

Safeguarding Adults Board Communications and Engagement Plan 2019-2020

Context

The business plan has an objective to promote prevention through multiagency programmes. The vision for the SAB includes improving community awareness about issues such as abuse, cybercrime, self-neglect, Domestic violence, modern slavery and forced marriage.

The key objectives of the Communication and Engagement Sub-group are to:

- Promote public awareness of adult safeguarding.
- Oversee and update the Board web site.
- Develop a mechanism for resident's voices to impact on the work of the SAB.
- Develop and support the Richmond and Wandsworth community forums.

This document sets out the Sub-group's communication and engagement plan for 2019- 2020.

Communication and Engagement Principles

Everything the Board does in relation to communication and engagement will influence the Richmond and Wandsworth Councils' agenda around safeguarding adults; therefore, every activity and piece of work delivered must build trust in the work of the Board. Successful engagement is based on simple, practical principles, which are a mix of common sense, good business practice and ethical considerations.

The following principles will be adopted by the Richmond and Wandsworth Safeguarding Adults Board (R&W SAB) whilst undertaking communication and engagement activities on behalf of the R&W SAB:

- All activities should be provided in a form that is understandable by the individuals in the target audience and takes into account relevant considerations such as physical and learning disability.
- The target audience has to be relevant and the activities linked to the Board's priorities set out in the Business Plan.
- Work will fit in with key national dates and the work of other partner agencies.
- Maximise opportunities for shared communication and/or engagement activities (i.e. regional campaigns, joint partner events, etc.).
- Use and share engagement feedback to inform and drive change.
- Information is kept up to date and accurate.
- Board branding will be used for all SAB communications.

COMMUNICATIONS PLAN

Activity	ACTION	Partner Lead	Cost
<p>Promoting safeguarding awareness through voluntary sector organisations on agreed themes, namely:</p> <ul style="list-style-type: none"> Financial abuse/scams; Identifying and reporting neglect in care home setting; Supporting people who self-neglect. 	<p>Write articles for inclusion in partners' newsletter or website etc to raise awareness on adult safeguarding – 3 times per year.</p> <p>Partners to be contacted:</p> <ul style="list-style-type: none"> Richmond Carers Centre Wandsworth Carers Centre Age UK Alzheimer's society RCVS Richmond Mencap Healthwatch Richmond Healthwatch Wandsworth Richmond MIND Wandsworth MIND EMAG 	Harmeet Bhundia (R&W Councils)	£0
<p>Develop leaflets to respond to key safeguarding issues in each borough</p>	<ol style="list-style-type: none"> Develop leaflets and have readers check accessibility. Develop easy-read leaflets. Develop/update/distribute leaflets on: <ul style="list-style-type: none"> SARs and family involvement; Pressure ulcers awareness for carers and family members; Identifying and reporting safeguarding concerns; 	Sarah Loades & Marino Latour (Community Forums Chairs)	Circa £1000 per topic
<p>Website</p>	<ol style="list-style-type: none"> Keep website updated with partner information such as: <ul style="list-style-type: none"> Fire safety in supported living homes. Fire safety and emollient creams. 	Ally Smith (SAB Coordinator) Harmeet Bhundia	Circa £200 per year



	<ul style="list-style-type: none">• Pressure ulcers in care homes.• Scams.• MCA.• <p>2) Keep relevant SAB documents and information on the website up-to-date.</p> <p>3) Explore opportunity for a microsite developed and managed by in-house Web Team.</p>		
Social media	<p>1) Promote awareness, including 3 key themes:</p> <ul style="list-style-type: none">• Financial abuse/scams;• Identifying and reporting neglect in care home setting;• Supporting people who self-neglect.	Ellie and Wendy	

ENGAGEMENT PLAN

Activity	ACTION	Partner Lead	Cost
<p>Stalls at local events, such as:</p> <ul style="list-style-type: none"> • Carers Conference in Richmond (organised by Richmond Carers Centre) 12th June 2019; • Full of Life Fair – Richmond; • Brighter Living Fair– Wandsworth; • WMUH open day; • KH open day; • St George’s Hospital open day; • RACC open day; • South Thames college open day. 	<ol style="list-style-type: none"> 1) Book stalls. 2) Arrange materials. 3) Ensure have representation. 	Sarah Loads & Marino Latour (Community Forums Chairs)	TBD
<p>Develop a safeguarding presentation for delivery to neighbourhood watch groups</p>	<ol style="list-style-type: none"> 1) Arrange to present to large meetings. 2) Update slide pack. 3) Make bookings. 4) Deliver presentations. 5) Feedback on outcomes. 	Sarah Loads & Marino Latour (Community Forums Chairs)	TBD
<p>Encouraging partners to provide feedback on safeguarding practice and processes.</p>		Sarah Loads & Marino Latour (Community Forums Chairs)	TBD