



Communications Strategy

Luton Safeguarding Children Board

Author	Catherine Barrett V2
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Date reviewed	To be reviewed April 2015

Background

Safeguarding and promoting the welfare of children requires effective co-ordination. The LSCB is the key statutory mechanism for agreeing how organisations in Luton co-operate to safeguard and promote the welfare of children and for ensuring the effectiveness of what they do.

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”.

Our Communication aims

- To raise awareness among key stakeholders, professionals and the wider community about the importance of safeguarding children and that safeguarding is everybody’s responsibility;
- To improve awareness of Luton 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;
- To raise awareness about the key business priorities of the Board for 2014-2015:
 - To assess the effectiveness of domestic abuse arrangements for children as victims, those in teenage relationships and as pregnant teenagers;
 - To maintain efficient standards of safeguarding practice;
 - To evaluate the impact of the Early Help and Prevention offer on outcomes for children and in particular where neglect is a concern;
 - To ensure effective Child Sexual Exploitation arrangements through multi agency working;
 - To continue an effective programme of training and workforce development.
- To promote and disseminate learning in line with the LSCB Improvement & Learning Framework and enable organisations to be clear about their responsibilities, to learn from experience and improve services as a result (WT 2013, s4.1)

- To encourage all front line staff to report 'near misses' and other incidents which they believe highlight weaknesses in safeguarding arrangements to senior staff in their organisations.
- To educate and inform practitioners of current policies, procedures & statutory guidance by enabling easy electronic access via the Luton LSCB web site. – <http://lutonlscb.org.uk/>
- To promote take up of LSCB Interagency Safeguarding training courses via a dedicated web page on the LSCB web site;
- To communicate the key safeguarding lessons learned from national and local case reviews, audits and research;
- To ensure that the voices of children and young people inform the learning, service improvement and practice of all Board partners;
- To ensure a coordinated, multi-agency approach to communications.
- The LSCB wants to hear practitioners 'lived' experiences
- The LSCB is a critical friend of partner agencies while simultaneously a champion for the cause of children
- The LSCB is a learning organisation, where people at all levels, individually and collectively increase their capacity to develop effective outcomes for children and young people
- The importance of professionals and agencies sharing information in order to safeguard and promote the welfare of children, young people and their families;
- Wherever possible the LSCB will work collaboratively with cross border colleagues to reduce inconsistencies in working practices or duplication of efforts.

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 Luton;
- 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 aware of the message that safeguarding children is everyone's business;

Target audiences

- LSCB partner agencies;
- LSCB trainers;
- The local workforce working with children and families;
- Locally elected members, LBC CEO, MPs and the Bedfordshire Police and Crime Commissioner;
- Third sector agencies working with children and young people including faith based organizations;
- Parents and Carers;
- Children and Young People.

Methods of communication

The LSCB website and a quarterly newsletter will be the key methods of communication with professionals, parents/carers and 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 Facebook)

Communication opportunities

Briefings	Intranet	Focus groups	Notice boards	Seminars
Competitions/quizzes	CD/audio tape	Message of the week' footer on emails	Messages with pay slips	Promotional items (eg, pens)
Conferences	Discussion Forums	Knowledge trees	One to One briefings	Road shows
Drop in sessions	Exhibitions	Leaflets	Publications	Surveys
Emails	Meetings	Open days	Posters	Workshops
Flyers/Posters	Newsletters	Presentations	Training sessions	Learning Seminars

Measuring success

The success of this strategy will be monitored via:

- numbers of visitors to the website and page visits;
- number of people reading the newsletter and responding to it;
- evaluation of workshops, conferences, briefings;
- online surveys;
- inspection feedback;
- Coverage in media and partner newsletters/publications.

Governance

This strategy is endorsed by the LSCB Executive Group and monitored by the LSCB Business Unit.

Budget

Budget allocation is £4,000 per annum

Communication Event	Cost	Completion date
LSCB Business Planning afternoon	£128	COMPLETED
Design of LSCB Structure Chart	£136	09.05.14 COMPLETED
Tri X - Management of Interagency Procedures	£2,000 per annum	COMPLETED
Learning from SCRs Seminar	Nil	14.05.14/16.09.14
Development of LSCB Learning Tools	Nil	Ongoing (as &when published)
LSCB Spring Newsletter	TBA	May 20 th 2014
LSCB Autumn Newsletter		Dec 2014
Publication of LSCB Annual report	Nil	Sept 2014
Practitioner Discussion Forums	£20	15.07.14/19.11.14/11.03.15
Revision of LSCB leaflet		Dec 14
Publication and promotion of revised Threshold document	Nil	Dec 2014
LSCB Business Planning afternoon	TBA	Feb 2015
Third Sector Conference	TBA	Spring 2015

Communications Plan 2014 - 2015

Objectives and actions	Key channels	Key audiences	Timescales and lead	What success looks like
<p>To raise awareness among key stakeholders, professionals and the wider community about the importance of safeguarding children, and promoting their welfare and to engage children and young people wherever possible:</p> <ul style="list-style-type: none"> • launch new website (October) • develop quarterly electronic newsletter 	<ul style="list-style-type: none"> • LSCB website • Newsletters • briefings, seminars, workshops and conferences 	<ul style="list-style-type: none"> • partners agencies • the local workforce working with children and families and trainers • community leaders • parents and carers • children and young people 	<p>LSCB Business Manager</p> <p>Ongoing</p>	<p>Increasing numbers of visitors to the LSCB website.</p> <p>Newsletter widely read with good response to articles</p>
<p>To raise awareness about the key business priorities of the Board:</p> <ul style="list-style-type: none"> • communicate national research and local policy via website and newsletters • deliver 'lite bite' session to raise awareness of priorities • mini campaigns to tackle issues related to the key business priorities 	<ul style="list-style-type: none"> • LSCB website • Newsletters • briefings, seminars, workshops and conferences • Posters, leaflets • Social media 	<ul style="list-style-type: none"> • partners agencies • the local workforce working with children and families and trainers • community leaders • children and young people 	<p>LSCB Business Manager</p> <p>All partners</p> <p>Ongoing</p>	<p>Case audits and reviews show awareness of the practice issues.</p> <p>Partners feel informed about the local approach to these issues.</p>
<p>To communicate the key safeguarding lessons learned from national and local case reviews, audits and research.</p> <ul style="list-style-type: none"> • prepare Learning tools (adapted from NSPCC) for practitioners to use as key tools for sharing learning • include relevant lessons and reports in quarterly newsletters • manage the publication of information relating to serious case reviews as required 	<ul style="list-style-type: none"> • LSCB website • Newsletters • Learning Tools • briefings, seminars, workshops and conferences • Media relations 	<ul style="list-style-type: none"> • partner agencies • the local workforce working with children and families and trainers 	<p>LSCB Business Manager</p> <p>All partners</p> <p>Regular monthly communications</p>	<p>Practitioners are aware of the latest learning and this informs their practice.</p>
<p>To ensure that the voices of children and young people inform the learning, service improvement and practice of all Board partners.</p> <ul style="list-style-type: none"> • ensure that key themes around the child's voice are extracted through audits 	<ul style="list-style-type: none"> • case audits and reviews • surveys • Young People's panel 	<ul style="list-style-type: none"> • partners agencies • the local workforce working with children and families and trainers 	<p>LSCB Business Manager and partners on Practice and Performance Group</p>	<p>Board reports, audits, reviews and training reflect the voice of the child.</p>

<ul style="list-style-type: none"> engage the Young People's Panel to ensure messages to children are appropriate 		<ul style="list-style-type: none"> community leaders schools children and young people 	Ongoing	
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Contact:

LSCB Business Manager – 01582 547490

LSCB Learning & Improvement Coordinator – 01582 547543

LSCB Training Manager – 01582 547559

LSCB Administrator – 01582 547624

Web Site – www.lutonlscb.org.uk

