



Knowsley Safeguarding Children Board

Communications strategy 2016-2018

Background

The Local Safeguarding Children Board (LSCB) is the key statutory mechanism for agreeing how the organisations in each local area will cooperate to safeguard and promote the welfare of children and for ensuring the effectiveness of what they do.

In order to achieve their strategic vision, Knowsley Safeguarding Children Board (KSCB) has agreed the following strategic priorities that are set out in the KSCB business plan for 2016/2018;

1. Children in Knowsley are safeguarded and protected from harm, including abuse, neglect and exploitation
2. The voice and experiences of children are fully embedded in practice and service planning
3. The learning from serious case reviews are embedded through the delivery of the robust action plans, including;
 - a) Early help (with particular focus on domestic abuse)
 - b) Neglect
 - c) Exploitation – criminal and sexual

Aims of the strategy

The aim of this overarching Communications Strategy is to support the delivery of the strategic aims and objectives of Knowsley Safeguarding Children Board:

Individual campaigns and / or initiatives may be subject to a bespoke communications strategy (for example the pan Merseyside 'Listen to my story' child sexual exploitation campaign).

Principles & objectives

There will be broad principles for communication that will guide us all;

- Ensuring our information to the public is coordinated, accurate and timely
- Making services and information accessible to everyone
- Communicating clearly and openly
- Ensuring we correct inaccurate speculation and, where possible, pre-empt speculation with proactive information
- Delivering practical information and advice to the public for safety and reassurance
- Providing specialist information and advice to vulnerable communities
- Ensuring internal communication to staff (frontline) support overall objectives
- Promoting equality and valuing diversity
- Consultation is a key feature to continuous improvement

Target audience

- Children
- Parents / carers
- Board partner agencies, including Health, Education, Merseyside Police, housing providers etc.
- Elected members
- Schools and education establishments
- The community of Knowsley

Key messages

Children

- What to do to keep safe

- What to do if you, or someone you know, is being harmed
- Awareness raising/ campaign work, e.g. internet safety
- Opportunities to contribute/participate to improving safeguarding in Knowsley

Parents / Carers

- How to provide safe parenting
- Where to get parenting support and advice
- What to do to protect your child, including in the online environment
- What to do if you are worried about a child or young person

Partner Agencies of the Board

- The role and function of the KSCB, including the roles and responsibilities of each agency
- Roles and responsibilities of frontline staff involved in the children's safeguarding process
- Training opportunities through the KSCB
- Access to learning from local and national Serious Case Reviews
- Key national and local safeguarding issues

General

- What is safeguarding?
- Safeguarding is everyone's business
- An understanding of the role of the KSCB
- Achievements of the KSCB
- What to do if you are worried about a child or young person
- Key national and local safeguarding news

Methods of communication

The general methods of communication used by the KSCB will be:

- KSCB website
- KSCB newsletter
- Partner agency websites and other external communication channels – e.g. Facebook, Twitter, community magazines, One Stop Shop plasma screens, walk-in centres and GP surgeries

- Schools – parent newsletters / websites / plasma screens / PHSE lessons / assemblies
- The media (when appropriate) – proactive media releases and reactive statements
- Partner agency internal communication channels to ensure staff representing the KSCB are updated on the work of the Board, for example Team Briefing (Council), 7 at 7 briefing (Merseyside Police)
- Multi-agency training programme 7 minute and 60 minute briefings
- Annual report and conference
- Consultations – professionals, carers, families, children and young People
- Advertising campaigns on specific priority areas – e.g. Child Sexual Exploitation (outdoor media and advertising campaign),
- Briefings, meetings, seminars and workshops to front line practitioners and Managers.
- Pull up banner displays (for internal use in targeted areas) stalls and community events.

Evaluation

- Increased awareness of the KSCB (captured via surveys – internal and external – and feedback received from children, families and partners
- Feedback received from frontline practitioners