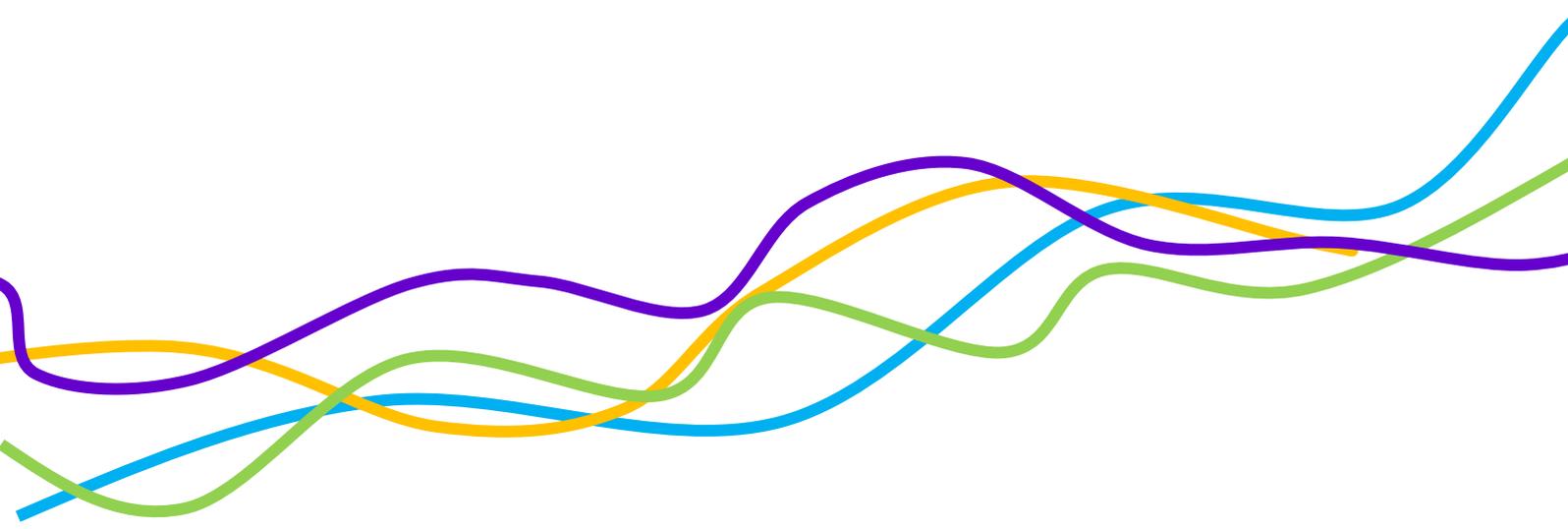




## **Kingston and Richmond LSCB Communications Strategy 2016**



## 1. Introduction

*'To place children's safety at the heart of the delivery of services in the borough and to ensure that Richmond upon Thames remains one of the safest places in the country for children and young people to grow up, be educated and to live in.'*

*'It is our aim that no child or young person in Kingston will suffer significant harm or death that is preventable. The LSCB aims to achieve the highest standards of collaborative and multi-agency working that makes a demonstrable contribution to safeguarding children.'*

The LSCB's role, functions, governance and operations are set out in Chapter 3 of the statutory guidance Working Together to Safeguard Children 2015. The functions of an LSCB are also set out in primary Children Act 2004 and Local Safeguarding Children Board Regulations 2006.

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.

A key area of work for the Kingston and Richmond LSCB is the effective delivery of information to professionals working with children and young people, parents/carers, children and young people, the public and others interested in the welfare of children.

The LSCB understands that communication and information needs to be presented to individuals at different stages. Also information needs to be presented in an accessible format depending on the target audience.

Kingston and Richmond LSCB Business Plans for 2015-2016 demonstrate that a key priority is to focus on communication and engagement, and ensure that this is effectively implemented with evidence of impact.

## 2. LSCB Communication Responsibilities

Kingston and Richmond LSCB want to ensure that 'voice of the child' and their families are heard in order to contribute in shaping best practice, and frontline staff and managers are key to informing learning and improvement.

Kingston and Richmond LSCB want to continuously improve communication and engagement activity to ensure:

- Children and young people, professionals, staff, parents and carers, the public and others who have an interest in child welfare understand the role and aims of the LSCB;
- A 2 way flow of communication opportunities;

- Lessons learnt from national and local learning and improvement case reviews are effectively embedded in order to improve best practice;
- Raised awareness on key issues to promote the well-being and safety of children and young people in Kingston and Richmond.

The LSCB recognises the importance of developing communication and information that is accessible, high quality and meets the needs of children and young people, professionals, staff, parents and carers, the public and others who have an interest in child welfare. The following values will be adopted:

- Information will be accessible to all;
- Open and clear communication will be utilised;
- Plain English will be used and jargon avoided (if this is not met, clear explanations are provided);
- Equality and diversity are promoted as fundamental to providing information;
- Information is kept up to date;
- Information may be presented in a spoken format for effectiveness;
- Consultation is important process to undertake to ensure continuous improvement.

Producing effective information requires careful planning and the following approach should be implemented and confirmed at an early stage:

- Understand your target audience;
- Identify the key messages to be delivered;
- Analyse the method of production;
- Establish how the information will be distributed or delivered directly to individuals;
- Understand how individuals and organisations will use the information;
- Identify the outcomes that need to be achieved when distributing communication and information;
- Identify when information materials need to be removed, reviewed and updated;
- Promote the involvement of children, young people and their families and staff
- Make organisations aware when their services are being publicised or signposted in order for them to meet unexpected or increased demand.

### **3. Kingston and Richmond LSCB's target audience**

- Children and young people;
- Professionals working with children/young people and their families (including the Voluntary, Community and Faith Organisations, and Board members);
- Parents and carers;
- General Public.

The LSCB will seek to raise its visual public profile in order to improve accessibility to safeguarding services, and raise awareness about key issues to promote the safety and wellbeing of children in Kingston and Richmond.

Kingston and Richmond LSCB will consult and listen to children and young people to ensure their views are implemented in the planning and delivering of safeguarding.

#### 4. What will be communicated?

A standardised format of the LSCB brand identity should be used by all partners when communicating to the media, parents/carers, children and young people, as well as with other partners and stakeholders. The following format should be adopted by all agencies:

- **LSCB Strapline:** - ***“Keeping our children and young people safe “***  
The strapline should summarise what the LSCB stands for and everyone working with children, young people and their families believe in. This strapline should be quoted on all LSCB documentation.
- **LSCB Vision:** - ***“As an LSCB, our vision is to ensure the best possible safeguarding outcomes for children and young people in Richmond and Kingston by providing information, support and training to young people, parents, carers and professionals. The LSCBs seek to remind local people that safeguarding is everybody's business.”***
- **LSCB Brand Identity:** - Currently Kingston LSCB and Richmond LSCB have separate logos as this highlights that the work of each Board is separate. However, both Boards share common work streams and priorities and therefore both logos are used on internal and public information.
- To achieve consistency and recognition, all publications created by the Kingston and Richmond LSCB will be produced in a standard format.
- Regulated use of the Kingston and Richmond LSCB logo by others will be available by application to the LSCB Professional Adviser.

## 5. Communication to target audience

Target Audience -	Communication
Everyone	<ul style="list-style-type: none"> <li>• What to do if you are worried about a child</li> <li>• What is safeguarding?</li> <li>• Safeguarding is everybody's responsibility across the whole community</li> <li>• There are different safeguarding responsibilities and a understanding how they should be fulfilled</li> <li>• Basic knowledge of what the role of the LSCB is and how the LSCB can be contacted</li> <li>• Key changes in safeguarding nationally and locally, and the implications of these</li> <li>• Raising awareness of Kingston and Richmond LSCB priorities</li> </ul>
Children and young people	<ul style="list-style-type: none"> <li>• What to do if you are worried about yourself or about a child you know</li> <li>• How to keep safe</li> <li>• What to do if you / someone you know is being harmed / harming themselves</li> <li>• What safeguarding is and what it means to you</li> <li>• How to let us know about issues that affect your safety</li> <li>• All young people to have a basic understanding of the child protection system and what it means to them</li> <li>• All young people to know about the process of a child protection investigation</li> <li>• Encouragement of youth participation in shaping the LSCB business priorities</li> <li>• To capture children and young people, the LSCB also own the website domain name <a href="http://www.safefrom.info">www.safefrom.info</a> which is an easier website link for them to remember. This weblink will be utilised in key pieces of work with children and young people.</li> </ul>
Parent and Carers	<ul style="list-style-type: none"> <li>• What to do if you are concerned about a child</li> <li>• How to provide safe parenting advice and information on this</li> <li>• How to safeguard and protect your children and the other children that you have responsibility for</li> <li>• The role and purpose of the Kingston and Richmond LSCB</li> <li>• Actions being undertaken nationally and locally to ensure the safety of children and young people</li> <li>• A understanding of child protection investigations</li> <li>• A basic understanding of the child protection system and the meaning it has to them</li> <li>• How to view child protection procedures</li> </ul>
Professionals, including the Voluntary and Community	<ul style="list-style-type: none"> <li>• What to do if you are worried about a child</li> <li>• What is a referral and how to refer to Kingston and Richmond SPA</li> </ul>

<b>Sector, Board Partners and Statutory Agencies</b>	<ul style="list-style-type: none"> <li>• The role and aims of the Kingston and Richmond LSCB and how to contact the LSCB</li> <li>• Understanding of their responsibilities towards safeguarding children</li> <li>• The multi-agency safeguarding training programme, and any events or conferences</li> <li>• What good safeguarding practice is and how this can be improved</li> <li>• Child protection procedures, and updates to policies &amp; procedures</li> <li>• Recommendations and learning from national and local learning and improvement case reviews</li> <li>• Local issues that affect the safety and wellbeing of all children in Kingston and Richmond</li> <li>• How to recruit staff and volunteers safely and deal with an allegation made against them</li> <li>• Encourage strengthened partnership working across agencies to ensure that children and young people in Kingston and Richmond are safeguarded effectively</li> </ul>
<b>Other partnerships and bodies</b>	<ul style="list-style-type: none"> <li>• The LSCB will ensure that other forums such as the Health and Well-being Board, Community Safety Partnership, other strategic boards and forums are updated about the work of the LSCB.</li> <li>• The Independent Chair and LSCB Professional Adviser will ensure they are available to attend other forums and events to promote the work of the LSCB.</li> </ul>

## 6. Methods of communication

- Careful forward planning is fundamental when producing effective communication and the following methods will be implemented with all communication processes:
- Identify and understand the requirements of the target audience;
- Demonstrate the key messages needed to be communicated;
- Identify the most suitable format for the provision of information;
- Plan methods of how the information will be communicated;
- Work with key partners in order for them to provide support to widely disseminate messages and information.

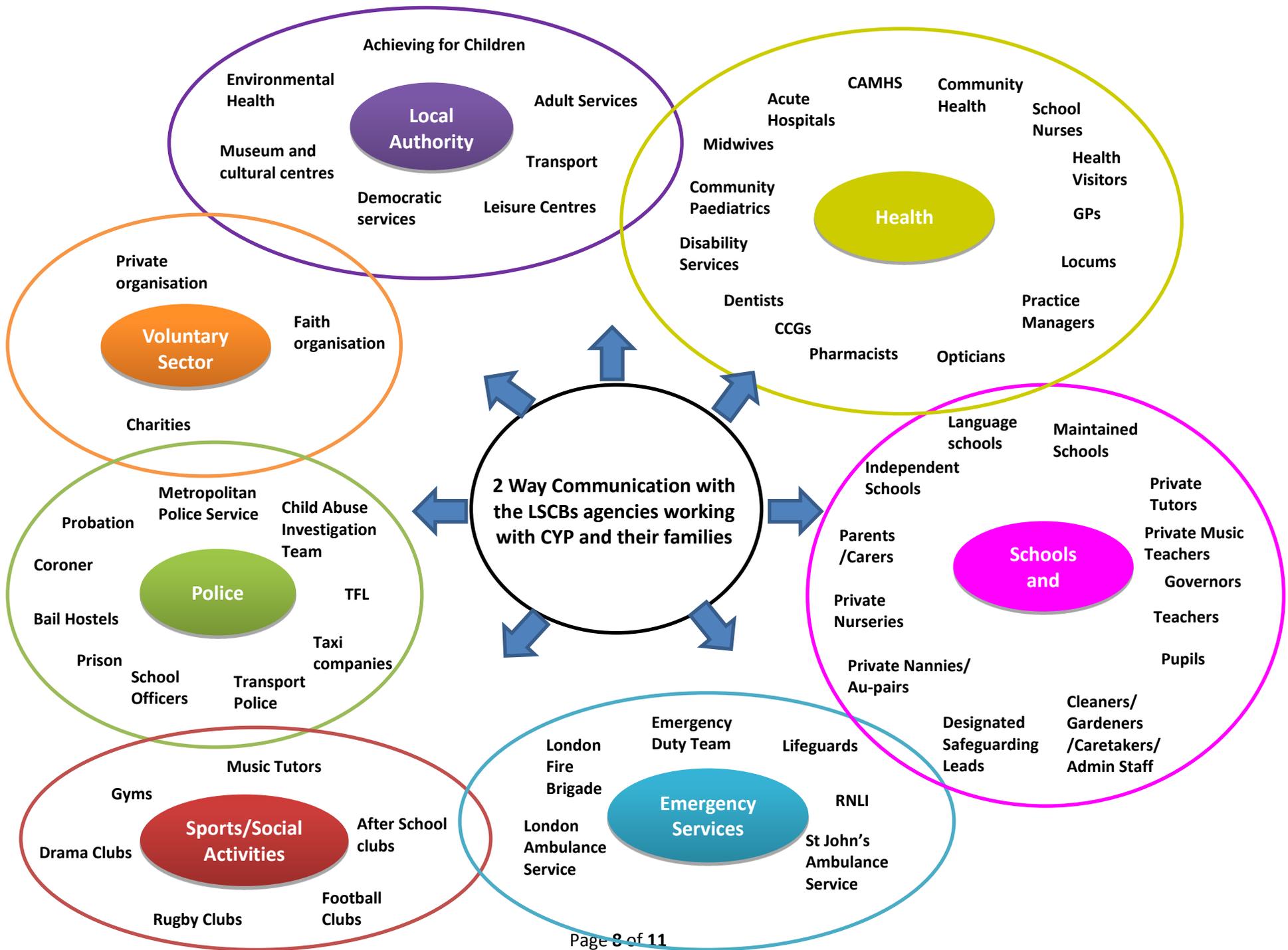
### LSCB General Methods of communication:

- LSCB webpages – including [www.safefrom.info](http://www.safefrom.info) with separate logo
- LSCB Social Media pages – Twitter, Youtube
- LSCB monthly newsletter
- Multi-agency Training Programme
- Conferences and workshops
- Annual Report and business plans
- Consultations – professionals, carers, families, children and young people
- Leaflets
- Posters
- Emails and Email briefings
- Briefings, meetings, seminars and workshops
- Banners / stalls
- Videos and animations
- Independent Chair and LSCB Professional Adviser, LSCB Coordinators' meetings and visits to external forums
- Member appraisals.

### Key points of contacts include:

- Partner events, campaigns and conferences
- Libraries
- Community and faith centres
- Youth Councils and Children in Care Councils
- GP Surgeries/other health clinics
- Social media and Partner agency Social media pages
- Schools/Colleges
- Sports centres
- Voluntary Sector organisations

Alternative formats may be utilised depending on whether people have specific communication needs. This may include audio and visual methods or translation or interpreting services. The use of social media is a beneficial way to quickly disseminate information to the public we have developed our Twitter page (@KR\_LSCB) and YouTube account. This also includes using [www.safefrom.info](http://www.safefrom.info) for key awareness raising campaigns.



## 7. Platforms of communication

### Kingston and Richmond LSCB Website

- The website is a central platform where individuals can access information about safeguarding children and young people. The website clearly directs people with the relevant contact information to the Kingston and Richmond SPA regarding concerns about a child.
- The website provides information on the LSCB Training programme and also other training resources provided by external organisations
- Information and advice is presented to individual target audiences such as Children and Young People, Parents and Carers and Professionals. However the website is also promoted as a tool for the public to access information.
- For Children and Young people and awareness raising campaigns the website domain name [www.safefrom.info](http://www.safefrom.info) has been utilised specifically with key participation work with children and young people.

### Social Media Pages

- Important and key messages/information are promoted through the LSCB Twitter account. 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.
- The Kingston and Richmond LSCB YouTube page is a platform to show films about raising awareness on different key areas to do with safeguarding children. The participation work undertaken by young people in Kingston and Richmond is also promoted through the use of YouTube. YouTube allows the LSCB to understand its viewer and hit rates to identify the scope of dissemination of key messages.

### LSCB Briefings, Bulletins and Newsletters

- The LSCB produces a monthly newsletter which is circulated to over 400 people within the safeguarding community. The newsletter focuses on a particular theme, but also includes useful news and resources for individuals to access.
- The LSCB Newsletter is published on the website, but also is hosted on partner organisations' intranet and websites. The LSCB also ensures that the newsletter is promoted on the LSCB Twitter page for wider circulation.
- The website has the facility for individuals to subscribe to the newsletter who become part of a mailing list.
- Briefings seek to keep frontline professionals up to date with best practice, using information from local and national case reviews, audits and quality assurance work. We create briefing papers on high profile cases to highlight the learning that should be used to improve practice. However briefings are also presented face to face which forms part of the LSCB training programme.

### Publications

- Publications produced by the LSCB are available on the LSCB Website. This includes leaflets, posters and promotional material to raise awareness about safeguarding children and young people.
- Serious Case Reviews are published on the board website. This is subject to certain conditions about the welfare of the child/ren and their family.
- Bulletins and briefing sheets seek to keep frontline professionals up to date with best practice using information from local and national learning and improvement case reviews

- LSCB Training e-learning materials are available on the AfC CPD Online Website, which is signposted on the LSCB website

#### LSCB Multi-agency Training

- The Kingston and Richmond LSCB commission a cohesive multi-agency training programme, which is signposted on the LSCB website to AfC CPD Online.
- The training events are a useful platform to receive feedback from frontline professionals about multi-agency working.
- The LSCB Training programme is promoted via the LSCB Website; AfC CPD Online; Weekly Training bulletins; and social media pages and is sign posted via partner agencies' communication channels. A Training brochure is also available to be downloaded via the LSCB website.

#### Dissemination of key messages and best practice

- Minutes are taken at all Board meetings, subgroups, focus groups and forums
- Board Members understand their responsibility to disseminate all relevant safeguarding information to staff within their agencies, and are encouraged to promote any multi-agency safeguarding training and events to staff using their respective websites, publications, newsletters, meeting agendas etc.
- The LSCB have produced an escalation and resolution policy so that Board Members understand that they have the responsibility to raise any concerns from their teams to the LSCB.
- The LSCB has organised staff briefing sessions delivered to professionals as a result of learning derived from local and national learning and improvement case reviews. The LSCB has produced and signposted communication material (posters and animation video) which looks at learning from local and national case reviews which has been disseminated to the all professionals and can be accessed via the LSCB website.

Press and media releases will be planned on a case by case basis, with the LSCB gaining independent advice, as required.

