

Communication and Engagement Strategy 2016-2020



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Introduction from the Chair – Susan Jordan



As Chair of the Share and Engage Sub Group of the Doncaster Safeguarding Adults Board (DSAB) I am delighted to introduce this Communication and Engagement Strategy 2016-2020.

The Doncaster Safeguarding Adults Board (DSAB) and all partners know that it's really important that people are aware of what abuse means and what abusive behaviour looks like so that people can recognise it and report it and do something about it in order to keep themselves, their families and friends safe.

The Share and Engage Sub Group's role is to work with communities, partners and a variety of agencies and organisations to raise awareness of 'Keeping Safe' and to give people the knowledge and confidence to report it.

We have consulted with a range of people and groups across Doncaster to find out how and where people want to access greater advice and understanding.

We have used this feedback from the consultations to develop this Communication and Engagement Strategy, and to produce a Communication Plan to help us deliver the strategy.

I would also like to take this opportunity to thank all those that have contributed in the development of this strategy. We look forward to delivering it to help everyone 'Keep Safe'.

Susan Jordan (Chief Executive, St. Leger Homes)

Chair of the Doncaster Safeguarding Adults Board Share and Engage Sub Group

What is the Communication and Engagement Strategy

“Keeping people safe in Doncaster”

The Communication and Engagement Strategy tells people how the Doncaster Safeguarding Adults Board (DSAB) will provide information and listen to people about Keeping Safe in Doncaster.

The DSAB will provide information that is:

- Accurate
- Appropriate
- Engaging
- Relevant
- Easy to read and understand
- Relevant to all groups of people from all backgrounds

What is the Doncaster Safeguarding Adults Board (or DSAB)

The Care Act 2014, makes it a legal duty that every local authority in the UK has a Safeguarding Adults Board. The Act says:

‘Safeguarding is everyone’s business, and it is important that organisations work together to protect people who need help and support. Yet one of the biggest challenges is how to bring together the huge number of teams and organisations involved in keeping people safe.’ (<https://www.gov.uk/government/publications/care-act-2014-factsheet-7-protecting-adults-from-abuse-or-neglect>)

The DSAB involves people from different organisations working together to help adults who are at risk of abuse and neglect to keep them safe, and to help people if they have been subjected to abuse.

The Board is overseen by an independent person; known as the Independent Chair. Their role is to manage the meetings and make sure that the rules are followed by all members and to make sure that the Board fulfills its responsibilities.

The DSAB has a set of Strategic Priorities that help to ensure that it is keeping people safe from abuse and neglect. These priorities are a list of things it has to achieve according to the law and how it will achieve them. The Communication and Engagement Strategy is one of these Strategic Priorities.

Members of the Doncaster Safeguarding Adults Board include:

- Doncaster Metropolitan Borough Council Adults and Communities Services
- Doncaster Clinical Commissioning Group (CCG)
- Rotherham, Doncaster and South Humber NHS Foundation Trust (RDASH)
- Doncaster and Bassetlaw Hospital NHS Foundation Trust (DBHFT)
- Public Health
- St Leger Homes
- South Yorkshire Police
- South Yorkshire Fire and Rescue
- Yorkshire Ambulance Service
- Doncaster Safeguarding Children’s Board
- Care Quality Commission
- Representatives from Independent and Voluntary Sector Services.
- Healthwatch Doncaster
- NHS England
- Probation Services
- Prisons



What are the DSAB Strategic Priorities

The Strategic Priorities set out how the DSAB will keep people safe in Doncaster.

These priorities are:

Strategic Priority 1

SHARING AND ENGAGING - Sharing information and engaging with the people of Doncaster.

Strategic Priority 2

HELPING, EMPOWERING AND SUPPORTING - Providing quality safeguarding services when abuse and neglect is identified and putting adults at risk at the centre of what we do.

Strategic Priority 3

PREVENTION - Ensuring agencies are working together to prevent abuse or neglect and take appropriate action when needed.

Strategic Priority 4

PREPARE - Holding agencies to account for the services they provide.

The Communication and Engagement Strategy helps the DSAB achieve strategic priority 1.

Share and Engage Sub Group

The DSAB has a number of Sub Groups that include people from different organisations that work together to make sure that each of the Strategic Priorities are achieved. The Share and Engage sub group has worked together to develop the Communication and Engagement Strategy 2016-2020.

The Share and Engage Sub Group oversee the work needed to achieve Strategic Priority 1. This group is chaired by Susan Jordan, Chief Executive of St Leger Homes.



The Communication and Engagement Strategy 2016-2020

This is the second Communication and Engagement Strategy we have developed.

The first strategy was called the 3-Year Communication Plan 2012-2015. This strategy was produced after consulting and talking to different people in Doncaster about Keeping Safe.

The information from the original consultation was used to produce the Communication Plan for actions to keep people safe over the last 3 years.

What have we achieved so far?

The Communication Plan had 6 themes as a result of the consultation with people in Doncaster. The table below shows these themes, what you said you wanted the DSAB to achieve under each theme and what we did to deliver these actions.

Theme	You Said	We Did
Asking what services should do to help people to keep safe	Support a community forum	<ul style="list-style-type: none"> • Set up the Keeping Safe Forum in March 2014. • Recruited a Project Manager to support the Forum – the Project Manager is based at Health-watch Doncaster. • Recruited new members to the Forum - the Forum now has more than 80 members. • Set up a Keeping Safe Forum Twitter account. The Twitter feed is @DoncasterKSF. The Forum now has 570 followers on Twitter. • Involved the Forum in safeguarding awareness raising events and activities. • We now work closely and consult with the Forum when developing safeguarding services.
	Ask people about how well services supported them if they have reported abuse or neglect	<ul style="list-style-type: none"> • Took part in a national research project that looked at developing a process to get the views of people who had received a safeguarding service. • Took part in a national research project that looked at how people can be better involved and more in control when they are receiving a safeguarding service. This is now called 'Making Safeguarding Personal' and has been introduced into safeguarding services across the country as part of the Care Act 2014 • Built service user feedback into our safeguarding service – all people who have received a safeguarding service will now be given the opportunity to let us have their views on the service they have received. The information that people give us will be used to improve safeguarding services.

Theme	You Said	We Did
Raising Awareness	Raise awareness of Keeping Safe	<ul style="list-style-type: none"> • Asked people what they know about safeguarding adults and where they would like to find information about this. People told us that they preferred the term 'Keeping Safe' because they understood this more. • Used the information that people had given us to plan and carry out a Keeping Safe Campaign. The Campaign will let more people know what safeguarding adults is and will encourage people to report abuse or neglect when they see it or experience it. • Regularly reviewed the Campaign plan to decide what to do next to make sure that these messages reach all people in Doncaster. We will continue to review and develop new actions in the plan.
	Provide information in better ways to people in Care Homes	<ul style="list-style-type: none"> • Made sure, through the Council's contracts team, that all care homes display a 'Keeping Safe' poster in the home. • Started to plan how we will go about asking care home residents, their families, staff and other key people for their views on how best to provide Keeping Safe information to people living in care homes. We will link with the Care Home Strategy that has been developed.
Linking into other services	Understand how Keeping Safe links to other services	<ul style="list-style-type: none"> • Asked people attending our Keeping Safe event in 2014 what services/partnerships we should link with. Used this information when developing the actions for our Keeping Safe Campaign. • Attended key partnership meetings to tell people about the Keeping Safe Campaign and to look at how we can work together. Meetings we attended included Team Doncaster Board; Health and Well Being Board; Doncaster Safeguarding Children's Board; Fairness and Inclusion Forum; Mental Health Strategic Group; Dementia Strategic Group; GP Practice Managers Forum; Housing Provider Forum.
	Other services promote Keeping Safe	<ul style="list-style-type: none"> • Worked with our partners to make sure that Keeping Safe is promoted. Examples included: • Keeping Safe Forum members letting people in their communities/organisations know about Keeping Safe. • Doncaster Council's community teams taking out posters/leaflets to local community groups, community centres, GP surgeries, libraries, local shops and services. • St. Leger Homes Doncaster staff taking out Keeping Safe information to all Doncaster Tenants and Residents Associations. • Doncaster Council's Well Being Officers and Doncaster CVS's social prescribing team taking out Keeping Safe information when visiting people in their own homes. • Doncaster Council's Community Safety Team making sure that Keeping Safe posters are displayed in all Hate Crime Reporting Centres. • Doncaster College letting students know about the Keeping Safe campaign.
Linking to businesses in Doncaster	Ensure businesses across Doncaster are aware of 'Keeping Safe' and provide information to their employees	<ul style="list-style-type: none"> • Linked with Doncaster Chamber of Commerce who sent out Keeping Safe information to all of their member organisations. • Attended Chamber of Commerce business events to talk about Keeping Safe. • Started discussions with Public Health to include Keeping Safe within the Workplace Wellbeing Charter that is being developed for local businesses. This would mean that in order to be awarded the Charter, businesses would need to demonstrate that they are promoting Keeping Safe within their workplaces.

Theme	You Said	We Did
	Provide information about the reporting process	<ul style="list-style-type: none"> • Produced Poster, leaflet, credit card and short film to support our Keeping Safe Campaign and to let people know how and where to make a report about abuse or neglect. All of these resources use a similar design to make sure that they are easily recognizable. They also give the same clear messages about Keeping Safe to make sure that they are understood and remembered. The messages are that “Everyone has the right to be safe, to be respected, to be heard. Everyone has a role to play to make this happen”. • Talked to people who have a learning disability about what we should include in an Easy Read version of our leaflet and poster. We are now working on this. We also need to talk to other groups of people with different needs to find out how we can make sure that our information is easily understood and available to everyone. • We also worked with the Partially Sighted Society in Doncaster to produce a leaflet and poster that is suitable for partially sighted people.
Making information user friendly	Work with professionals to provide better information about the process for looking into reports of abuse or neglect	<ul style="list-style-type: none"> • Produced a leaflet to let people know how their safeguarding concern will be dealt with and how they will be supported and involved. This leaflet will be given to everyone who receives a safeguarding service. People will be asked for their views on how helpful this leaflet is and we will make changes based on what people say.
	Make sure information is easily available	<ul style="list-style-type: none"> • We let people know about Keeping Safe in a number of ways, such as: • displaying posters and leaflets in communities and at local services throughout Doncaster; • attending a number of community events; • taking the Keeping Safe message out to well used community locations such as Frenchgate Shopping Centre and Doncaster Market; • promoting the film and our leaflet through our own website and the website, facebook and Twitter sites of our main partners; • holding 3 annual Keeping Safe events for members of the public and/or people working with adults at risk. • working with our partners to promote Keeping Safe (as described elsewhere in this document); • including the safeguarding film in all safeguarding training courses.
Helping people to keep each other safe	Develop the community role	<ul style="list-style-type: none"> • Provided training and support to Keeping Safe Forum members to build their safeguarding knowledge and experience. This will improve their ability to help keep themselves and other people in the community safe. • Formed strong links with the Council’s Community Teams who are now promoting Keeping Safe amongst community groups and encouraging people to report abuse when they see it or experience it. Together, we can build on this to further promote the idea of ‘helping your neighbours’ within communities.

Asking People in Doncaster how we should communicate with them around Keeping Safe

For the second strategy we have again asked people in Doncaster how we should communicate and engage with people to keep them safe. We undertook 2 consultations:

1. Consultation Activity at the Keeping Safe Event 19th November 2015.
2. Consultation Questionnaire

1. Consultation Activity at the Keeping Safe Event 19th November 2015.

At our Annual Keeping Safe Event, people were asked to take part in a consultation activity. The activity was called Grow the Safeguarding Tree. People had to work in teams using different materials to produce a tree, that included all the priorities for communicating and engaging around 'Keeping Safe' in Doncaster. From the priorities, teams had to choose their top 3 and write them on a leaf to hang on the Safeguarding Tree.

3 themes have emerged from the priorities people chose. The themes are:

a. Communication

Extend our communication range to reach all people in Doncaster, especially those who are most vulnerable and not usually linked into existing communication activities. This includes working with all communities, schools, colleges and businesses.

b. Raising Awareness and Education

Continue to raise awareness through a variety of means such as training courses, information packs, events and especially focusing on educating young people in schools and colleges.

c. Empowerment

Supporting people to feel comfortable to report abuse through peer support and training and appropriate feedback.

2 Consultation Questionnaire

A questionnaire was also sent out to residents of St Leger Homes and members of the Keeping Safe Forum. The questionnaire asked people what more could be done to

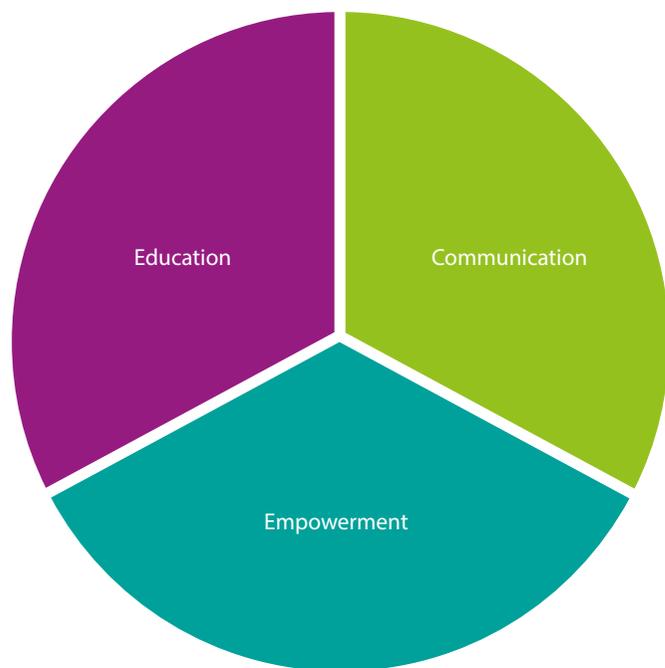
keep people safe, how we can engage with people, whether they had seen the 'Keeping Safe' Campaign, was it useful, and what their opinion was of it.

From the responses received most people felt that the 'Keeping Safe' Campaign needs to continue and ensure that it extends and reaches everyone. Also to encourage all communities to support each other and particularly educate young people. From those that responded, the majority had seen the 'Keeping Safe' campaign and had found the information useful.



The Communication and Engagement Action Plan 2016-17

In order to deliver the outcomes identified in this strategy, we have developed a communication plan that is based around the 3 themes.



Communication

Most people said that we need to continue to communicate with all members of the community in Doncaster about Keeping Safe. Most also felt that the campaign was a good method to do so.

Keeping Safe Campaign

We will continue to develop the campaign to include those areas that have been highlighted by the recent consultation activities.

We will also refresh the campaign with new images to better suit different communities and produce an Easy Read version. We have already produced a version for partially sighted people working in partnership with the Doncaster Partially Sighted Society.

We will also work with young people to produce a version that can be distributed in schools and colleges. We will also explore other communication tools that young people use (such as social media).

Communities

In order to extend our reach, we will work with organisations across Doncaster to reach as many people as possible. We will particularly look at those communities that are harder to reach through a partnership approach with organisations that are already working with these groups.

Through the consultation we received many useful ideas for different ways of communicating the 'Keeping Safe' messages. Some of these we have adopted already, for example the use of social media. The Keeping Safe Forum has a twitter account that is currently followed by 570 followers. We will continue to use this, and other methods to share information and promote our message widely especially amongst young people.

Care Homes

We recognise that people in Care Homes are often more at risk of abuse and neglect but are often less aware of Keeping Safe. The Share and Engage group recognises this as a priority and will promote the Keeping Safe Campaign to Care Homes across Doncaster. We will do this via a number of services and organisations for example, St Leger Homes, the Council's Neighbourhood Response Teams, Quality Monitoring Officers and Healthwatch Doncaster.

Keeping Safe Forum

The DSAB will continue to support the Keeping Safe Forum and allocate funding for future years. The Forum has become a well-established group that has been active in promoting our Keeping Safe message. Members of the Forum have also taken part in the planning and delivery of the annual Keeping Safe Event.

The success of the Forum has been recognised by other local authority areas who wish to learn how they can also set up such an active group.

The Forum will continue to meet on a bi-monthly basis and raise awareness of the different types of abuse as well as look at how it can help promote the 'Keeping Safe' Campaign.

Businesses

Promoting the 'Keeping Safe' Campaign with businesses has been recognised as a good way to ensure that all members of the community in Doncaster are made aware of the campaign.

In order to do this we will work with key employers and the Chamber of Commerce to provide clear messages about Keeping Safe. We have begun this process by distributing the campaign at key places such as superstores and markets in Doncaster.

Education

People we consulted with felt very strongly that we need to continue to raise awareness about 'Keeping Safe'. Particularly through the Keeping Safe Forum and also with younger people who can share the messages with friends and their family and can look out for their more vulnerable adults.

Training and presentations

We will continue to ask people from different organisations to deliver sessions on different types of abuse to the Forum in order to build the confidence of members to recognise abuse and report any concerns.

All training that is delivered by the DSAB will promote the Keeping Safe Campaign through showing the Keeping Safe film clip on all courses and distributing leaflets and posters.

We have delivered a number of presentations to different groups that have been well received and we will continue to do this.

We will especially work with businesses to raise awareness by offering presentations to staff to help them recognise the signs of abuse and to know how to signpost colleagues to advice and importantly how to report any concerns.

Young People

Another key area where people felt we need to raise awareness is amongst young people. They have an important part to play in raising awareness of Keeping Safe for adults within their families and communities.

We will work with St Leger Homes, Doncaster College and to develop material for young people that will help to raise awareness of the Keeping Safe for adults.

Empowerment

The DSAB recognise that it is important for people to have the confidence to report any concerns they have about keeping themselves or others safe.

A number of suggestions were given as to how we can do this. For example:

- Removing the fear of reporting
- Removing the stigma of asking for help
- Accessing the 'invisible' vulnerable
- Empowering vulnerable people themselves to provide peer training to others in similar situations.
- Providing a comfortable environment in which to report abuse.

In order to empower people it is important that we have a campaign that reaches as many people as possible and that they feel supported to raise any concerns.

Through our plans to communicate with members of all communities we will work with a wide variety of organisations and groups so that they are able to offer support and have the right information in order to help someone report any concerns they have.

We will also continue to promote the Keeping Safe Forum to other organisations. The Forum offers a safe and friendly place for people to share their views, extend their knowledge and raise any concerns.

What Happens Next?

The DSAB and the Share and Engage Sub group will deliver the communication plan that will meet the targets set out in the strategy. We will inform people of how we are progressing each year through the Annual 'Keeping Safe' event, DSAB Annual Report and the Keeping Safe Forum.

We hope that the outcome of this work will be that the community in Doncaster will be more aware and informed about how to keep themselves safe, and help others keep safe from harm and abuse.

We will continue to remind people that:

***“Everyone has the right to be safe.
Everyone has the right to be respected.
Everyone has the right to be heard.
Everyone has a role to play to make this happen”***

“If you see something, say something”

Communication Action Plan 2017-2018

Key

■ Action Completed
 ■ Action Partially Completed
 ■ Action behind schedule

Ref	Theme	Milestones	Action	Lead	Completion Date
1	Communication	Keeping Safe Campaign	1.1 Refresh the campaign material with new images including an Easy Read leaflet	SA Learning and Development Manager	30.06.17
			1.2 Develop Easy Read version of the new leaflet	SA learning and Development Manager	30.11.17
			1.3 To work alongside young people to develop campaign material (such as social media) targeting schools/colleges.	SA Learning and Development Manager, Strategic Involvement Officer, St Leger	30.10.17
			1.4 Organise Keeping Safe Event	SA Learning and Development Manager, Share and Engage Sub Group Keeping Safe Forum	30.11.17
		Website Development	1.5 Improve content of the Safeguarding Adults webpages on the DMBC website.	SA Learning and Development Manager	30.03.18
		Businesses - Promote Keeping Safe message amongst local businesses and employees	1.6 Contact Frenchgate to distribute within the shopping centre	SA Learning and Development Manager Keeping Safe Forum	30/03/18
			1.7 Distribute campaign within shop and markets across Doncaster	SA Learning and Development Manager Keeping Safe Forum	30/03/18
		Communities	1.8 Distribute campaign to community groups and events	Keeping Safe Forum Manager St Leger Homes	30/03/18

Ref	Theme	Milestones	Action	Lead	Completion Date
		Care Homes	1.9 Healthwatch to take leaflets to care homes as part of Enter and View	Keeping Safe Forum Manager	30/03/18
			1.10 To contact Care homes within Doncaster to deliver presentations and distribute leaflets	SA Learning and Development Manager	30/03/18
			1.11 Neighbourhood response teams to take leaflets when visiting care homes	SA Learning and Development Manager	30/03/18
			1.12 Quality Assurance Officers to distribute at Care Home visits.	SA Learning and Development Manager	30/03/18
2	Education	Training	2.1 To distribute at Adult Workforce Development Forum meetings	SA Learning and Development Manager	30/03/18
			2.2 To include Keeping Safe film and distribute leaflet in training courses in multi-agency training	SA Learning and Development Manager	30/03/18
			2.3 To include Keeping Safe film and distribute leaflet within internal training for organisations	St Leger Homes Share and Engage sub group members	

Ref	Theme	Milestones	Action	Lead	Completion Date
		Young People	2.4 Distribute to young people with learning disabilities	St Leger Homes	30/03/18
			2.5 To consult with young people through various forums	Strategic Involvement Officer, St Leger Homes	30/03/18
			2.6 To distribute through Doncaster College	Assistant Principal, Doncaster College	30/03/18
3	Empowerment	Communities	3.1 To work in partnership with other organisations in Doncaster in order to raise awareness with harder to reach communities.	SA Learning and Development Manager Healthwatch Doncaster – Health Inclusion and Fairness Forum St Leger Homes – Gypsy Traveller Communities, Faith Groups, Project Amber.	30/03/18
			3.2 Distribute campaign to new emerging Community Hubs	Co-ordinator of the Share and Engage Sub Group	30/03/18

Ref	Theme	Milestones	Action	Lead	Completion Date
			3.3 Social workers undertaking SA face to face meetings to take Keeping Safe information	SA Learning and Development Manager	30/03/18
			3.4 Keeping safe information is provided by social care teams on all initial face to face contacts with service users.	SA Learning and Development Manager Community Led Support Hubs	30/03/18
			3.5 Social Prescribing Team to distribute through visits	SA Learning and Development Manager	30/03/18

