

WSSCB Communications Strategy

1. Purpose of the strategy

Safeguarding is everybody's business

- 1.2 The WSSCB's role, functions, governance and operations are set out in Chapter 3 of the statutory guidance Working Together to Safeguard Children 2015.
- 1.3 Its core objectives are as follows:
 - To coordinate what is done by each person or body represented on the Board for the purposes of safeguarding and promoting the welfare of children in the area.
 - To ensure the effectiveness of what is done by each such person or body for that purpose.
 - To promote greater understanding of the need to safeguard children and promote their welfare.
- 1.4 This strategy outlines how the WSSCB intends to communicate key messages in order to improve awareness of safeguarding across both the children's workforce and the wider community.
- 1.5 This strategy sits alongside the WSSCB Learning & Improvement Framework.

2. Scope of this strategy

- 2.1 WSSCB messages are targeted to a range of groups:
 - Children & Young People
 - Parents and carers
 - Staff and volunteers across the children's workforce
 - Staff and volunteers whose roles bring them into contact with children or their parents & carers
 - The wider community
 - Strategic groups that influence the delivery of services within the community
- 2.2 All agencies across the WSSCB partnership have a role in ensuring safeguarding messages are communicated appropriately to the WSSCB's target audiences. The WSSCB is responsible for ensuring priority messages are identified, and are communicated in an effective and coordinated manner.
- 2.3 This strategy focuses on the communication of learning and priority safeguarding messages delivered through the work completed by the Board's sub groups and the WSSCB Business team; this includes the dissemination of learning from Serious Case Reviews.

3 Principles of WSSCB communication

All communication by the WSSCB reflects the following principles:

- 3.1 Continuous learning and improvement is valued and promoted.
- 3.2 Everyone in the community has a part to play in safeguarding children, and everyone is a member of that community.

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- 3.3 Our communications are accessible, of high quality, and meet the needs of our intended audience.
- 3.4 Our messages are proportionate and focused whilst acknowledging the volume of information already in people's lives.

4 Our mechanisms for communication

- 4.1 The WSSCB utilises a range of mechanisms for communication such as fliers and posters, bulletins and guidance, training and briefings, the commissioning of learning activities and events, the WSSCB website and social media.
- 4.2 In the delivery of multi-agency awareness raising campaigns and the publication of Serious Case Reviews, communications leads within agencies across the WSSCB partnership work together to ensure messaging is consistent and coordinated.

5 Strategic Objectives and how we will deliver them in 2017-19

- 5.1 The WSSCB intends to improve safeguarding knowledge and awareness across the target groups listed below in relation to:
 - The business plan priorities of the Board; neglect, child sexual abuse, and emotional wellbeing & mental health.
 - Key messages regarding identifying and responding to child abuse.

5.2 Target Group: Children & Young people

Strategic Objectives:

- Children and young people are informed of their right to be protected from abuse and how to access support when they need it.
- Children and young people have the information they need to identify healthy relationships and spot the signs of child sexual exploitation

How we intend to communicate these messages:

- The delivery of direct messages to children and young people regarding healthy relationships and child sexual exploitation, for example through the roll out of Chelsea's Choice CSE drama production and through the use of social media.
- Equipping schools with the information they need to improve the awareness of children and young people.

5.3 Target Group: Parents & Carers

Strategic objective:

- Parents & Carers are informed of the avenues for accessing support.
- Parents & Carers have the information they need to spot the signs of child sexual abuse, including sexual exploitation.

How we intend to communicate these messages:

- Delivery of direct messages through community access points, such as early help hubs and libraries.
- Disseminating information through the partnership directly to parents, for example school CSE pack for parents, health resources and early help hubs.

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5.4 **Target Group: Staff and volunteers across the children's workforce**

Strategic objective:

- Staff and volunteers across the children's workforce are aware of:
 - I. new learning to improve safeguarding practice.
 - II. changes in safeguarding policy and procedures which impact on their work.
 - III. best practice in identifying and responding to neglect, child sexual abuse, emotional wellbeing and mental health concerns.
 - IV. what to do if they have a concern about a member of staff working with, or disagree with a decision made about, a child.

How we intend to communicate these messages:

- Development of policies, procedures and practice guidance.
- Dissemination of information by WSSCB representatives across their agencies, including the dissemination of WSSCB bulletins and SCR briefings.
- Delivery of the WSSCB training and events programme.
- Establishment of Safeguarding Week; a week dedicated to learning & improvement.

5.5 **Target group:** Staff and volunteers whose roles bring them into contact with children or their parents & carers

Strategic objective:

- Staff and volunteers have the information they need to spot the signs of child sexual abuse (including sexual exploitation) and neglect.

How we intend to communicate these messages:

- Dissemination of information by WSSCB representatives across their agencies, in particular District and Borough Councils, including the dissemination of fliers and posters.
- Delivery of the WSSCB on-line training and briefings programme.
- Provision of targeted learning events.

5.6 **Target group:** The wider community

Strategic objective:

- The broader community are informed that
 - Safeguarding is everybody's business
 - What to do if they have a concern about a child or an adult's actions in relation to a child

How we intend to communicate these messages:

- Dissemination of messages through local media.
- Delivery of direct messages through community access points, such as libraries, early help hubs, GP surgeries, Parish and Town Councils etc.
- Utilisation of District and Borough Council mechanisms for communicating with the public.

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5.7 **Target group:** Strategic groups that influence the delivery of services to the community

Strategic objective:

- Relevant strategic groups are aware of the WSSCB priorities and their role in safeguarding children.

How we intend to communicate these messages:

- Dissemination and presentation of the WSSCB Annual Report and Business Plan.

6 Ownership of the Strategy:

6.1 This strategy is owned by the WSSCB Executive group and is due for review in April 2019.