views, opinions and their experiences of safeguarding
- To share good practice, ideas, good news and learning from quality assurance work including multi-agency audit



- To keep partners up to date with developments including changes to policies and procedure
- To define and implement clear lines of communication and to ensure consistency and transparency wherever possible
- To ensure that partners understand their responsibilities in respect of proactive communication and engagement and listening to children & young people, adults and communities
- To define and implement clear lines of communication and to ensure consistency and transparency wherever possible

3.2 The Partnerships and Board will seek evidence from partners to make sure that they are working to communicate and engage with people about safeguarding.

We will seek assurance from our partners via attendance as well as feedback and evaluation. Quarterly reports to our respective Partnerships will also highlight partner involvement in communications and engagement.

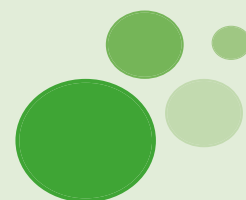


## 4. Who is our audience?

4.1 The Partnerships and Board need to communicate and engage with a diverse community and a range of groups and organisations that care for, educate, provide services for and protect children & young people and adults.

Examples include, but are not restricted to:

- Partners & Professionals
- Adults with care and support needs
- Children & Young people
- Parents & Carers
- Wider community
- Healthcare settings
- Educational settings
- Faith settings
- Voluntary sector

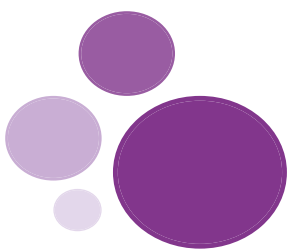


## 5. What we will work on together

5.1 Each year the SCP, CSP and SAB will agree a Calendar of Activity which is informed by local and national child and adult protection, Safeguarding Week, projects and campaigns. Our joint campaigns will be planned in line with existing awareness days and where there are joint messages identified by the Board and Partnerships' respective priorities which include the following:

- What is abuse, neglect, harm and exploitation
- Keeping children / adults safe is a responsibility shared across the whole community
- What to do if you are worried about a child and / or adult with care and support needs
- What does safe, safeguarding, adult protection, and child protection mean, including that everyone has a right to be free from harm and abuse
- How to spot the signs and vulnerability indicators of the different types of abuse
- What the different responsibilities to safeguard are, and how they should be fulfilled
- A basic understanding of the role of the SCP, CSP and SAB, their priority areas of business and how they can be accessed
- Key changes in safeguarding nationally and locally and the implications of these

5.2 All SCP, CSP and SAB Board / Executive, sub / working groups / Joint Coordinating Groups (JCGs) and Local Safeguarding Partnerships (LSPs) can refer communication and engagement opportunities to the respective Partnership and Board.





## 6. Focus on engagement and consultation

6.1 The Board and Partnerships are committed to engaging with children, young people and families, and with adults with care and support needs, in the planning and delivery of their work in North Yorkshire.

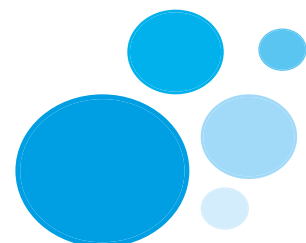
6.2 There is an explicit commitment to incorporate these views and perspectives in a meaningful way into the Partnerships' and Board's overarching Business and Delivery Plans, so as it is not tokenistic, to improve outcomes and life chances for children & young people, and for adults with care and support needs, in the county.

### 6.3 Engagement Objectives

- Provide a range of opportunities to allow children & young people and adults with care and support needs to express their views. They should also be provided with the support required to empower them to do this confidently;
- Provide a range of opportunities where children & young people and adults with care and support needs can express their views safely in a supportive environment;
- Listen to children & young people, and to adults with care and support needs to hear, value and respect their views and;
- Provide opportunities where the impact of their views and the progress of the work of the SCP, CSP and SAB can be fed back to children & young people, and to adults with care and support needs.

### 6.4 SCP Engagement

In order to practically and effectively deliver against these objectives the SCP will have a representative who engages with North Yorkshire Youth Voice and North Yorkshire Youth Commission members to consult and co-produce with children and young people on the work SCP is already delivering, planning to deliver and to seek their views on how SCP can meet children and young people's safeguarding needs.



## 6.5 CSP Engagement

NYCSP consults closely with a variety of partners to ensure that there is effective delivery of its objectives. For example, the Hate Crime Working Group (subgroup of the CSP) engages with NY Youth Commission members and North Yorkshire Youth to ensure projects and campaigns are delivered with a young person's focus such as 'Wake Up Call'. Whilst also it works closely with the Learning Disability Partnership and its self advocates around the further development of 'North Yorkshire Safe Places'.

In commissioning Domestic Abuse Services, the Domestic Abuse Joint Commissioning Group (subgroup of the Domestic Abuse Joint Coordinating Group) have actively engaged with Domestic Abuse service users and will continue to do this as and when needed.

Local Prevent groups will provide appropriate opportunities with local engagement of communities, for example through community cohesion events such as 'Great Get Together', supported closely by the North Yorkshire County Council Community Cohesion team.

## 6.6 SAB Engagement

An Engagement project will be undertaken by the SAB and this will include working in particular with the Learning Disability Partnership Board, the wider community, older peoples forums and care homes as well as providers and those who work and volunteer in adult social care to look at how the SAB can strengthen its engagement arrangements.

It will also focus on the information people want from us and most importantly how they want to hear from us.

We will also ask those we engage with to give feedback on our existing suite and methods of communication and will use this feedback to inform how we communicate with people.

We will look to develop surveys and questionnaires with our partners at Healthwatch to include questions around safeguarding and explore more qualitative methods to feedback to adults where changes have been made following engagement with them.

We will look at establishing a Peer Review Group to get assurance that mechanisms for learning and review are changing practice

The feedback from this engagement project will be fed back into this Communications & engagement strategy.

## 7. How we will work together and how we will engage and communicate with our audience

7.1 In order to deliver an effective Calendar of Activity, a Campaign and Events Briefing Template will be used to co-ordinate how we deliver joint messages and consult with our audience.

7.2 Some channels and methods we will use for communicating and engaging are:

- Accessible suite of joint safeguarding materials (i.e. leaflets, guides)
- Social media campaigns
- Board and Partnerships websites
- Representation from partner organisations communication leads
- Annual reports
- Partnership minutes
- SAB easy read minutes
- NYSCP eBulletin
- NYSAB newsletter
- Targeted communications
- Facilitated discussions
- Safeguarding Conference

The channels and methods we use will also be determined by our audience and we will ensure we communicate in a way that is clear and in a way our audience finds most effective.

### 7.3 Accessible information

As part of our commitment to ensure that the information we develop and produce can be understood by all we will ensure that anything we produce is delivered in an accessible format whether this is easy read, audio, British Sign Language (BSL) and / or plain English.

We will encourage our partner organisations to do the same with information that they produce, develop and share.

With such a diverse population across North Yorkshire, we also have to ensure our information is accessible for those whom English is not a first language and this will be taken into account in the creation and development of information that is produced.



## 8. Measuring success

### How will we know if we have done a good job?

8.1 We want to be in a position to be able to evidence that improvement is informed by feedback from those who access and deliver safeguarding and child & adult protection services in North Yorkshire.

8.2 The success of this strategy will be monitored via:

- Numbers of visitors to the Partnerships' and Board websites and page visits;
- Numbers in attendance at public / partner and / or Partnership and Board workshops, conferences, briefings;
- Completed evaluations / feedback from professionals;
- Partner contributions to Partnerships' & Board's communications;
- Feedback from children and adults involved in the safeguarding process;
- Coverage in media and partner newsletters / publications;
- Implemented learning from audit activity and;
- Feedback from independent bodies

8.3 This will provide:

- Greater understanding of key messages for all audiences including learning from case reviews, audit and research, thus improving safeguarding practice across the partnership;
- Improved awareness of safeguarding issues;
- Enhanced knowledge and understanding of the role and remit of the Partnerships and Board;
- Better outcomes for children, young people and adults involved in safeguarding and;
- Increase in positive media coverage

