



COMMUNICATION AND ENGAGEMENT STRATEGY

Safeguarding is Everybody's Business

October 2022

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1. INTRODUCTION

This strategy is at the heart of our vision that we will support adults at risk of harm, to prevent abuse happening and, if it does occur, that we will act quickly to achieve the best outcomes whilst ensuring that the individual is at the heart of any necessary intervention. We will do this by raising awareness of differing types of abuse and neglect, supporting both the prevention and the recognising and responding to abuse and neglect and that Making Safeguarding Personal is central to this.

Bradford Safeguarding Adult Board (BSAB) will work within the Bradford District to ensure a cohesive approach to safeguarding. We will coordinate effective safeguarding within the district and promote the well-being and welfare of adults at risk to protect them from abuse and neglect.

We are committed to the wellbeing and protection of adults who are at risk of abuse or neglect, and, as a result of their needs, are unable to protect themselves without help. We are committed to hearing and responding to individuals with care and support need, along with those that care for them, to understand and value the importance of those voices in continuing to inform us and shape our future practice. As well as BSAB meeting their statutory obligations, six key principles of safeguarding form the foundation of its work: Empowerment, Prevention, Proportionality, Protection, Partnership and Accountability. **

BSAB and their partners are committed to achieving the best outcomes possible for the individuals they support through its locally agreed safeguarding arrangements. Key to this success is a heightened awareness within our local communities inclusive of all adults, parents and carers, communities of interest and hard to reach groups. This Communication & Engagement Strategy sets out what we will do to improve engagement and raise awareness of safeguarding in those we aim to keep safe. We will actively seek the views of individuals and their carers or representatives about the safeguarding service they have received - and information received through these surveys will shape and improve our services

2. OUR VISION

Safeguarding means protecting an individual's right to live in safety, free from abuse and neglect. It is about people and organisations working together to prevent and stop both the risks and experience of abuse or neglect.

When safeguarding adults, we will ensure that the individual's wellbeing is promoted - including where appropriate, listening to their views, wishes, feelings and beliefs when deciding on any action to be taken. There will be a commitment to understanding and working with local people to meet their needs and aspirations. This is echoed by the six underpinning principles for safeguarding adults:

- Empowerment: I am asked what I want as the outcomes from the safeguarding process and that these directly inform what happens.
- Prevention: I receive clear and simple information about what abuse is, how to recognise the signs and what I can do to seek help.
- Proportionality: I am sure that the professionals will work in my interest, as I see them and they will only get involved as much as needed.

** First introduced by the Department of Health in 2011, but now embedded in the Care Act, these six principles apply to all health and care settings, ([SCIE](#), 2023)

- Protection: I get help and support to report abuse and neglect. I get help so that I am able to take part in the safeguarding process to the extent which I want.
- Partnership: I know that staff treat any personal and sensitive information in confidence, only sharing what is helpful and necessary. I am confident that professionals will work together and with me to get the best result for me.
- Accountability: I understand the role of everyone involved in my life and so do they.

3. OUR PRIORITIES

3.1 BSAB have developed a 3-year Communication and Engagement Strategic Plan supported by all its partners adopting a 'one team approach', linking to the BSAB Strategic Plan.

The priorities within this strategy reflect the aims and vision of our future work, with an increased priority given to seeking, listening and responding to the voice of users and carers. We will use that information to inform and improve our practice. Legislative changes, development of services and research will additionally inform our work. The future strategic priorities have been identified as:

- The Voice of those with Lived Experience and Their Carers
- Prevention
- Performance Framework
- Partner Engagement
- Learning Lessons & Improvement
- Legislative Compliance
- Awareness of our Community

There is a clear focus of BSAB to achieve good outcomes. This also requires listening to the voice of frontline staff who work with the individuals and/ or carers that we support to achieve their best outcomes.

3.2 BSAB will work to ensure residents of the Bradford District are aware of what 'safeguarding' means. We will enable them to access information that will help individuals make informed decisions to stay safe and to be able to both identify and know what to do if they are, or they are aware of others experiencing abuse and neglect. We also recognise the need to listen to the views of our service users through feedback on experiences or sharing their views as the 'experts by experience'. Feedback will be sought through real time service user activity, projects and outreach work. This will be in addition to existing Service User Voice meetings, which currently offer support along with the opportunity to provide feedback and share experiences. Every community needs to understand what abuse, exploitation, harm and neglect is and the roles they need to actively play in keeping people safe - safeguarding is everybody's business.

3.3 BSAB has developed this Communication and Engagement Strategy to make sure that their work is effectively communicated to adults, their families, professionals and residents of the Bradford District. The strategy is also intended to ensure that opportunities are maximized to listen to our service users throughout the community to hear their voice.

3.4 The Communication and Engagement Strategy is supported by BSAB and will be reviewed and monitored by members of this Board, Executive Group and the Communications and Engagement Sub Group. However, all sub groups, working groups and task and finish groups can refer communication and engagement opportunities to the respective Partnership and Boards.

3.5 This strategy will outline the most effective methods of communicating key messages and information that have been identified through engagement with Service User Groups and focus groups and by belonging to other groups within the community. In order to be effective, communication needs to be accessible to all, allowing easy understanding of often complex and sometimes worrying information. Communication methods also need to be acknowledging of the fact that not every individual is able to access on-line messages, information and resources.

3.6 The importance of listening and engaging with others is paramount as it enables us to find out what people need to tell us, what their concerns are and to identify areas of improvement in our services. It is also important to be able to show that we have listened and therefore aim to provide feedback – ‘you said, we did’. BSAB will aim to extend representation at service user meetings in order to ensure that we hear ‘the often un-heard voice’. We also aim to instigate outreach work to garner opinion and information from communities that are otherwise not included.

4. THE PURPOSE OF THE STRATEGY

4.1 This strategy will support BSAB to achieve the vision as set out in this strategic plan. Partners will adopt a ‘one team approach’ that places the welfare of individuals before the ‘needs’ of the system and all partners have a role to play. This includes sharing our key messages as widely as possible. Partners will be committed to instigating awareness-raising activities and promotion of the message that ‘it is everyone’s responsibility to safeguard’.

4.2 Raising the profile of the six key principles of safeguarding practice by:

- Developing and maintaining effective user/ carer reference groups to engage with a wide range of client and carer groups and to use learning from these to inform our strategic plans.
- Continued promotion of safeguarding with our partners, wider communities and stakeholders especially communities that are under-represented and hard to reach.
- To utilise learning from a range of engagement activities to improve the services offered.

5. OUR OBJECTIVES AND AIMS

5.1 Our aim is to seek opportunities to engage with individuals within the Bradford district to equip them with the knowledge to be able to spot the signs of abuse and neglect either to themselves or to others around them; at home, at work and in the wider community and to have the confidence to take action and report any concerns.

5.2 Our Objectives Are:

- To promote the welfare of adults at risk, their families and carers along with communities in the Bradford District
- To inform multi-agency policy and practice
- To prevent abuse, neglect, harm, exploitation and make people feel safe
- To ensure the ‘voice of the adult’ and the ‘voice of the communities’ are heard and that their views and opinions are taken into consideration to improve services
- To establish links with other strategic partnerships to develop a shared understanding of the needs of adults at risk and encourage the sharing of good practice
- To seek opportunities to engage directly with adults at risk of harm and communities.

5.3 Where appropriate, we will 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 district.

5.4 Supporting and recognising the importance of the 'voice' of individuals to shape and inform future work is essential for the partnership. To embed this in our work we will ensure that all our partners and the wider workforce are knowledgeable and committed to effective communication and engagement by:

- Instilling a culture and understanding that all views and feedback gathered from the people in our district is of great value.
- Sharing the learning from a wide range of reviews that have improved practice and share examples of good practice within our services.
- Being transparent about reviews/ practice reviews and identify learning to improve on our practice.

5.5 To ensure that the views and feedback gathered from people within our district are used to set priorities, influence policy and decision making by:

- Respecting, understanding and acting on the views and feedback gathered to promote best practice and make improvements and inform training development
- Providing information and seeking feedback in a range of accessible formats.

6. OUR PRINCIPLES FOR COMMUNICATION



We Will:

Communicate **clearly** using straight forward language
 Communicate messages that are **relevant** based on local needs and related research
 Communicate messages in a **timely** manner
 Encourage **two-way** communication
 Use and share feedback to **inform** and improve services.

7. KEY MESSAGES

For all partners to share wider engagement activities and continually review the forward planning opportunities to engage with the public and communities of interest. Key to this preventative approach is raising and promoting key messages about the safeguarding of individuals within the Bradford district.

We will do this by:

- Raising the profile of safeguarding work in order to help people understand the different types of abuse, increasing awareness of areas such as financial abuse along with related issues such as door-step crime and internet scams

- Providing information and support in accessible ways to help people understand how to keep themselves and others safe
- Provide accessible information and support to help people to report a safeguarding concern.
- Instigating practice improvement in response to feedback received through active engagement and listening to what people tell us about our safeguarding services
- Using the voice of individuals to help to inform us whether our safeguarding arrangements are person-centred
- Seeking assurance from all partners that Making Safeguarding Personal is embedded in all our work
- Working with openness and transparency and make public our achievements and challenges
- Sharing the learning from a range of local and national instances for example, Safeguarding Adult Reviews
- Listening to the views of front-line staff in order to support them in their work.

8. HOW WE WILL COMMUNICATE

BSAB is committed to engaging with a wide range of groups and stakeholders; achieved through effective communication and aims to share its key messages with a wide range of internal and external groups through, for example:

- Annual Reports
- Strategic Plans
- SaferBradford Website
- Links to information on partner websites
- Learning events (including learning from SARs)
- Safeguarding Voice Newsletters (Quarterly)
- Public and partner events
- Publications and leaflets – including easyreads
- Minimum standard mandatory safeguarding training
- Multi-agency training opportunities
- Surveys/ questionnaires to be completed by service users
- Work done in conjunction with Healthwatch
- Multi-agency briefings
- Press releases/media statements.

The partnership will endeavour to ensure that the information communicated is:

- Inclusive and accessible, meeting any related statutory requirements.
 - Branded in order to be instantly recognisable.
 - Clear and in plain English
 - Mindful of equality and diversity
 - Supported where applicable by the provision of toolkits, templates and guidance
 - Consistent in its application
 - Reviewed regularly and innovative ways to communicate are explored and embraced.
- *Direction will be given to where to access information in different formats (e.g. large print, Braille, other languages, Easy Read, BSL, Audio or other electronic formats) and we will make every effort to make these available on request.*

9. OUR COMMUNICATION AND ENGAGEMENT RESPONSIBILITIES

9.1 The primary responsibility for implementing this strategy sits with BSAB and its board members. Organisations in the Bradford District 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 Board with adults at risk across adult services professionals in the wider community
- To engage with adults at risk of harm, their families/ carers, 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 Board do and to inform changes to policy and procedure, identify best practice and communicate the findings of statutory and non-statutory Safeguarding Adult Reviews (SARs) and other relevant statutory reviews, for example Domestic Homicide Reviews (DHRs).
- To support the development of all professionals involved in safeguarding through training
- To support all partners to understand their contribution
- To support adults at risk of harm, their families/ carers 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 procedures
- To define and implement clear lines of communication and to ensure consistency and transparency wherever possible

9.2 BSAB 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 at meetings as well as feedback and evaluation. Reports will also highlight partner involvement in communications and engagement.

10. COMMUNICATIONS LINKS AND THE MEDIA

10.1 BSAB will ensure that measures of the impact of its work and areas of challenge are included within its reporting activities for example, annual reports. BSAB will operate with openness and transparency and on occasions there may be media interest in the work they do. It is important that the partnerships and their members are aware of when to report any issues that may lead to media attention or that require escalation to the Independent Chair of each board.

10.2 Issues that may require escalation to the Board or the Independent Chair include:

- Media attention by press/ television/ internet/ social media, about individuals with care and support needs and/ or their carers within the Bradford District, about how their care and support needs have been met in relation to safeguarding.
- Media attention due to a whistleblowing activity that highlights issues about how individuals with care and support needs in the Bradford District have been met in relation to safeguarding – which may indicate the potential for learning opportunities.

- There are serious concerns from partners regarding commissioned services in the Bradford District – or an escalation of an existing concern of commissioned services resulting in the de-commissioning of that care provider.
- Media attention about individuals with care and support needs/ carers who have been injured or died and have been the subject of a review.
- Media attention about individuals with care and support needs/ carers who have been injured or died and any resulting court case.
- Media attention about the support of individuals with care and support needs/ carers following reports of safeguarding issues in other localities.

(This list is not exhaustive).

10.3 For all the above instances and any others attracting media attention, all members of the BSAB should consider their own organisational role and should notify their relevant Senior Officers if appropriate, referring to their own internal communication teams for advice and support.

10.4 Following this advice, and if appropriate, they should contact the Safeguarding Board Business Unit to ensure instances are recorded. The Safeguarding Board Business Unit will inform the Independent Chair of the details in order to escalate.

11. OUR AUDIENCE

BSAB and its partners need to communicate and engage with a diverse community within the Bradford District and also a wide range of groups and organisations that care for, work with, provide services for and protect adults at risk of harm.

Examples of our audience are, but not exclusive to:

- Partners & Professionals
- Adults with Care and Support needs
- Young People Transitioning to Adulthood
- Parents, Family & Carers
- Healthcare Settings
- Educational Settings
- Faith Groups
- Business Initiative Contacts
- Voluntary Community Sector
- Support Groups
- Traveller Communities
- Refugees
- Wider Community.

12. THE WORK WE WILL DO TOGETHER

12.1 BSAB will agree a calendar of activity for each year, which is informed by local and national emerging safeguarding adult issues, safeguarding week, projects and campaigns. Our campaigns will be planned in line with existing awareness days and where there are joint messages identified by BSAB and its partners as priorities which would include the following:

- What is abuse, neglect, harm and exploitation

- The joint responsibility of the whole community to keep adults safe – ‘safeguarding is everybody’s business’
- What an individual should do if they are worried about an adult being at risk of abuse or neglect.
- What does ‘being safe’, ‘safeguarding’, ‘adult safeguarding’ mean, including the overarching message that everyone has the right to be free from harm or abuse and feel safe
- Different types of abuse and how to spot the signs of these
- What the different responsibilities to safeguard are, how they should be fulfilled and by whom
- A basic understanding of the role of BSAB, its priorities, areas of business and how they can be accessed. Key changes in safeguarding both locally and nationally and the implications of these changes to our services and community.

12.2 BSAB’s Executive Group, sub groups, working groups and task and finish groups and Local Safeguarding Partnerships (LSPs) can refer communication and engagement opportunities to the Board.

13. HOW WE WILL WORK TOGETHER TO ENGAGE AND COMMUNICATE WITH OUR PARTNERS AND THE BRADFORD DISTRICT

13.1 In order to deliver an effective calendar of activity, a joint events briefing template will be used to co-ordinate how we deliver joint messages and consult with our audience.

13.2 Examples of how we will communicate and engage with our partners and the Bradford district are:

- SaferBradford website
- Service User Group (Safeguarding Voice)
- Questionnaires at the end of an individual’s safeguarding journey
- Membership of other networks
- BSAB ‘Development Days’
- Representation from partner organisations communication leads
- Annual reports
- Facilitated discussions
- Safeguarding events/ conferences
- Guest speakers at sub groups and service user groups to inform knowledge and learning

13.3 Examples of resources and publications that we will use to communicate with our audience are:

- A range of safeguarding materials (i.e. leaflets, guides, toolkits, posters, ‘business cards’)
- The Safeguarding Voice Newsletter
- 7 minute briefings
- Easy read versions of materials
- Targeted communications
- Social media campaigns

13.4 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 effective to a range of audiences, with acknowledgment that not every individual within the district has digital access.

14. FOCUS ON ENGAGEMENT AND CONSULTATION

14.1 BSAB are committed to engaging with adults at risk of harm and their families/ carers to aid the planning and delivery of their work in the Bradford District.

14.2 There is an inherent commitment to incorporate the views and perspectives in a meaningful way into the Business and Delivery Plans, so that it is not tokenistic. This is in order to improve outcomes and life chances for adults at risk of harm in the Bradford District.

14.3 In order to meet engagement objectives; BSAB will:

- Provide a wide range of opportunities to allow adults at risk of harm and their families/ carers to express their views. They should also be provided with the support required to empower them to do this safely and confidently in a supportive environment;
- Listen to adults at risk of harm and their families/ carers in order to hear, understand, value and respect their views without imposing their own views;
- Provide a range of feedback mechanisms/ formats in order to ensure inclusivity, with particular attention to 'hard to reach groups';
- Provide opportunities where the impact of their views and the progress of the work of BSAB can be fed back to adults at risk of harm– "you said, we did";
- Work closely with our Service User Groups as our 'experts by experience' to provide feedback on resources and initiatives;
- Encourage our Service User Group to be an 'active voice' during inspections/ audits;
- Actively encourage our Service User Group, as our 'ambassadors' to engage in appropriate outreach work to promote the work that we do.

14.4 Engagement projects will be undertaken and this will include working with service users across a range of settings across the wider Bradford District. This will include, but is not restricted to: older people's forums, care homes, providers, front-line staff, carers and those who work in the voluntary sector as well as those considered hard to reach. This work will inform BSAB as to how BSAB and its partners can strengthen their engagement arrangements. These projects will also focus on the information people want from us and most importantly, how they want to hear from us.

We will ask for feedback on our existing methods of communication and will use this feedback to inform how we communicate with people in the future. We will look for opportunities to develop surveys and questionnaires to seek feedback around safeguarding services and also explore more qualitative methods of feedback from individuals in our district where changes have been made following engagement with them. We will look at establishing a review group to seek assurance that mechanisms for learning and review are informing and improving practice. The feedback from this engagement project will be fed back into this Communications and Engagement Strategy.

Whilst it is very important to us to achieve good outcomes and a positive response, the information from completed surveys/ consultation will help us to continually review our processes and procedures and, where necessary, make improvements to the way we work.

15. HOW WE WILL ENGAGE

BSAB are committed to accessing a diverse range of engagement opportunities within the Bradford District that reaches as wide as possible across our diverse communities – especially those deemed as 'hard to reach'. Seeking feedback and advice to support our engagement activities is crucial to our work and we will do this by:

- Involving organisations such as Healthwatch and advocacy service user groups
- Questionnaires and surveys
- Service User Groups – quarterly meetings
- Public events
- Social Media developments
- SaferBradford website

16. MEASURING OUR OUTCOMES AND SUCCESS - HOW WILL WE KNOW IF WE ARE GETTING IT RIGHT?

16.1 BSAB will monitor, review and report achievements and challenges faced. Measures for success relating to achieving effective communication and engagement include for example (but not exclusively):

- Number of individuals accessing multi-agency safeguarding training opportunities
- Training evaluations and outputs
- Examples of good practice from IMRs including feedback from multi-agency reviews.
- Completed actions of the Communication & Marketing Plan.
- Attendees at public, partner or partnership learning events, workshops, conferences
- Annual Report
- Completed evaluations/ feedback from professionals

16.2 BSAB will ensure that measures of the impact of their work and areas of challenge are communicated within the Annual Report. We will aim to be able to evidence the impact of our work by seeking feedback from those that both deliver and access safeguarding services in the Bradford District. This will include for example (but not exclusively):

- Partner contributions to electronic bulletins/newsletters;
- Numbers of visitors to the SaferBradford website and page visits;
- Completed surveys and findings from surveys;
- Completed self-assessment tools/ deep dives;
- Completed actions of the Communication & Marketing Plan;
- Feedback from adults involved in the safeguarding process;
- Partner contributions to Partnership & Board's communications;
- Implemented learning from audit activity;
- Feedback from independent bodies e.g. Healthwatch;
- Real time service user feedback;
- Service User Groups;
- Local membership of the Business Initiative;
- Completed evaluations from the Business Initiative;
- Audits and Inspections.

16.3 This will provide:

- Knowledge of where we are getting it right;
- Knowledge of areas in which improvement is required;
- Feedback to service users on actions taken – 'you said, we did';
- A greater understanding of key messages required for all audiences including learning from case reviews, audit and research, which will inform and improve safeguarding practice across the partnership;

- Improved awareness of safeguarding issues;
- An increased knowledge and understanding of the role of the Partnership and Board across the Bradford District;
- Better outcomes for adults involved in safeguarding processes;
- The embedding of 'Making Safeguarding Personal' across all processes and services;
- Increase in positive media coverage.

17. MONITORING, REVIEW AND EVALUATION

There will be oversight of all BSAB communication and engagement activities in line with standards and processes and also through the local authority and related working groups of the Board. The Communications and Engagement Sub Group will review communication and engagement plans at their quarterly meetings. The Communications and Engagement and all BSAB Sub Groups, in collaboration with the Safeguarding Voice Group, will review this Communication & Engagement Strategy on an annual basis and will consider any local, regional or national learning and guidance that could inform that activity.

18. LOOKING AHEAD TO FUTURE PLANS AND PRIORITIES

There are key areas to further develop in relation to communications and engagement for 2022/23 and beyond. A particular challenge for all partners is to demonstrate and evidence engagement activities and approaches in line with the Care Act 2014, Making Safeguarding Personal and User Voice.

We therefore seek to develop the following:

- MSP – Real Time Service User Voice Project
- Partners to share initiatives on their work in seeking views of individuals specific to safeguarding interventions
- For all partners to continue to explore Making Safeguarding Personal opportunities and to promote this internally within their own organisations and ensure that this is embedded in all work that they do
- The promotion of, and access to advocacy services
- The use of training needs analysis to inform learning requirements
- Prevention campaigns regarding emerging scams to households with adults at risk/ Service User Groups
- Prevention campaigns regarding emerging themes of identified abuse within 'at risk' groups.
- Partners to share wider engagement activities and continually assess any potential forward planning opportunities to engage with the public and communities of interest.

19. LINKS WITH STRATEGIC PLANS

Outcomes from the Communication and Engagement Strategy will be used to inform Strategic Plans and ensure higher level strategic objectives are created ensuring its ongoing development and delivery.

20. IF YOU ARE CONCERNED ABOUT SOMEONE

If you have a specific concern for an individual and you suspect they are at risk of, or are experiencing abuse or neglect you should contact:



Adult Social Care – 01274 431077



You can also report a concern by logging on to the SaferBradford Website:

<https://www.saferbradford.co.uk/report-a-concern>

If you suspect a criminal offence has been committed, you should also contact:



Police - Dial 101

OR



Are you concerned for the **immediate** safety or wellbeing of someone? Is it an emergency? Then don't delay DIAL 999

Listening to, and understanding the views of our communities and acting on these, is key to this strategy