



Awareness, Engagement and
Communications Strategy

1. Introduction

This strategy focuses on the direction of travel and areas of work that the Bath and North East Somerset Local Safeguarding Adults Board (LSAB), Awareness Engagement and Communications sub-group (AEC sub-group) has identified in order to deliver the LSABs' commitment to raising awareness of safeguarding adults at risk and engaging and involving service users and carers in both the safeguarding procedure and LSABs' strategic developments.

The core value of this Strategy is the service user's and carer's right to independence, to respect, to dignity and to choice of interventions.

There is a plethora of guidance and good practice documentation which steers LSABs and agencies to achieve the above, for example:

- *No Secrets: Guidance on developing and implementing multi-agency policies and procedures to protect vulnerable adults from abuse* (DH 2000). This encouraged the involvement of 'service users and user led groups' in all aspects of individual and multi-agency arrangements for protecting adults at risk (section 3).
- *Safeguarding Adults: A National Framework of Standards for good practice and outcomes in adult protection work* (ADASS 2005). Standard 11 suggests areas where service users should be engaged by safeguarding adults' partnerships:

The partnership explicitly includes service users as key partners in all aspects of the work. This includes building service-user participation into its:

- *membership;*
 - *monitoring, development and implementation of its work;*
 - *training strategy;*
 - *planning and implementation of their individual safeguarding assessment and plans. (p50)*
- *Consultation on the Review of the No Secrets guidance* (DH 2009). The findings from this document reflected very strong views from public stakeholders that they did not want professionals to treat them as children, but to include them fully in the safeguarding process, and to support the right to take risks within their lives.

- *Statement of Government Policy on Adult Safeguarding* (May 2011). The Coalition Government explicitly stated that service users and carers need to be involved at every stage of the safeguarding procedure.
- ADASS (2011) specified the need to ensure the development of advocacy services to support service user/carer engagement at all levels is essential.
- *Carers and Adult Safeguarding: Working Together to Improve Outcomes* (ADASS July 2011). ADASS recommends improvements for carers in safeguarding as set out in Report can be located on the ADASS website www.ADASS.org.uk
- *Safeguarding Adults: Advice and Guidance to Directors of Adult Social Services* (ADASS, LGA March 13) specifies LSAB's should:
 - *Develop an inclusive approach that involves carers and families*
 - *Develop and deliver a communications strategy (p7)*

The above is not a comprehensive list but identifies some key references.

This strategy brings together a number of work streams the sub-group have been working on and pulls it together into one place. This compliments and enhances the work identified in the Business Plan. Each area identified has specific, measurable, achievable, realistic and timely action(s) to ensure they are progressed to make people at risk in Bath and North East Somerset safer.

The AEC sub-group recognises that this strategy needs to be cross referenced with all other LSAB policy, procedures and guidance. In order to deliver the Strategy the sub-group have reviewed its Terms of Reference.

2. Awareness, Engagement and Communications sub-group Terms of Reference

1. Purpose

The Bath and North East Somerset Local Safeguarding Adults Board (LSAB) is committed to ensuring that all agencies work together to minimise the risk of abuse or neglect to adults at risk and to safeguard effectively where abuse or neglect has or may have occurred.

The Awareness, Engagement and Communications sub-group's purpose is to:

- *ensure that initiatives commissioned by the Board in relation to service user and carer engagement, involvement and feedback are developed,*

implemented and evaluated on a regular basis and improve service user and carer experience and outcome

- *develop and disseminate a range of accessible information in a variety of formats to raise awareness about adult safeguarding, targeting citizens, professionals, service users and carers*
- *ensure LSAB partners, sub-groups and other stakeholders are aware of the need to routinely raise awareness which will enable the prevention and early identification of abuse.*

2. Accountability

The Awareness, Engagement and Communications sub-group reports to the LSAB.

3. Membership

Membership of the Awareness, Engagement and Communications sub-group is from the Statutory, Independent and Voluntary Sector and includes:

3.1 Core members

- *B&NES Council (People and Communities Department)*
- *Sirona Care and Health*
- *Royal United Hospital*
- *Avon and Wiltshire Mental Health Partnership Trust*
- *Carer's Centre*
- *Swallow (representative from Supporting People Provider Forum)*
- *Health Watch Lay Members*

3.2 Specialist members as required

- *Your Say (representing service users with learning disabilities)*
- *Avon Fire and Rescue*
- *Avon and Somerset Police*
- *South West Ambulance Service*
- *Representatives from the Independent and Voluntary sector*
- *Other specialists to suit agenda theme as required ie Communications Lead Officers*

Members will bring a range of operational and strategic expertise.

The Chair of the sub-group will be a member of the LSAB and appointed by the LSAB on an annual basis. They will attend the LSAB sub-group Chairs meetings with the LSAB Chair as required.

4. Frequency

To meet at least quarterly, with special meetings as required. Meetings will be scheduled to ensure work feeds into the LSAB meetings in a timely manner.

5. Functions of the Group

5.1 The Awareness, Engagement and Communications sub-group has the responsibility for ensuring initiatives commissioned by the Board in relation to service user and carer engagement, involvement and feedback are developed, implemented and evaluated on a regular basis to ensure improved experience and outcomes. The sub-group will demonstrate this by:

- ensuring that mechanisms are in place for service user and carers feedback to inform improvements to policy, practice, commissioning and service development*
- monitoring the effectiveness of service user feedback questionnaire process and responses*
- ensuring carers needs are supported in relation to safeguarding*

5.2 The Awareness, Engagement and Communications sub-group has the responsibility for developing and disseminating a range of accessible information in a variety of formats to raise awareness about adult safeguarding, targeting citizens, professionals, service users and carers. The sub-group will demonstrate this by:

- ensuring safeguarding updates are available for all people and communities*
- developing a calendar of opportunities to routinely and strategically disseminate information for citizens, providers and through publications*
- developing and disseminating best practice whistleblowing guidance widely*

5.3 The Awareness, Engagement and Communications sub-group has the responsibility to ensure that the LSAB partners, sub-groups and other stakeholders are aware of the needs to promote awareness and that opportunities are taken to support the prevention of abuse. The sub-group will demonstrate this ensuring:

- service users and carers are supported to identify risks and to reduce and prevent abuse occurring*
- service users and carers who have been through the safeguarding process provide peer and mentoring support to other service users and carers*

- *the development of a work programme to progress the above objective including reviewing the advocacy support available, taking into account Advocacy and Adult safeguarding best practice guidance*

5 Reporting and Governance arrangements

The sub-group through the Chair will:

- *receive reports from agencies, organisations and other sub-groups*
- *report to the LSAB on a quarterly basis (including identified risks)*
- *review the sub-groups work plan annually and ensure work programme is integral to the LSAB's annual business plan*
- *contribute to the LSAB Annual Report*
- *review the Terms of Reference annually and propose amendments to the LSAB*

(revised March 2014)

3. Strategic Action Plan

This Strategic Action Plan sets out how the aspiration of the LSAB with regard to Awareness, Engagement and Communication will be achieved.

Action	When	By Whom	Update
Review the availability of advocacy services to support service users and carers during the safeguarding procedure <i>(function 5.3)</i>	Dec 2014	AEC	
Review what is available service user and carer training opportunities <i>(function 5.3)</i>	Oct 2014	AEC	
Ensure representation for service user and carers through lay members from Healthwatch joining the Board. These representatives are responsible for ensuring the views of service users and carers are listened to and actioned. <i>(function 5.1)</i>	Healthwatch to recruit 2 lay members by Winter 2014	Healthwatch	
Review if we feel the views of service users and carers are listened to and actioned through the lay member from Healthwatch. <i>(function 5.1)</i>	Winter 2015		
Analyse the results of the service users and carers to be asked for feedback throughout the safeguarding process. <i>(function 5.1)</i>	May 2014	KYK	
Ensure the service user identifies the people they would like to be involved in the process and that these people are included where possible. <i>(function 5.1)</i>	Date service user survey is sent out Ask in the service user survey and feedback results	AEC Sub-group	

Ensure service users and carers understand their choices and risks and the implications throughout the safeguarding process. <i>(function 5.1 and 5.3)</i>	Date service user survey is sent out Ask in the service user survey and feedback results	AEC Sub-group	
Ensure the service user and carer is included and listened to throughout the safeguarding process to check there is an on-going understanding of the process. If there is a reason that the service user or carer is excluded from safeguarding meetings or decisions a professional ensures the service user or carer understands why. <i>(function 5.1 and 5.3)</i>	Review the feedback from Sirona bi annually	AEC Sub-group	
Review the finding from the annual report relating to quality relating to carers involved in safeguarding <i>(function 5.1)</i>	By January 2014	All safeguarding board members	Lesley to add to the annual report requirements
Monitor the implementation of Chairs implementing referrals to the Carers' Centre where appropriate in safeguarding plans and that these are followed up <i>(function 5.1)</i>	December 2014	Carers' Centre and Sirona	
Review that there is a progression to the Care Bill is implemented in B&NES to minimise risks to carers whilst maximising choice and independence without relying on inappropriate & unsustainable levels of care from carers by ensuring are offered support plans. Carers' Assessments being used as a therapeutic tool to increase resilience and not using 'the rule of optimism' – needs to move away from a financial focus and use a more holistic approach. <i>(function 5.1 and 5.3)</i>	Every meeting	LH to report to the group	

Increase GP surgeries understanding of carers involved in safeguarding – through GP rep on the Board and training. (function 5.2)	February 2014	MH	
Increase safeguarding awareness through: <ul style="list-style-type: none"> • safeguarding newsletter • sharing information with elected members • taking media article and advert opportunities (function 5.2)	May 2014 piloting of a newsletter	MH	.
Review: <ul style="list-style-type: none"> • Media and Communications' Protocol • reactive pre-prepared responses(function 5.2) 	Jan 2014 On-going	AEC Sub-group Council Communications to lead	
Incorporate media and communications training into safeguarding training to ensure as many staff as possible are trained to the appropriate level. (function 5.2)	On-going	Request Training and Development sub group lead	

<p>Generic Awareness Raising – generic and low level raising profile</p> <p>Collate and Review:</p> <ul style="list-style-type: none"> • Calendar of events • Media articles • Publicity at events • Stakeholder events • Secondary articles put in other newsletters • Website and web links (function 5.2) 	<p>Review all bi yearly</p>	<p>AEC Sub-group</p>	
<p>Targeted Awareness Raising – raise awareness of specific issues</p> <p>Ensure circulation of</p> <ul style="list-style-type: none"> • Lessons learnt events • Chairs Key Messages • Piloting of a bi annual newsletter (function 5.2) 	<p>Review Bi-annually</p>	<p>AEC Sub-group</p>	