

Thurrock Local Safeguarding Children Board

Communication Strategy August 2011

1. Aims of the Strategy

Thurrock LSCB aims to ensure that safeguarding and child protection messages are effectively shared with two distinct groups:

- a) Children, young people and families living or using services in Thurrock, and
- b) Professionals working to support and protect children and young people in Thurrock.

In addition to this Thurrock LSCB also aims to ensure that the views, anxieties and concerns of Thurrock children, young people and families' around safeguarding issues are heard by LSCB partners. These views should assist partners in the way they develop current and future service provision.

2. Communication Priorities

2.1 Safeguarding information and awareness raising for Thurrock children, young people and their families

Safeguarding information should be easily accessible to both children and young people and adults in Thurrock. As a priority the main methods of communication currently available to the LSCB, the LSCB website and newsletter, should be refreshed and re-launched with these audiences in mind.

These will need to be regularly edited and updated to ensure information is current and valid.

The website will serve as a constant source of up to date information about safeguarding matters. It will act as a library for relevant documents that people can access when they like.

The LSCB Public Newsletter can be made accessible on the website and consideration can be given to making it available (or information contained within it) for distribution to schools, GP surgeries, libraries and other public access points. It can contain updates on information available

on the website and advice for those without Internet access. It will update people on the latest research and guidance available to help young people keep themselves safe and also to assist parents and carers.

The distinct roles of the LSCB and the Thurrock Children and Young People Partnership need to be clearly identified so that there is no confusion or duplication of effort in developing good communication methods with the public.

Action required:

- **Refresh of the LSCB website and production of a periodic newsletter for the public carrying key safeguarding messages and information to be undertaken.**
- **Consideration of frequency of Public Newsletter.**
- **Liaison with Children/Young People Partnership Stay Safe Work stream to ensure that awareness raising for residents is co-ordinated and unambiguous.**

2.2 Responding to the views of Thurrock children and young people and families

All communication from the LSCB with regard to safeguarding matters should be informed throughout by the views of Thurrock children, young people and their families. The Thurrock LSCB currently has no fora for eliciting these views. It is proposed therefore that a review of partner/partnership methods of engaging with Thurrock residents be urgently undertaken, to identify how these can be developed for use by the LSCB on safeguarding matters.

Action required:

- **Review of partner/partnership consultation methods with Thurrock residents to be undertaken without delay. Information gathered as part of Section 11 self-evaluation (Standard 4) will provide a basis for this work.**
- **Recommendations to follow to Board.**

2.3 Communication methods for children's workforce professionals

Safeguarding information should be available in an easily accessible format for professionals working with children, young people and families in Thurrock. Similar to the proposals for the public, it is suggested that the LSCB website is refreshed to provide current useful safeguarding information, guidance and advice for professionals. Publication of a Newsletter or other periodic mail shot for professionals is also proposed.

This could provide examples of best safeguarding practice, recent local or national SCR recommendations or other information, with more detail provided on the website.

Particular consideration must be given to those smaller, voluntary organisations working with children and young people in Thurrock, given that the specific systems developed in 2009/10 have lapsed.

Action required:

- **Refresh of the LSCB website and production of a periodic newsletter for Children's Workforce professionals carrying key safeguarding messages**
- **Consideration of other methods (i.e. mail shot) and distribution through professional networks of key information identified by the LSCB**
- **Review how current communication methods reach those working in the voluntary, community and private sectors, outside normal statutory partner networks.**

2.4 Development of an annual LSCB event

The LSCB has previously supported and developed an annual safeguarding event on a specific theme. It is proposed that an annual high profile event be considered to improve awareness of safeguarding issues and raise the profile of the Board.

This is a resource intensive activity and the administration and success of such an event is dependent on good multi-agency participation and support.

Action required: Task group to be formed to consider holding an annual LSCB safeguarding event, commencing in Summer/Autumn 2011. Relevant themes to be identified and costing of the event to be considered within budgetary discussion.

2.5 Communication between members of the LSCB in relation to safeguarding incidents

It has been some time since the LSCB has reviewed its multi-agency approach to handling sensitive or serious incidents relating to children.

Action required: Key partners to meet to review respective media strategies and confirm agreed LSCB serious incident communication protocol.

3. Review

This communication strategy will be reviewed annually by the LSCB Management Executive.

4. Success Criteria

1. LSCB Website up to date and providing access to relevant information
2. People aware of website and accessing information through it (evidenced by numbers of hits to website)
3. Up to four newsletters produced / year (Public and Professional)
4. Newsletters/mail shots circulated and available on website
5. Annual forum event takes place, positive feedback
6. Evidence of consultation / participation on safeguarding issues by public.
7. Increased awareness of LSCB and safeguarding messages and participation from the voluntary, community and private sectors.

ACTION PLAN 2011/12

WHAT IS REQUIRED?	TARGET GROUP	BY WHEN?	WHO WILL LEAD/ PARTICIPATE?	EVIDENCE OF IMPROVEMENT
Refresh of the LSCB website and production of a periodic newsletter for the public carrying key safeguarding messages	Thurrock children, young people and families	August 2011	LSCB Manager	Increased hits by members of the public to website
Liaison with Children/Young People Partnership Stay Safe Work stream to ensure that awareness raising for residents is co-ordinated and unambiguous	LSCB/ C and YP Partnership members	September 2011	Chair of Management Executive / Chair of Stay Safe group	Clarity of roles and responsibilities for communication on safeguarding
Review of partner /partnership consultation methods with Thurrock residents to be undertaken	LSCB/ C and YP Partnership members	February 2012	Key partners	Improved evidence of children, young people and families views on safeguarding
Refresh of the LSCB website and production of a periodic newsletter / mail shot for Children's Workforce professionals carrying key safeguarding messages	Thurrock Children's Workforce	August 2011	LSCB Manager	Increased hits by professionals to website
Review of communication method with voluntary/community / private sector workers	Voluntary, Community, Private sectors	October 2011	Chair of Management Executive	Increased participation / suggestions from specific sectors safeguarding matters
Consider annual LSCB safeguarding event	Professionals and/or public	November 2011	LSCB Board	Increased local awareness of chosen topic
Review of LSCB partner media	LSCB Partners	October 2011	Task and finish group agreed by	Revised serious incident

strategies and development of inter-agency serious incident communication protocol			Management Executive	protocol implemented
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