

Brighton & Hove Local Safeguarding Children Board

Communications Strategy

2016 – 2019



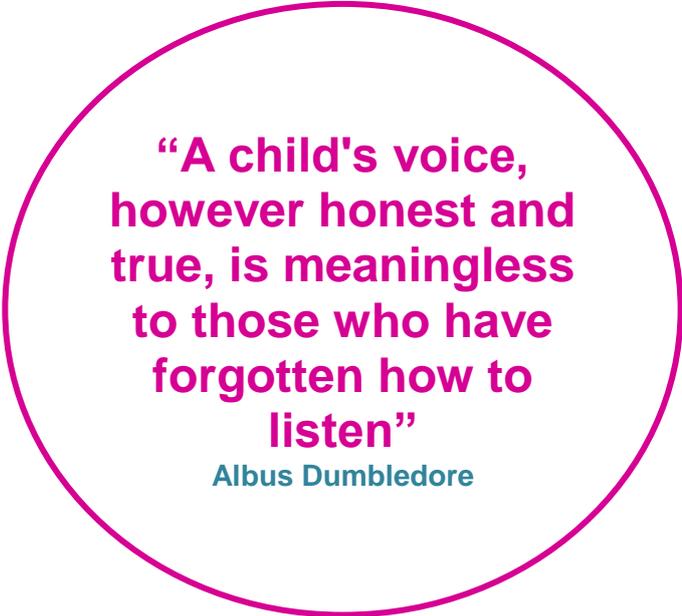
**The responsibility
to keep all
children safe and
well belongs to
EVERYONE**

1. Introduction

The responsibility to keep all children safe and well belongs to **everyone**

Safeguarding and promoting the welfare of children requires good co-ordination. Currently the LSCB is the key statutory mechanism for agreeing how organisations in Brighton & Hove co-operate to safeguard and promote the welfare of children and for making sure what they do has a positive impact on children and their families.

Regulation 5 of the Local Safeguarding Children Boards Regulations 2006 provides that LSCBs are responsible for “**communicating to persons and bodies in the area of the authority the need to safeguard and promote the welfare of children, raising their awareness of how this can best be done and encouraging them to do so**”.



**“A child's voice,
however honest and
true, is meaningless
to those who have
forgotten how to
listen”**

Albus Dumbledore



Brighton & Hove LSCB brings together local agencies that have a shared responsibility for promoting well-being and keeping children in Brighton & Hove safe. It agrees how these different agencies and professional groups should co-operate to safeguard children and has a role in making sure that arrangements work effectively to bring about good outcomes for children.

Brighton & Hove's LSCB has an independent chair: Graham Bartlett, and membership consists of senior representatives from statutory and voluntary sector agencies in accordance with Working Together 2015

Your LSCB's Values:

-  All children should be safe from abuse and neglect
-  We prioritise the safety of children over everything else we do
-  We are committed to the changing needs of all children in Brighton & Hove, particularly those who are vulnerable to risk
-  We collaborate with agencies and challenge them in a shared responsibility to safeguard children
-  We are dedicated to early help
-  We listen to children, young people, families, our practitioners and their managers - their involvement shapes what we do

Safeguarding is everybody's responsibility



2. #YourLSCB's Communication Aims

We pledge to:

- **RAISE** awareness among our key stakeholders, professionals and the wider community about the importance of safeguarding children and that **The responsibility to keep all children safe and well belongs to everyone**;
- **IMPROVE** awareness of Brighton & Hove LSCB as an independent body, distinct from the Local Authority. Its primary function being, to coordinate locally, the work of key stakeholders in safeguarding and promoting the welfare of children and ensuring that work is effective;
- **PUBLICISE** the key business priorities of the Board for 2016 – 2019;
- **ENCOURAGE** good quality multi-agency working arrangements to support:
 - children in households where **NEGLECT** is a feature, to ensure they are helped and when necessary, protected.¹
 - the workforce to understand, recognise and contribute to joined up working when children and young people have been sexually abused so as children and young people in Brighton & Hove are protected from **SEXUAL HARM AND VIOLENCE**.²
 - the Board to evaluate the impact of the **EARLY HELP** offer so as emerging problems and potential unmet needs are identified so that families and children receive the right support at the right time.
- **PROMOTE** the LSCB programme of multi-agency learning opportunities and workforce development;
- **EDUCATE** and **INFORM** practitioners of current policies, procedures & statutory guidance by enabling easy electronic access via the Brighton & Hove LSCB website www.brightonandhovelscb.org.uk
- **COMMUNICATE** key safeguarding messages and lesson learned from national and local case reviews, audits and research (in line with the Brighton & Hove LSCB Improvement & Learning Framework);
- **ENDORSE** the need for voices and experiences of children and young people and their families to inform the learning, service improvement and practice of all Board partners;
- **URGE** practitioners to share their 'lived' experiences of working with children and families;
- **ADVOCATE** the importance of professionals and agencies sharing information to safeguard and promote the welfare of children, young people and their families;
- **FACILITATE** opportunities to work collaboratively with cross border colleagues;
- **CONSULT** with children and young people about issues that affect them in keeping safe
- **CHAMPION** and **SUPPORT** good outcomes for children, young people and their families.

¹ In particular, to support the workforce to recognise and respond to the particular vulnerabilities of families experiencing mental health difficulties, domestic abuse, or who are impacted by the misuse of substances/alcohol.

² Conscious of the risks to children who are alone, we will pay particular attention to work with those who go missing from care, home and education.

3. Brighton & Hove LSCB's target audiences

It is important that the work of the Board is effectively communicated across our target audiences so that they feel informed about work we do to improve safeguarding in Brighton & Hove.

- The local workforce working with children and families in LSCB partner agencies, to include third sector agencies working with children and young people;
- Board Members;
- Parents and Carers;
- Children and Young People;
- LSCB trainers;
- General Public

4. The Participation & Engagement Subcommittee

This subcommittee supports the Board to create a culture of openness and facilitate effective and regular challenge to all partner agencies. The group is instrumental in supporting the communication and collaboration of the work of each LSCB subcommittee (notably the Learning & Development, Monitoring & Evaluation and Case Review subcommittees) so as the output of one subcommittee informs the input to another. The group brings to life the Participation and Engagement priority of business on the LSCB Business Plan, which includes ensuring children, their families, the community (including different sections of the community) and staff at all levels have opportunities for their views and opinions to be heard in respect of their experiences of hearing about, receiving and providing safeguarding services and these contribute to learning and best practice.

5. LSCB Communication Standards

The LSCB aims to provide information that is accessible, of a high quality and meets the needs of the public, service users, potential service users and staff working in partner agencies. This approach is based on the following principles:

- Information is a service in its own right
- Making services and information accessible to everyone
- Communicating clearly and openly
- Using plain English (e.g. avoiding jargon and explaining acronyms) or giving clear explanations where this is not possible
- Promoting equality and valuing diversity is central to the provision of information
- Keeping information up to date and accurate
- Information may need to be delivered in the spoken word to be effective
- Consultation is key to continuous improvement

6. LSCB Key Messages

The Key Messages to all the target areas are:

- The responsibility to keep all children safe and well belongs to everyone.
- A focus on priorities to reduce risk of harm and improve outcomes for children & young people
- A commitment to giving every child the best start, incorporating: being healthy, staying safe, enjoying & achieving, making a positive contribution, and achieving social and economic wellbeing

Audience	Messages	Desired Outcome
Everyone	<p>What to do if you are worried about a child</p> <p>What safeguarding is</p> <p>That safeguarding is a responsibility shared across the whole community</p> <p>What the different responsibilities to safeguard are and how they should be fulfilled</p> <p>A basic understanding of the role of the LSCB and how it can be accessed</p> <p>Key changes in safeguarding nationally and locally and the implications of these</p> <p>Raising awareness of the three areas of concern in our Business Priorities for 2016-2019</p>	<p>Information on safeguarding is easily accessible in a range of formats across all audience groups.</p> <p>All audience groups and the wider community are encouraged to be mindful of safeguarding and to raise concerns.</p> <p>Awareness of Brighton & Hove LSCB</p>
Children and Young People	<p>What to do if you are worried about yourself or a child you know</p> <p>How to keep safe</p> <p>What to do if you / someone you know is being harmed / harming themselves</p> <p>What safeguarding is and what it means to you</p> <p>How to let us know about issues that affect your safety</p> <p>All young people to have a basic understanding of the child protection system and what it means to them</p>	<p>Children and young people have easy access to clear and up to date information on relevant safeguarding issues, especially how to get help.</p> <p>Children and young people are encouraged to get involved in the work of the B&H LSCB .</p>
Parents and Carers	<p>What to do if you are worried about a child</p> <p>How to provide safe parenting and sources of parenting advice</p> <p>How to protect your children and others you are</p>	<p>Parents and Carers have easy access to clear and up to date information on relevant safeguarding issues.</p>

Audience	Messages	Desired Outcome
	<p>responsible for</p> <p>The role and aims of Brighton & Hove LSCB</p> <p>Local and national action being taken to ensure that children are kept safe</p> <p>A basic understanding of the child protection system and what it means to them</p>	
Local Communities	<p>Specific information may be targeted at the wider community, or particular sections of the community given the important role they can play in recognising vulnerable children and building resilience and safety for children. Local media may be used and most proactive contact with the media will be around specific communications campaigns.</p> <p>Media strategies will also be prepared around serious case reviews and other significant safeguarding incidents.</p>	<p>Public awareness around key safeguarding issues is increased. The B&H LSCB and its partner agencies are represented in the press in a fair and balanced way.</p> <p>In the case of negative events, people understand that the B&H LSCB remains focused on understanding and disseminating lessons learned to improve outcomes for children and young people</p>
Professionals, including the Voluntary and Community Sector, Board Partners and Statutory Agencies	<p>What to do if you are worried about a child</p> <p>What is a referral</p> <p>The role and aims of the LSCB and how to contact the board</p> <p>Your responsibilities with safeguarding;</p> <p>The LSCB multi-agency training programme, and any events or conferences</p> <p>What good safeguarding practice is and how this can be improved</p> <p>Child protection procedures, and updates to policies & procedures</p> <p>Recommendations and learning from national Serious Case Reviews</p> <p>Local issues that affect the safety and wellbeing of all children in the area</p> <p>How to recruit staff and volunteers safely and deal with an allegation made against them</p> <p>Encourage strengthened partnership working across agencies</p>	<p>Agencies working with children and young people have easy access to clear and up to date information on relevant safeguarding issues.</p> <p>Agencies working with children and young people feel supported in improving their safeguarding practice.</p> <p>Allegations against staff and volunteers are reported.</p> <p>Partners are accessing B&H LSCB learning and development opportunities.</p>

Audience	Messages	Desired Outcome
Other Partnerships	The LSCB will update key forums about the LSCB's work; this will include the Health and Wellbeing Board and the local Strategic Partnership. The Independent Chair and Business Manager will be available to attend other forums and meetings to discuss their role and the role of the LSCB.	Where relevant, statutory and other partnership are aware of and involved in B&H LSCB activity.

7. LSCB methods of communication

The LSCB website, Board Briefing, Safeguarding Bulletins, Quality Assurance Briefings, LSCB Learning & Development Offers and Twitter will be the principal methods of communication with professionals.

The LSCB website, Board Briefing and Twitter will be the principal methods of communication with the wider community.

The LSCB website and Safety Rocks Newsletters will be the principal methods of communications with parents.

The LSCB website and targeted communications via schools and youth groups will be the principal methods of communications with children and young people.

When appropriate, a range of other channels of communication will be used and these will include both electronic and printed media:

- Local and professional media channels and journals
- Face to face: briefings, seminars, workshops and conferences; attendance or stalls at events
- Print and promotion: posters, leaflets and banners.
- Engagement: consultations and surveys
- Digital: young people's websites and social media, using appropriate communication methods as and when required (Twitter)

See more at Appendix B: Platforms of Communication.

A summary of opportunities for communications include:

- LSCB Board Briefings
- LSCB Safeguarding Bulletins
- LSCB Quality Assurance Briefings
- LSCB & Partner Agency Learning & Development Offers – training, learning seminars, workshops, conferences and forums
- LSCB & Partner Agency Roadshows and Exhibitions
- Annual Conference
- Annual Report
- Surveys, quizzes, competitions
- Emails
- Flyers / Posters / Leaflets / Publications / Promotional items
- Partner Agency Intranets
- Meetings
- Focus Groups / Consultations
- Quality Assurance Activity
- Notice Boards
- Messages with pay slips
- Messages on local transport / bus stops / train stations

Key points of contacts include:

- Community events
- Libraries
- Community and faith centres
- Youth forums
- GP Surgeries/other health clinics
- Social media
- Schools
- Sports centres

Alternative formats will be used where people have specific communication needs. This may include audio and visual methods or translation or interpreting services.

8. Consultation with children and young people on LSCB Priorities

The LSCB is committed to consulting with children and young people in the planning and delivery of its work in Brighton & Hove.

There is an explicit commitment to incorporate these views and perspectives in a meaningful way into the LSCB overarching Business Plan, so as it is not tokenistic, to improve outcomes and life chances for vulnerable children and young people in the city.

This will be achieved by:

- Providing a range of opportunities to allow children and young people to express and articulate their views and to provide the support required to empower them to do this confidently;
- Providing a range of opportunities where children and young people can express their views safely in a supportive environment;
- Listening to the children and young people and to hear, value and respect their views;
- Providing opportunities where the impact of their views and the progress of the work of the LSCB can be feedback to children and young people.

In order to practically and effectively deliver against these objectives, the LSCB will request that a member of staff in each school phase identifies a pupil focus group to discuss the LSCB Business Plan.

The Designated Person forum will determine:

1. The format and outline of these groups;
2. The expectations around confidentiality;
3. The procedure for managing disclosures;
4. Parental liaison;
5. Record keeping and information transfer to the LSCB;
6. Feedback to the children and young people.

9. LSCB Consultations

The approach taken to **any** consultation work will be:

...relevant and coordinated:

- We will be clear and transparent about the purpose of consultation activity
- We will feed back the findings of consultation and engagement activities in a timely and accessible manner
- We will seek to avoid duplication and consultation fatigue by identifying opportunities for communication and participation that meet a range of needs and by working together with our partners
- Where necessary we will coordinate or summarise information to suit the needs of different audience groups

...timely and well planned:

- We will inform, consult and engage in good time to give children sufficient time to respond and to ensure views are built into developments from the earliest stages
- An annual thematic plan (see Appendix A) will be utilised to forward plan communications and engagement work

...appropriate:

- We will use a range of consultation methods which are appropriate to the purpose and the audience
- We will look to other Boards and organisations for best practice learning

10. Impact

This strategy will make a difference in the following ways:

- Leaders, managers and staff in all agencies represented on the LSCB will feel **INFORMED** about work to improve safeguarding in Brighton & Hove;
- Leaders, managers and staff in all agencies represented on the LSCB will be kept **APPRISED** of learning from national and local serious case reviews and audit activity;
- Leaders, managers, staff and the wider community will be **KNOWLEDGEABLE** of the key priorities areas of business for the Board
- Leaders, managers, staff and the wider community will be **AWARE** of the message that safeguarding children is everyone's business;

11. Measuring success

To be successful, learning from LSCB reviews, audit and research, will be known, understood and influencing the practice of staff across the partnership. To be successful, we will be able to evidence that improvement is informed by feedback from those who access and deliver safeguarding and child protection services in Brighton & Hove.

The success of this strategy will be monitored via:

- numbers of visitors to the website and page visits;
- number of people signing up to the LSCB Safeguarding
- evaluation of workshops, conferences, briefings;
- online surveys;
- Ofsted inspection feedback;
- Coverage in media and partner newsletters/publications.

12. Resourcing

The LSCB is funded through the partner agencies. The LSCB has an annual budget that includes ring-fenced sums for information and publicity. Additional funding may be sought from partner agencies for specific projects not identified in the LSCB Business Plan.

We endeavour to use the most cost effective methods of communication wherever possible, and utilise existing communication streams of LSCB partner agencies wherever possible.

13. Governance

Each year Brighton & Hove LSCB will agree a Communications Plan which is informed by local and national child protection and safeguarding events, projects and campaigns. **See Appendix A for Communications Plan 2016-17.**

This strategy is endorsed by the LSCB and monitored and evaluated by the LSCB Participation & Engagement Subcommittee.

The Communication strategy and plan will be evaluated through a number of means:

- Conference and Training Evaluation forms
- Attendance database for Conference and Training – including numbers and breakdown of agency attendance
- Annual training needs analysis
- Monitoring of LSCB website
- Monitoring of social media contacts
- Audit inspections and Peer Reviews
- Consultations with focus groups

Feedback will be provided by the Business Manager and the Participation & Engagement Subcommittee Chair to the Leadership Group:

All LSCB Subcommittees and working groups can refer participation and engagement opportunities to this subcommittee.

Appendix A: LSCB Communications Plan 2016-17

This is a list of the key themes for the LSCB to use in our communications plan for 2016-17. The **bold** items are priorities on our business plan/ responses to local reviews. These are topics for LSCB Bulletins. These themes may be rearranged to respond to local and national concerns, and are not exhaustive.

Mailchimps to be circulated quarterly.

Quarter 4 2015/16

Due: February 2016

Neglect

Safer Internet Day
Learning Together to Safeguard the City Coverage
National Safeguarding Day

ADDITIONAL MAILCHIMP - 18 March 2016. Child Sexual Exploitation Awareness Day

ADDITIONAL MAILCHIMP – 7 April 2016. World Health Day

Quarter 1 2016/17

Due: June 2016

MASH, Early Help & Thresholds

Professional Curiosity
Child Safety Week
Focus on Radicalisation

ADDITIONAL MAILCHIMP July 2016 Private Fostering (Someone else's child – awareness raising week)

ADDITIONAL MAILCHIMP Brighton Pride – staying safe / summer activities

Quarter 2 2016/17

Due: September 2016

Sexual harm and violence towards children (to include CSA & CSE)

Hidden males
Bullying – Anti Bullying Week
Black History Month

ADDITIONAL MAILCHIMP World Mental Health Day. 10 December 2016

Quarter 3 2016/17

Due: November 2015

Adolescent mental health and emotional wellbeing

Safeguarding focus on boys
Safeguarding & Disabilities
Identity & Belonging (Fostering & Adoption)

Quarter 4 2016/17

Due: February 2016

Domestic violence and abuse

Parental mental health
Parental substance abuse
Safer Internet Day

Appendix B: Platforms of communication

Website: www.brightonandhovelscb.org.uk

Principle method of accessing information about the board

Tells you what to do if you are concerned about a child

Contains all board published information

Provides information about all LSCB multi-agency training courses

Has information & advice sections for Professionals, Parents & Carers, and Children & Young People.

We need to promote the website as a place for the public to go to for information as analytics suggest that it is mainly used by professionals.

LSCB Safeguarding Bulletin

Available on website and emailed to staff throughout LSCB partner agencies.

Printed copies to also be made available at events, i.e staff road shows, events for teachers.

Advertised on the member agencies intranet,

Provide up to date information about board activities; new publications and any external information concerning the broader aspects of safeguarding children.

Newsletters seek to keep frontline professionals up to date with best practice using information from local and national Serious Case Reviews. We create briefing papers on high profile cases to highlight the learning that should be used to improve practice.

Publications – e.g Board Briefings, Quality Assurance Briefings

LSCB publications are available on the website and promoted in the newsletter

Information leaflets for parents will be made available on the website, for example the methadone advice leaflet.

Executive summaries of Serious Case Reviews are published on the board website. This is subject to the conclusion of any court proceedings.

Bulletins and briefing sheets seek to keep frontline professionals up to date with best practice using information from local and national Serious Case Reviews, audits and research

LSCB Training materials available online

Multi-agency learning and development

A substantial programme of multi-agency training is run by the LSCB. This is promoted on the website, in the newsletter, and by Brighton & Hove City Council's Workforce Development Team.

Training provides the opportunity to meet with other professionals to discuss ways of multi-agency working. This is an effective opportunity for us to get feedback from frontline staff.

Additions to the training programme are circulated by flyer and website.

Twitter

The use of Twitter allows for a 2 way communication approach to inform wider audiences about the work of the LSCB. Thereafter, it is also an opportunity for the LSCB to be made aware of other organisation's key work they are undertaking to ensure that children are safeguarded and their welfare is promoted

Brighton & Hove LSCB have been tweeting as @LSCB_Brighton since January 2014

#yourLSCB which is used to give our followers a sense of ownership

Who follows us?

Other LSCBs and the Association of LSCB Independent Chairs

National organisations for children, young people & families

Local Brighton & Hove Groups and businesses

Schools and teachers

Partner agency organisations and our Board members

Police accounts and individual police officers

Social Workers, Academics and students

Youth Workers and youth organisations

Parent Groups

Local counsellors

Twitter used to engage followers in the LSCB activity and to promote LSCB values.

Tweet, and retweet posts, that are relevant to priority concerns of the LSCB or that are linked to themes from learning reviews or quality assurance activity.

Reiterate core message

Promote LSCB learning and development opportunities

Promote local and national campaigns

Safety Rocks

The Safety Rocks newsletter is produced in partnership with Safety Net on termly basis. 10,000 copies are distributed to parents through primary schools, and a secondary version is produced in PDF form.

The Editorial team includes the director of Safety Net, Safety Net Parent volunteers, an LSCB Lay Member and the LSCB Administrator. Parents are encouraged to contact us with suggestions for articles, and the editorial team are reviewing how they can get better feedback from parents on the contents of the newsletter.

Disseminating key messages

Minutes are taken of all board and subcommittee meetings

Board members understand that they have a responsibility to cascade all relevant safeguarding information to staff within their agencies, and are encouraged to promote any LSCB training and

events to staff using their respective websites, publications, newsletters, meeting agendas etc. board members understand they have a responsibility to raise any concerns from their teams at the LSCB.

Information that requires broad dissemination will be published in the LSCB newsletter.

Any information (non high profile) that needs to be disseminated swiftly across partner agencies will be done so through staff briefing emails.

Seminars, staff briefings and workshops can be implemented to ensure widespread learning and dissemination of key messages.

Annual Safeguarding conference – a one day multi-agency conference covering key themes, enabling wider dissemination of information across agencies.

All significant communication activities will be detailed in the LSCB Annual Report.

Media releases

Media releases in response to safeguarding issues will be conducted by Brighton & Hove City Council's media team, in conjunction with other partner agencies where necessary. This may include serious safeguarding incidents which have generated press interest.

Planned media releases will be issued to raise awareness of safeguarding within the community.