

**Brighton & Hove**  
**Local Safeguarding Children Board**  
**and Safeguarding Adults Board**

**Joint Communication**  
**& Engagement Strategy**  
**2018 – 2021**

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Brighton & Hove  
**SAB**  
Safeguarding  
Adults Board

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## 1. Introduction

**The responsibility to keep all children safe and well belongs to everyone**

(Local Safeguarding Children Board)



Brighton & Hove

**SAB**

Safeguarding  
Adults Board

**We will all work together to enable people in Brighton & Hove to live a life free from fear, harm and abuse.**

(Safeguarding Adults Board)

Brighton & Hove Local Safeguarding Children Board (LSCB) and Safeguarding Adults Board (SAB) co-ordinate what is done by its members to safeguard and promote the welfare of children, and of adults with care and support needs. They both have a strategic role to play in protecting children, and protecting adults with care and support needs, in the city.

The Boards have developed this joint Communication & Engagement Strategy to embrace the 'think family' approach and ensure that the work of both Boards is effectively communicated to the relevant audiences such as children, young people, adults with care and support needs, families, practitioners and the wider community in Brighton & Hove.

The challenge is to identify the most effective method to communicate messages and how we will 'capture the voice' of clients and have meaningful engagement with children, young people, and adults with care and support needs in a consistent and co-ordinated approach which will also inform the work of the Boards.

The Boards will seek evidence of a proactive approach to the communication of safeguarding messages and engagement with target audiences by all partner agencies.

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## 2. Communication and Engagement Strategy Aims and Objectives

The overarching aim of this strategy is to ensure people who live, work, or visit Brighton & Hove are aware of what 'safeguarding' means and have access to information that will help them make the right decisions. The whole community needs to understand what abuse, exploitation and neglect looks like as well as the roles they play in keeping people safe and promoting welfare. Our ambition is to actively engage people and inspire them to take action to prevent abuse and neglect.

The objectives are

- To promote the welfare of children and young people, and with adults with care and support needs, in Brighton & Hove.
- To prevent abuse and neglect.
- To ensure that the 'voice of the child' and the 'voice of the user' are heard and that their views are taken into consideration.
- To inform multi agency policy and practice.
- To establish links with other strategic partnerships to develop a shared understanding of the needs of service users and encourage the sharing of good practice.
- To seek opportunities to engage directly with children and young people, and with adults with care and support needs.

Where appropriate, we will support national campaigns to raise awareness of safeguarding issues, to help our local community understand how to recognise different forms of abuse and exploitation. We will also work closely with our neighbours to coordinate our communications and make sure that consistent messaging is used across the county and beyond. We will also collaborate on events and resources where possible across Sussex.

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### 3. Communication Responsibilities

The organisations in Brighton & Hove which have a role in safeguarding have the following responsibilities:

- To be proactive in raising awareness of their role and work
  - To promote the work of the Board with the service users across Children's and Adult's Services, practitioners and the wider community
  - To proactively engage with service users, practitioners and the wider community to inform multi-agency policy and practice
  - To proactively engage with practitioners to promote an understanding of the work of the Boards and to inform of changes to policy and procedure, identify best practice and communicate the findings of Serious Case Reviews and Safeguarding Adult Reviews
  - To support the development of all practitioners involved in safeguarding
  - To support all partners to understand their contribution
  - To keep partners up to date with developments in the organisation including changes to policies and procedure
  - To share good practice, ideas, good news and learning from quality assurance work including reviews of cases
  - To ensure that partners understand their responsibilities in respect of proactive communication and engagement
  - To define and implement clear lines of communication and to ensure consistency and transparency wherever possible.
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### 4. The Participation & Engagement Subcommittee

This is a joint subcommittee that supports the Boards to create a culture of openness and facilitate effective and regular challenge to all partner agencies.

The group is instrumental in supporting the communication and collaboration of the work of both Board's subcommittees.

The subcommittee is instrumental in focussing activity in key areas of both LSCB and SAB business plans. View the [Terms of Reference](#)

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### 5. Principles

This strategy reflects a number of core communication principles:

- Openness and honesty
  - Transparency
  - Timeliness
  - Accessibility
  - Accuracy
  - Support of Safeguarding agencies' priorities
  - Compliance with the Data Protection Act
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## 6. Standards

The Boards aim to provide information that is accessible, of a high quality and meets the needs of the public, service users, potential service users and staff working in partner agencies. The following standards apply:

- Board branding will be used for all communications
- Information will be clear and in plain English.
- Standard Arial font size 11 is our standard typeface.
- Information will be available on where to access information in different formats (e.g. large print – Arial font size 18, Braille, other languages, Easy Read, BSL, Audio or other electronic formats) and we will make every effort to make these available on request. If this is not been possible, we will inform reader(s) as to the reasons why and seek an agreeable alternative.
- All communication methods shall be consistently applied and be mindful of equality and diversity. Further supported by the provision of toolkits, templates, advice and guidance.
- Boards' will undertake Equalities Impact Assessments as standard practice

## 7. Our Audience

The Boards need to communicate with a diverse community and a range of groups and organisations that care for, educate, provide services for and protect children and young people and adults with care and support needs.

In addition to service users and the wider community, the Boards also have a responsibility to proactively engage with practitioners involved in the care of children and young people, and of adults with care and support needs, across a broad spectrum including social care, education settings, healthcare settings, the voluntary sector and faith settings, and elected members.

## 8. Methods of communication

We will use a variety of communication methods.

Audience	Communication Methods & Channels
Professionals	Safeguarding Boards' Website Board Briefings & published Board minutes Safeguarding News & Updates emails Professionals Briefings: Learning Together from Case Reviews Professionals Briefings: Learning from Quality Assurance Safeguarding Bulletins Learning & Development Offers Safeguarding Conferences Safeguarding Policy and Procedures The Board's Annual Report and Business Plan Provider & Practitioner Forums Twitter
Wider community	Safeguarding Boards' Website Board Briefings & published Board minutes Posters, leaflets and other branding and marketing The Board's Annual Report and Business Plan Campaigns and press releases Twitter
Parents	Safeguarding Boards' Website Safety Rocks Newsletters Briefings and facilitated discussions via LSCB quality assurance activity The Board's Annual Report and Business Plan

Children and Young People	<p><b>To be advised by YMCA Right Here Youth Ambassadors</b></p> <p>Safeguarding Boards' Website  Targeted communications via schools and youth groups  Briefings and facilitated discussions via LSCB quality assurance activity  LSCB attendance at youth forums, groups and events  Child friendly Board's Annual Report and Business Plan</p>
Adults with care and support needs	<p>Safeguarding Boards' Website  Targeted communications with professional support  Briefings and facilitated discussions via SAB quality assurance activity  SAB attendance at relevant forums, groups and events e.g Older People Council  Provider &amp; Practitioner Forums  Easy read Board's Annual Report and Business Plan</p>

Partner agencies have their own respective websites which provide information about services, contact details and links to the joint Safeguarding Boards' website.

## 9. Key messages

The Key Messages to all the target areas are:

Audience	Messages	Desired Outcome
<b>Everyone</b>	<p>What is abuse, neglect and exploitation</p> <p>Keeping children safe is a responsibility shared across the whole community</p> <p>Keeping adults with care and support needs safe is a responsibility shared across the whole community</p> <p>What to do if you are worried about a child and/or adult with care or support needs</p> <p>What does safe, safeguarding, adult protection, and child protection mean, including that everyone has a right to be free from harm and abuse</p> <p>How to spot the signs and vulnerability indicators of the different types of abuse</p> <p>What the different responsibilities to safeguard are, and how they should be fulfilled</p> <p>A basic understanding of the role of the LSCB and SAB, their priority areas of business and how they can be accessed</p> <p>Key changes in safeguarding nationally and locally and the implications of these</p>	<p>Information on safeguarding is easily accessible in a range of formats across all audience groups.</p> <p>All audience groups and the wider community are encouraged to be mindful of safeguarding and to raise concerns.</p> <p>Increased referrals and contacts from the public</p> <p>Increased hits to the Boards' website.</p>
<b>Children and Young People</b>	<p>To be advised by YMCA Right Here Youth Ambassadors</p> <p>What is abuse, neglect and exploitation</p>	<p>Children and young people have easy access to clear and up to date information on relevant safeguarding issues,</p>

Audience	Messages	Desired Outcome
	<p>What to do if you are worried about yourself or a child you know</p> <p>How to keep safe</p> <p>What to do if you / someone you know is being harmed / harming themselves</p> <p>What safeguarding is and what it means to you</p> <p>How to let us know about issues that affect your safety</p> <p>All young people to have a basic understanding of the child protection system and what it means to them</p>	<p>especially how to get help.</p> <p>Children and young people are encouraged to get involved in the work of Brighton &amp; Hove LSCB.</p>
<b>Parents / Carers</b>	<p>What is abuse, neglect and exploitation</p> <p>What to do if you are worried about a child or young person, or you are worried about an adult with care and support needs</p> <p>How to provide safe parenting / caring and sources of parenting/ caring advice</p> <p>How to protect your children and others you are responsible for</p> <p>Local and national action being taken to ensure that children are kept safe, and that adults with care and support needs are protected from harm</p> <p>A basic understanding of the child and adult protection system and what it means to the person</p>	<p>Parents/ Carers have easy access to clear and up to date information on relevant safeguarding issues.</p>
<b>Adults with care and support needs</b>	<p>What is abuse, neglect and exploitation</p> <p>What to do if you are worried about yourself or someone you know</p> <p>How to keep safe</p> <p>What to do if you / someone you know is being harmed / harming themselves</p> <p>What safeguarding is and what it means to you</p> <p>Understanding of making safeguarding personal</p> <p>How to let us know about issues that affect your safety</p> <p>All adults with care and support needs have a basic understanding of the adult protection system and what it means to them</p>	<p>Adults with care and support needs have easy access to clear and up to date information on relevant safeguarding issues, especially how to get help.</p> <p>Adults with care and support needs are encouraged to get involved in the work of the SAB.</p>

Audience	Messages	Desired Outcome
<b>Professionals, including the Voluntary and Community Sector, Board Partners and Statutory Agencies</b>	<p>What is abuse, neglect and exploitation</p> <p>What to do if you are worried about a child or young person, or about an adult with care and support needs</p> <p>What is a referral</p> <p>The role and aims of the LSCB and SAB how to contact us</p> <p>Your responsibilities with safeguarding</p> <p>SAB and LSCB multi-agency training programme, events or conferences</p> <p>What good safeguarding practice is and how this can be improved</p> <p>Child and adult protection procedures, and updates to policies &amp; procedures</p> <p>Recommendations and learning from quality assurance and local and national Serious Case Reviews and Safeguarding Adult Reviews</p> <p>Local issues that affect the safety and wellbeing of all children and vulnerable adults in the area</p> <p>How to recruit staff and volunteers safely and deal with an allegation made against them</p> <p>Encourage strengthened partnership working across agencies</p>	<p>Agencies working with children and young people, and with adults with care and support needs, have easy access to clear and up to date information on relevant safeguarding issues.</p> <p>Agencies working with children and young people, and with adults with care and support needs, feel supported in improving their safeguarding practice.</p> <p>Allegations against staff and volunteers are reported.</p> <p>Partners are accessing LSCB and SAB learning and development opportunities.</p>
<b>Local Communities</b>	<p>Specific information targeted at the wider community, or particular sections of the community given the important role they can play in recognising vulnerable children and adults and building resilience and safety for the community.</p>	<p>Public awareness around key safeguarding issues is increased.</p>
<b>Other Partnerships</b>	<p>Boards' update key forums about their work; this will include the Health and Wellbeing Board and the local Strategic Partnership. The Independent Chairs and Business Manager will be available to attend other forums and meetings to discuss their role and the role of the LSCB &amp; SAB.</p>	<p>Where relevant, statutory and other partnership are aware of and involved in LSCB and SAB activity.</p>

## 10. Communication Responsibilities

The primary responsibility for implementing this strategy sits with the Joint LSCB and SAB Participation & Engagement Subcommittee. All members must ensure that they take responsibility for communicating all

key information within their respective agencies and ensuring that any issues identified within their organisation are communicated back to the relevant Board.

The Brighton & Hove City Council Communications Team will support with communication and enquiries from the media where required and appropriate.

More specific responsibilities for communication will be outlined in Section 12: Dealing with Media Enquiries.

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## 11. Measuring Success

We want to be in a position to be able to evidence that improvement is informed by feedback from those who access and deliver safeguarding and child and adult protection services in Brighton & Hove.

The success of this strategy will be monitored via:

- Numbers of visitors to the website and page visits
- Numbers in attendance at public/partner and/or LSCB and SAB workshops, conferences, briefings
- Completed evaluations/ feedback from practitioners
- Partner contributions Boards communications
- Feedback from children and adults involved in the safeguarding process
- Ofsted inspection feedback
- Coverage in media and partner newsletters/publications
- Auditing activity e.g MCA DoLs
- Feedback from independent bodies, e.g Healthwatch Brighton & Hove

This will provide:

- Greater understanding of key messages for all audiences, including learning from case reviews, audit and research, thus improving safeguarding practice across the partnership
- Improved awareness of safeguarding issues
- Enhanced knowledge and understanding of role and remit of the Boards
- Better outcomes for children, young people and adults involved in safeguarding
- Increase in positive media coverage

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## 12. Dealing with Media Enquiries

This section sets out the Boards' approach to working with the media such as part of the Boards general work or as part of the boards' statutory responsibilities to undertake Safeguarding Adult Reviews and/or Serious Case Reviews<sup>1</sup>.

Working with the media in most situations should be planned and statements agreed with the Independent Chairs and appropriate Executive Director/ Chief Executive from agencies directly involved in the review. This is to provide consistency including ensuring a coordinated multi-agency approach as appropriate.

There may be occasions when the media directly contacts the LSCB or the SAB. In this situation the Business Manager must be notified immediately on receipt of such an enquiry, along with Brighton & Hove City Council's communications team. Depending on the issue it may also be appropriate to contact the relevant Independent Chair and/or statutory partner communications teams too.

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<sup>1</sup> The requirements around Serious Case Reviews will change in 2018 with the introduction of the National Panel and the publication of new statutory guidance Working Together to Safeguard Children 2018



### 13. Resources and Budget implications

The Boards are funded through the partner agencies.

The LSCB has an annual budget that includes ring-fenced sums for information and publicity.

Additional funding may be sought from partner agencies for specific projects not identified in the Boards' Business Plans.

We endeavour to use the most cost effective methods of communication wherever possible, and utilise existing communication streams of partner agencies wherever possible.

The Boards will use the respective website pages to ensure minimal expenditure.

Specific promotional activities / campaigns must receive approval from the respective Board after full consideration of budget implications.

As Safeguarding Adult Reviews / Serious Case Reviews cannot be predicted, and can be instigated at any time, it is the responsibility of the Business Manager to consult with the relevant Independent Chair to determine the specific communication strategy for each individual review. Support can be sought from any agency's Communication Team as appropriate.

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### 14. Governance

Each year the Participation & Engagement Subcommittee will agree a Communications Plan which is informed by local and national child and adult protection and safeguarding events, projects and campaigns.

This strategy is endorsed by the LSCB and SAB and monitored and evaluated by the Participation & Engagement Subcommittee.

All LSCB Subcommittees and working groups can refer participation and engagement opportunities to this subcommittee.

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### 15. Impact

This strategy will make a difference in the following ways:

- Leaders, managers and staff in all agencies represented on the LSCB and SAB will feel **INFORMED** about work to improve safeguarding in Brighton & Hove;
- Leaders, managers and staff in all agencies represented on the LSCB and SAB will be kept **APPRISED** of learning from national and local Serious Case Reviews / Safeguarding Adult Reviews and quality assurance activity;
- Leaders, managers, staff and the wider community will be **KNOWLEDGEABLE** of the key priorities areas of business for the Board
- Leaders, managers, staff and the wider community will be **AWARE** of the message that **safeguarding is everyone's business**;

## Appendix A: Consultations

The Boards' are committed to consulting with children, young people and families, and with adults with care and support needs, in the planning and delivery of their work in Brighton & Hove.

There is an explicit commitment to incorporate these views and perspectives in a meaningful way into the Boards' overarching Business Plans, so as it is not tokenistic, to improve outcomes and life chances for children and young people, and for adults with care and support needs, in the city.

This will be achieved by:

- Providing a range of opportunities to allow children and young people and adults with care and support needs to express and articulate their views and to provide the support required to empower them to do this confidently;
- Providing a range of opportunities where children and young people, and where adults with care and support needs, can express their views safely in a supportive environment;
- Listening to children and young people, and to adults with care and support needs, to hear, value and respect their views;
- Providing opportunities where the impact of their views and the progress of the work of the LSCB and SAB can be fed back to children and young people, and to adults with care and support needs.

### LSCB

In order to practically and effectively deliver against these objectives, the LSCB will request that a member of staff in each school phase identifies a pupil focus group to discuss the LSCB Business Plan.

The Designated Person forum will determine:

1. The format and outline of these groups;
2. The expectations around confidentiality;
3. The procedure for managing disclosures;
4. Parental liaison;
5. Record keeping and information transfer to the LSCB;
6. Feedback to the children and young people.

### SAB

In order to practically and effectively deliver against these objectives, the SAB will endeavour to identify a focus group to discuss the SAB Plan.

## Board Consultations

The approach taken to **any** consultation work will be:

### ...relevant and coordinated:

- We will be clear and transparent about the purpose of consultation activity
- We will feed back the findings of consultation and engagement activities in a timely and accessible manner
- We will seek to avoid duplication and consultation fatigue by identifying opportunities for communication and participation that meet a range of needs and by working together with our partners
- Where necessary we will coordinate or summarise information to suit the needs of different audience groups

### ...timely and well planned:

- We will inform, consult and engage in good time to give children and young people, and adults with care and support needs, sufficient time to respond and to ensure views are built into developments from the earliest stages
- An annual thematic plan will be utilised to forward plan communications and engagement work

### ...appropriate:

- We will use a range of consultation methods which are appropriate to the purpose and the audience
- We will look to other Boards and organisations for best practice learning

## Appendix B: Local Safeguarding Children Board Values

### Your LSCB's Values:



All children should be safe from abuse and neglect



We prioritise the safety of children over everything else we do



We are committed to the changing needs of all children in Brighton & Hove, particularly those who are vulnerable to risk



We collaborate with agencies and challenge them in a shared responsibility to safeguard children



We are dedicated to early help



We listen to children, young people, families, our practitioners and their managers – their involvement shapes what we do

**Safeguarding is everybody's responsibility**

## Appendix C: Safeguarding Adults Board Vision

The Board's vision is that we will all work together to enable people in Brighton & Hove to live a life free from fear, harm and abuse.

### Empowerment:

taking a person-centred approach, whereby users feel involved and informed.

I am asked what I want as the outcomes from the safeguarding process, and this directly informs what happens

### Protection:

delivering support to victims to allow them to take action which protects them from further harm.

I get help and support to report abuse and neglect. I get help so that I am able to take part in the safeguarding process to the extent to which I want

### Prevention:

responding quickly to all allegations of abuse.

I receive clear and simple information about what abuse is, how to recognise the signs, and what I can do to seek help

### Proportionality:

ensuring outcomes are appropriate for the individual.

I am sure that the professionals will work in my interests as I see them, and they will only get involved as much as needed

### Partnership:

information is shared appropriately and the person is involved.

I know that staff treat any personal and sensitive information in confidence, only having what is helpful and necessary. I am confident that professionals will work together and with me to get the best result for me

### Accountability:

all agencies have a clear leadership role in promoting the key principles adopted by the Board.

I understand the role of everyone involved in my life and so do they.

Brighton & Hove  
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**Empowerment**  
**Protection**  
**Prevention**  
**Proportionality**  
**Partnership**  
**Accountability**