



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

Joint Engagement & Communications Supplementary Guide

Safeguarding is everybody's business



August 2020
For review: August 2022

Joint Engagement & Communication Statement



Who we are

We are the North Yorkshire Safeguarding Children Partnership, North Yorkshire Community Safety Partnership and the North Yorkshire Safeguarding Adults Board

Why we are working together

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.

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.

What we will work on together

We will work on the campaigns and events that are set out in the Calendar of Activity as well as sharing the key messages to our respective audiences about how to keep safe from abuse, neglect and exploitation. We will also use this as an opportunity to engage and consult with our respective audiences.

How we will work together

We will use a robust communications & engagement plan that will bring together tools such as the Calendar of Activity to identify the campaign / event we will be working on along with the Campaign and Events Briefing Template to co-ordinate our joint communications & engagement and the roles & responsibilities this will entail.

Key Contacts

Partners & Professionals
Adults with care & support needs
Children & Young People
Parents and Carers
Wider community



Partnership and Board Consultations Brief

The approach taken to any consultation work will be:

...relevant and co-ordinated:

- We will be clear and transparent about the purpose of engagement activity
- We will feed back the findings of engagement activities in a timely and accessible manner
- We will seek to avoid duplication and engagement fatigue by identifying opportunities for communication and participation that meet a range of needs and by working together with our partners
- Where necessary we will co-ordinate or summarise information to suit the needs of different audience group

...timely and well planned:

- We will inform, consult and engage in good time to give children & young people and adults with care and support needs sufficient time to respond and to ensure views are built into the developments from the earliest stages
- An annual [Calendar of Activity](#) will be utilised to forward plan communication and engagement work

...appropriate:

- We will use a range of engagement methods which are appropriate to the purpose and the audience
- We will look to other Partnerships, Boards and organisations for best practice learning

Nothing about us without us



Engagement and Communication Plan

1

Use the **Calendar of Activity** to identify the joint campaign that we will be working on

2

Lead agency to establish a task and finish group

- Ensure comms leads from relevant partner organisations are within the group or a representative to link in with the comms leads of their organisation
- Outline the purpose of the group
- Finalise timescales / identify how many task and finish meetings will be required / lead in times
- Consideration and agreement where appropriate on the type of resource required i.e. are there any financial contributions needed to be jointly pooled / is there an agreed sharing of responsibilities on officers leading on tasks
- Make sure we have the right representatives for the campaign / event (e.g. scam awareness - a Trading Standards representative is present or linked in)

3

Role of the task and finish group

Using the [Campaign Briefing Template](#), identify:

- Key messages
- Audience
- Delivery method of campaign / event
- Campaign materials / Ideas for social media

Task and finish group to consider the following:

- Do we need to produce new campaign materials?
- What are these materials / what format should these be in?
- Link in with design / print team (consider lead times when setting timescales for the campaign)
- Consider engagement & consultation in the development of campaign materials (use previous feedback or be informed by engagement and consultation work)

- Do we need to produce a press release? Any media enquiries should be led by the North Yorkshire County Council Communications Team with the support of the Task and Finish Group
- Co-ordinate and involve corporate comms from partner agencies to develop joint press statements
- Link in with organisations comms leads to produce and link in with each other for consistent messaging
- Any existing partner communications / messages that we need to link in with to avoid duplication
- Develop a feedback & evaluation process
- Do we need different versions of campaign materials for our audiences? (i.e. children and adults)

4

Share the Campaign Briefing with partners and partner Comms leads

5

Launch / Host Event / Campaign

- Launch the campaign / event simultaneously over agreed platforms
- Share key messages throughout the campaign / event and share relevant / agreed resources

6

Feedback and Evaluation

- Use agreed method(s) to gain qualitative feedback from campaign / event and share this with partners and respective audiences
- Campaign task and finish group to meet and measure the success / identify areas for improvement to feed into further campaigns
- Feedback to respective Partnerships and Boards via quarterly Engagement & Communication updates



Calendar of Activity

The Calendar of Activity brings together the Joint Partnership Campaigns of the NYSCP, NYCSP and NYSAB as well as existing campaigns and awareness days which the partnerships will support. It also includes individual Board and Partnership activity.

The full Calendar of Activity can be found [here](#) and more information about the campaigns can be found below.

Joint Partnership Campaigns

The Joint Partnerships Campaigns are overarching campaigns that the Partnerships will co-ordinate together.

This includes the annual Safeguarding Week and campaigns agreed by the Systems Leaderships Group

Existing Campaigns / Awareness Days

These campaigns may be existing local or national awareness days or campaigns that are led by partners of the Board and Partnerships For those campaigns that are led by partners, we will share a link to the resources that have been developed and ask for your support in sharing these within your communities and networks.

For local and national awareness days, please use the existing resources shared via your social media and online platforms

NYSAB Activity

These activities will be led by NYSAB and supported by both the NYSCP and NYCSP.

This activity will be added to the calendar throughout the year as new campaigns and areas of communication and / or engagement work are identified by the NYSAB

NYSCP Activity

These activities will be led by NYSCP and supported by both the NYCSP and NYSAB.

This activity will be added to the calendar throughout the year as new campaigns and areas of communication and / or engagement work are identified by the NYSCP

NYCSP Activity

These activities will be led by NYCSP and supported by both the NYSCP and NYSAB.

This activity will be added to the calendar throughout the year as new campaigns and areas of communication and / or engagement work are identified by the NYCSP



Campaign and Events Briefing Template

[Add partner logo(s)]

[Title of Campaign / Event]

What is [Title of Campaign / Event]?
[Add description of Campaign / Event]

Why are we running a [Title of Campaign / Event]?

[List why you are running the Campaign / Event]

What can you and your organisation do?

- Follow **XXXXX** on [add social media account and name] to share [Title of Campaign / Event] posts on your accounts and get messages out across your networks
- Post [Title of Campaign / Event] content on your social media accounts (suggested content overleaf)
- Mobilise colleagues by sharing this briefing and asking them to join you in supporting the [Title of Campaign / Event]



Need more info?

For more information about **[Title of Campaign / Event]** in North Yorkshire or to discuss in more detail how you and your organisation can get involved, please contact **XXXXX**

Thank you in anticipation of your support for the **[Title of Campaign / Event]**

Ideas for Social Media

Look out for our posts on the XXXXX feed and re-tweet them to you followers.

In addition, feel free to use the pre-populated messages of what **[Name of Topic / Subject is]** is to **[tweet / post]** from your organisation's social media accounts:

[Add pre-populated messages in bullet points]

Please don't forget to use the campaign hashtags on your posts:

[Add appropriate hashtags]

Email banner

Why not include a banner on your email signature in the lead up to **[Title of Campaign / Event]**? Copy and paste the picture below:

[Add image]

To download a copy of the Campaign Briefing template, click [here](#)

