



Engagement, participation and communications strategy

2022 - 2023

Statement of intent

Safeguarding children and adults is everybody's business and through this strategy Rochdale Borough Safeguarding Children's Partnership (RBSCP) and Adults Board (RBSAB) will seek to ensure that the views and experiences of children, young people, adults, families and frontline practitioners directly influence board and partnership business priorities. This strategy will also enable the partnership and board to communicate effectively with professionals, children, adults, families and the wider community.

RBSCP/AB will work with partners to ensure that that processes are flexible and take account of the diverse needs of the local population.

RBSCP/AB are fully committed to the vision and principles of the Rochdale Borough Council children's engagement and participation strategy and action plan, recognising that effective engagement is central to the delivery of high quality services and improved outcomes for children and young people.

The communications and engagement subgroup leads on engagement, participation and communication activity on behalf of the partnership and board.

Definitions

Effective **communication** involves the imparting or exchanging of information in such a way that it is easily understood by the recipient.

Participation is the act of taking part in something.

Engagement is the means by which those groups who may be affected by the work of board and partnership can come to influence and lead change.

Priorities for 2022 - 2023

- Develop one local campaign for children's safeguarding and one local campaign for adults safeguarding, whilst engaging in national and regional campaigns.
- Undertake engagement with third sector, local communities and faith groups to strengthen knowledge of safeguarding and safer working practices.
- Communicate effectively with practitioners and seek their views/opinions in respect of RBSCP/AB business priorities.
- Deliver a safeguarding children week and a safeguarding adults week, aligned to the key priorities / themes for both.

Standards for communication

- The outcomes that need to be achieved are clearly identified
- Communication is appropriate for the target audience
- Communication is accurate
- Communication is relevant
- Communication is timely and up to date
- Communication adhere to brand guidelines and style
- Fairness, equality and inclusion underpin all aspects of communication
- The effectiveness of communication is evaluated

Target audiences

- Members of the partnership, board and sub-groups
- Elected members, senior managers and safeguarding advisers of member agencies and other organisations involved in delivering services to children/adults in the Rochdale borough
- Professional and volunteer staff involved in delivering services to children/adults in the Rochdale borough
- Children and young people in the Rochdale borough
- Private, voluntary, faith and community organisations and partnerships relating to children, adults, family and safeguarding in the Rochdale Borough
- Parents and families in the Rochdale borough

Key messages and communication objectives

- The RBSCP/AB are independent bodies responsible for ensuring that the work to safeguarding and promote the welfare of children/adults within Rochdale borough is effective.
- Every professional, volunteer or organisation that comes into contact with children or vulnerable adults is responsible for safeguarding them and ensuring their welfare
- The RBSCP/AB promote a culture of continuous learning and improvement across organisations who work together to safeguard and promote the welfare of children and vulnerable adults
- The RBSCP/AB requires regular feedback from service users, parents, children and young people about whether their safeguarding needs are being met
- Professionals, adults, parents, children and young people can access key safeguarding information and provide feedback at the joint RBSCP/AB website www.rochdalesafeguarding.com
- Promote the partnership and board's reputation as independent bodies and effectively communicate their responsibilities and priorities to audiences across the borough.

- Promote safe care and the welfare of children and young people, and safeguarding of adults, and disseminate relevant information about child protection/adult safeguarding procedures and processes to target audiences.
- Strengthen effective two-way communication between the partnership, board and their key stakeholders, including professionals, service users, children and their families, interest groups and community organisations.
- Disseminate learning from multi-agency case file audits, child safeguarding practice reviews (CSPRs), safeguarding adult reviews (SARs), child death reviews to relevant target audiences
- Develop effective engagement with third sector, local communities, faith groups and strategic partners to increase knowledge of safeguarding and the work of the board and partnership.
- Develop effective and clear engagement with the wider public to not only deliver key messages but to also seek their views to shape key priorities going forward.
- Promote the use of the partnership and board website to key target audiences, ensuring they are aware of the services and information contained within.

Methods of communication include:

- Partnership, board and sub-group members
- RBSCP/AB website www.rochdalesafeguarding.com/
- Social media
- Partners own channels (internal and external)
- Joint newsletter
- Multi-agency training programme
- Annual Reports
- 7 minute briefings
- Focus groups, surveys and consultations.
- Partnership forum

Social media

Important and key messages/information are promoted through the Twitter/Facebook accounts of the partnership, board and partners. The use of social media allows for a two way communication approach to inform wider audiences about the work of the partnership and board. It is also an opportunity for the partnership and board to keep up to date with new developments and research. The accounts are monitored on a regular basis.

Media protocol

All engagement with the national and local media will be conducted according to the media protocol agreed to by the partnership and board (see separate document).

Standards for participation and engagement

- There is clarity about the purpose and scope of the activity; what can be influenced or changed and what can't, and why.

- Planning, consultation and involvement take place within appropriate timescales so that ideas and views are built into developments from the earliest stages.
- A range of consultation and engagement methods, which are appropriate to the purpose and the audience are utilised and supported / promoted by all partners.
- Fairness, equality and inclusion underpin all aspects of participation and engagement.
- Gaps in participation and engagement are identified and challenged.
- Engagement activity increasingly moves beyond low level consultation to engagement in structural decision making.
- The safety and wellbeing of all children, young people and vulnerable adults involved in engagement activities is paramount
- Participants are given the opportunity to build on their knowledge and develop their skills.
- Following consultation there is systematic and regular feedback on the outcome of the consultation and how feedback has been used to improve outcomes

Participation and engagement objectives

- To provide a children and young people's, or service users', perspective on the work of the partnership and board.
- To get views on what the public see as key priorities.
- To establish the most effective methods for engaging children, young people and vulnerable adults in safeguarding topics.
- To ensure that the voices of children, young people and vulnerable adults lead and influence change.
- To empower children and young people them to keep themselves and each other safe.

Implementation and evaluation

The RBSCP/AB communications and engagement sub-group will develop and monitor an annual work plan for the strategy and report on outcomes on a quarterly basis to the partnership and board.