



**Safeguarding
is everybody's
business**

East Riding Safeguarding Adults Board

Marketing & Media Strategy 2017-2020

OUR VISION

The East Riding of Yorkshire is a place where adults at risk of harm are able to live an independent life free from harm where:

- Abuse is not tolerated
- Everyone works together to prevent abuse
- Services respond effectively when abuse is suspected or happens

1. Introduction

1.1 This marketing and media strategy has been written with the aim that we as a Board communicate effectively with everyone who may come into contact with us, and raise our public facing profile generally. The success of this strategy will help us meet some of our core objectives.

We aim to get our messages seen, heard and understood.

2. Aim of the ERSAB Media Strategy

- To raise awareness of adult safeguarding both internally and with the public, to ensure as many people as possible understand what it means.
- To promote the key message that “Safeguarding is everybody’s business.”
- To ensure there are consistent, positive messages about safeguarding issues and the work being done to safeguard adults in the East Riding, with local and national media where opportunities arise.
- To promote the work of ERSAB through as many different types of media as possible including social media.

3. The East Riding Safeguarding Adults Board Who are we?

3.1 ERSAB is a statutory partnership board, established by the local authority and made up of representatives from a number of external organisations which provides strategic leadership for adult safeguarding across the East Riding of Yorkshire.

3.2 ERSAB’s remit is to agree objectives, set priorities and co-ordinate the strategic development of adult safeguarding.

3.3 ERSAB acts as the key mechanism for agreeing how agencies will work together effectively to safeguard and promote the safety and well-being of adults at risk and/or in vulnerable situations.

3.4 ERSAB aims to promote awareness and understanding of abuse and neglect among service users, carers, professionals, care providers and the wider community.

3.5 ERSAB is responsible for ensuring that the systems in place locally to protect people at risk are proportionate, balanced and responsive.

3.6 ERSAB will undertake and or commission Safeguarding Adult Reviews in cases where there is a reasonable concern about how ERSAB members, or other relevant persons worked together to safeguard adults at risk of harm to ensure that lessons are learnt.

4. What do we do?

4.1 We work together to protect vulnerable adults who may be at risk of harm. All board members have a zero tolerance approach to any form of abuse towards adults at risk of harm and share a strong commitment to work together collaboratively to safeguard adults at risk of harm from all forms of abuse, neglect and exploitation, whether by an individual or organisation.

An up to date list of board members can be found at www.ersab.org.uk

5. Key messages about adult safeguarding

5.1 These are the key messages which the Board has adopted for use in media, marketing and communications.

5.2 Safeguarding means protecting an adult's right to live in safety, free from abuse and neglect.

5.3 Safeguarding is about people and organisations working together to prevent and stop both the risks and experience of abuse, while at the same time making sure that the adult's wellbeing is promoted including, where appropriate, having regard to their views, wishes, feelings and beliefs in deciding on any action.

5.4 The wellbeing and safety of local people is our main concern and we adopt a zero tolerance stance on the abuse, neglect or discrimination of any person but particularly people at risk or in vulnerable situations in whatever setting.

5.5 We are encouraged by the increasing number of reports highlighting concerns because this indicates that people are growing more confident to report abuse which previously may have been hidden and unreported.

5.6 The local authority has the lead co-ordinating role for safeguarding adults and it works in partnership with local agencies and organisations to safeguard people at risk. Safeguarding is the responsibility of everyone including the wider community.

5.7 There is good partnership working at the local level when concerns are raised and agencies work together effectively to ensure a co-ordinated approach.

5.8 We work proactively with care providers to address any concerns raised about their service to ensure that local people have access to good quality and safe care when they need it.

6. Who are our main stakeholders?

6.1 The Board is led by an independent chair and made up of representatives from a number of organisations including the East Riding local authority, Humberside Police, the local NHS providers and the East Riding Clinical Commissioning Group (CCG). There are also a number of stakeholders from non-statutory agencies such as Humberside Fire and rescue, HMP Humber, Healthwatch East Riding and the East Riding Voluntary Action service. They are all members because at some point they may come into contact with adults at risk of harm, and they have a role in ensuring that all people living in the East Riding can live safely and free from harm and abuse.

Our other key stakeholders are, of course members of the public.

7. What are our overarching principles?

7.1 All the board partners have signed up to concentrate on six principles which have been taken from the Care Act 2014 but tailored to meet the needs of the people of the East Riding.

Empowerment – presumption of person led decisions and informed consent.

Prevention – it is better to take action before harm occurs.

Proportionality – the least intrusive response matching the risk prevented.

Protection – support and representation for those in greatest need.

Partnerships – local solutions through services working with their communities.

Accountability – accountability and transparency in delivering safeguarding.

8. What are our strategic objectives?

8.1 The Board has 9 overarching strategic objectives as detailed in the SAB Strategy for 2016-19, these are:

- To embed the Making Safeguarding Personal (MSP) approach within all partner organisations.

- To fully integrate the Care Act 2014 into all safeguarding in the East Riding.
- To maintain responsiveness to application changes in the Mental Capacity Act.
- To incorporate emerging issues in other areas that impact on adult safeguarding.
- To increase service user and carer involvement.
- To seek better evidence of how the Board is making a positive difference for adults at risk of harm.
- To increase the Boards knowledge of the whole social and health care market.
- To work more closely with communities.
- To increase the focus on people who receive services in their own homes.

8.2 Whilst there are nine objectives for the Board shown above; there are 2 specific objectives which are the primary focus of this marketing and media strategy, these are:

- ***To Increase service user and carer involvement.***
- ***To work more closely with communities.***

8.4 In addition to these 2 primary objectives a third generic objective has been identified which will also contribute to the success of the Board and this has been phrased as follows in the Marketing and Media delivery plan;

- ***To seek assurance that partner agencies are utilising appropriate marketing and media strategies to support the Board in delivering its objectives.***

8.5 The details describing how we intend to delivery these 3 objectives are outlined in the Marketing & Media Delivery Plan for 2016 and beyond which is attached to this strategy.

8.6 We will use as many different approaches as possible to ensure that adults at risk of harm, their families, carers and other support networks have as much information as possible to enable them to live free from harm and abuse. This may include sharing information using local press, community groups, websites and social media where appropriate.

9. Key Communication messages

9.1 The way we communicate will be clear and concise and will be relevant to our target audience. Some of the messages, communications channels and what we aim to communicate are shown below:

- We will provide useful, practical accessible information and support including key contacts and telephone numbers about organisations and networks who are able to help adults at risk of harm.
- We will continue to provide training and briefing sessions to a wide range of groups including paid health & social care professionals, community based staff and volunteers.
- We will produce information which will be relevant to professionals and the public including topics of interest related to adult safeguarding, training dates, policies etc.
- We will continue to update our website which includes information about the Board and the board sub-groups, policies and procedures and other key information.
- We will aim to ensure that our Board branding is recognisable to both professionals and the public.
- We will promote adult safeguarding at both national and local events and use national campaigns such as Dignity Action Day and Older People's Day as such opportunities arise.
- We will link into other targeted/seasonal campaigns such as winter/stay warm, domestic violence and hate crime issues as opportunities arise.
- Locally we will engage with the public at events such as the annual Driffield Show.
- We will work more proactively with the media to provide positive media coverage about our work as opportunities arise.
- We will target younger people including young carers by making greater use of Social Media such as Facebook and Twitter. We will specifically target our more rural communities.

10. Delivering this strategy

10.1 This strategy will be delivered by the implementation of the attached Marketing and Media Delivery Plan for 2016 and beyond. Some of the planned tasks have already been delivered or are currently being delivered and as this continues this will be captured in the progress update on the plan.

10.2 We will report progress to the Business Implementation Group which is a formal sub-group of the Board, so that all key partner agencies are kept well informed at regular intervals.

11. Governance and monitoring

11.1 Governance and monitoring arrangements for this strategy will be:

- To provide (via the ERSAB Board Manager) bi-monthly updates on progress to the ERSAB Business Implementation Group on the implementation of this strategy.
- Members will also be responsible for reporting by exceptions to their ERSAB member and for escalating any unresolved issues which have the potential to undermine the achievement of stated objectives.
- As new opportunities arise at later dates, additional tasks will be discussed with partner agencies and added to the delivery plan.

Any suspicion of abuse or neglect should be reported either to the local authority adult services safeguarding team on 01482 396940 or if out of hours the East Riding of Yorkshire Council Emergency Duty Team on 01377 242273 or to the police on 101.

In an emergency, if it is suspected someone is in immediate danger, 999 should always be called.

Appendix 1

National Campaigns and awareness days 2017

To be added

FINAL VERSION