



*Safeguarding
is everybody's
business*

Marketing & Media delivery plan 2017-2020

Engagement with adults with care and support needs, carers, families and the public

V 1.0 FINAL

Jan 2017

This Media Strategy delivery plan explains how the Safeguarding Adults Board aims to raise awareness of adult safeguarding issues with vulnerable members of our communities, their carers and families and the wider members of the public.

Media Strategy Objective:

1. To increase service user and carer involvement in the work of the Safeguarding Adults Board

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
1.1 To identify opportunities to ask people and/or their carers about their experience of the safeguarding process, and to use these experiences within the Boards future strategies and plans.	SAT Manager & Board Manager	There is no set target date for the overall objective as this is an ongoing requirement under the Care Act.	Work is required by social workers and other staff under MSP to ask adults about their experiences of safeguarding interventions.	Performance data to SAB
1.2 To engage with organisations who work with service users & carers (such as the Alzheimer’s Society) to raise awareness of the work of the Board and seek their views and contributions on our priorities.	SAB Training Coordinator	There is no set target date for this as this will be ongoing based on demand of groups.	Throughout 2015/16 a number of briefing sessions for carers were delivered to the “Memory Café’s which are run by the Alzheimer’s Society. More opportunities will be identified within other organisations and via ERVAS throughout 2016/17 and beyond.	Numbers of sessions held/numbers of attendees
1.3 To identify key service user and carer groups who may be willing to be consulted on around specific relevant aspects of safeguarding work.	SAB Board Manager			
1.4 To update our Board website so that it is applicable to professionals and the public. For professionals – the Board support officer will liaise with the councils Web Team	Media Lead, Marketing Lead & Board Technical	End February 2016		Number of professionals sharing

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
<p>to discuss the feasibility of developing a blog for professionals, similar to that developed by the Local Government Association (LGA), with a direct link to the Council website.</p> <p>For users and carers – the public facing information will be updated so that there is a direct link to the councils Connect to Support which provides information about services, products and support available to our residents.</p>	Assistant			<p>information via the blog.</p> <p>Numbers of users accessing Connect to Support specifically for safeguarding services.</p>
<p>1.5 To explore opportunities to further develop the Board website to enable users to access it via more modern technologies Facebook and Twitter and/or to have a SAB presence on the Councils website to promote our work and activities around key events such as Driffield Show, Carers week etc.</p>	Social Media lead/SAB Technical officer	End February 2016		Numbers of users accessing the Board's information via the social media access.
<p>1.6 To continue to produce the bi-monthly newsletter which is shared with all our partner agencies and private care providers allowing opportunities to be shared wider with adults and their families.</p>	SAB Technical Assistant	Ongoing bi-monthly	<p>Collation of articles, Contributions from other agencies, Links to key themes and events</p> <p>Uploaded bi-monthly onto Board website.</p>	Increase in circulation, requests for contributions etc

Media Strategy Objective:

2. To work more closely with communities (including voluntary & community sectors)

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
2.1 To have a visible presence at local community events.	PPDO	23/04/2016 20/07/2017 22/10/2016 Ongoing	1. Neighbourhood Watch Network Meeting. (Completed) 2. Driffield Show (completed) 3. Safer Neighbourhood Event, Pockilingon (completed) Further opportunities will be identified throughout the duration of this delivery plan to attend community based events. (Examples Safeguarding Week, NHS Winter Campaign, monthly drop-in sessions at various customer service centres)	General number/attendance gauge. Analysis of the questionnaires and quizzes which were completed by members of the public on the day. (Embed doc here). The events we are attending will be shown on our website and there will be an opportunity for members of the public to provide feedback via a feedback form at the events or directly via the website.
2.2 To link into appropriate National campaigns such as Safeguarding Week, Carers Week, Dementia	PPDO	Ongoing		Number of campaigns attended throughout the calendar year and people accessing information at

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
Awareness Week etc.				the Board stand.
2.3 To identify opportunities to engage with a variety of community, voluntary sector and church-based groups to talk about the work of the Board and to raise awareness of safeguarding.	SAB Training Coordinator	Ongoing	Briefing sessions were held in several church groups during 2016. Further opportunities will be identified from 2017 onwards.	Numbers of sessions held. Numbers of people attending the sessions.
2.4 To link with other colleagues such as Trading Standards, the Police & Fire and Rescue Service to develop an annual calendar of appropriate campaigns (including those identified through 2.2 and others such as scams, financial abuse, cold-calling etc) where it may be appropriate to have safeguarding input.	PPDO			
2.5 To establish whether there is a need to target ethnic minority groups and socially isolated/rural communities. If the need is identified, to further identify whether there is a need to produce specialist safeguarding material accessible to such groups.	PPDO/Council officer to be identified?	Part one (establishing whether there is a need) to be done by end March 2016		
2.6 To produce a public facing safeguarding adults leaflet which gives appropriate information about	PPDO/Media lead	July 2016 Completed	The leaflet production was completed in July 2016 for Driffield Show and is now	

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
what to do if you are concerned that an adult with care and support needs may be being harmed.			in use and is re-ordered as and when required.	
2.7 To undertake some preparatory work to assess the feasibility of the re-branding of the current SAB logo so that it is recognised by members of our community.	Marketing/Media /PPDO	This full objective will be rolled forward to 2017/18	Phase 1 – Marketing to gather quotations for the re-branding of the required materials.	

Media Strategy Objective:

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

Task to help achieve this objective	Name of person who will lead	Target date to complete the task	Progress/update	How the achievement will be measured
3.1 To ensure partner agencies representatives have a visible presence at relevant local community events so that there is a multi-agency approach to safeguarding.	Board member of each partner agency.	Ongoing		Through appropriate representation at relevant events.
3.2 To ensure partner agencies representatives have a visible presence at National campaigns such as Safeguarding week, Carers week etc and they have accessible information available about their own services.	Board member of each partner agency.	Ongoing		Through appropriate representation at relevant national campaigns.
3.3 To contribution to the Safeguarding Adults Board bi-monthly newsletter.	Board member of each partner agency.	Ongoing		Number/frequency of articles provided by a partner agency.
3.4 To ensure partner agencies have a relevant range of accessible information leaflets about their products and services for vulnerable people who access their services, including safeguarding	Board member of each partner agency.	Ongoing		
3.5 To ensure partner agencies websites are accessible to local communities including those with specific needs and where appropriate they use make use of modern technologies such as Facebook and	Board member of each partner agency.	Ongoing		

Twitter.				
3.6 To ensure that all agencies follow the approved communications protocol when there is an adverse incident which requires a media response.	Communications lead in each partner agency.	Ongoing		Assessment/review of the response to an adverse incident.

KEY CAMPAIGN DATES

Listed below are the key campaign dates which the ERSAB will be part of with the support of our partner agencies.

1 February 2017	Dignity Action Day
14-20 May 2017	Dementia Awareness Week
12-18 June 2017	Carers Week
15 June 2017	World Elder Abuse Awareness Day
1-30 September 2017	World Alzheimer's Month
1 October 2017	International Day of Older Person's (Older People's Day)
18 October 2017	Anti-Slavery Day
24 November 2017	Carers Rights Day