



**East Sussex Safeguarding Adults Board Communication and Engagement Strategy**

**2022 -2024**

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# **Introduction**

The East Sussex Safeguarding Adults Board (SAB) is a multi-agency statutory partnership which provides leadership and strategic oversight of adult safeguarding work across East Sussex. The Board brings together partner agencies who have a responsibility for adult safeguarding and comprises core membership of statutory partners and members from a range of organisations, including community and voluntary agencies and lay members. Safeguarding activity and interventions can only be effective where there is collaboration and shared commitment.

***Vision of the SAB*:** Our vision is for all agencies to work together effectively to enable the citizens of East Sussex to live free from abuse and neglect and to promote widely the message that safeguarding is everybody’s business.

The Care Act 2014 sets out the core purpose of the Board to ensure that local safeguarding arrangements are effective and take into account the views of the local community

***Our purpose is to*:**

* Provide information by talking to people, providing leaflets and publishing information online
* Inform people of who to contact about suspected abuse
* Share with people what we have learnt so safeguarding practice can be improved in the future
* Check that adults feel as safe as they want to be

In setting out to achieve this, we must:

* Publish an annual report outlining its work and findings of any Safeguarding Adults Reviews (SARs) to member organisations and the public.
* Publish a strategic plan for a three-year period, setting out key objectives, consulting with Healthwatch and the local community. The SAB must also take into account the views of people who use care and support, families and carer representatives.
* Undertake any (SARs) that meet the [SAR Criteria](https://www.eastsussexsab.org.uk/wp-content/uploads/2020/07/Sussex-SAR-Protocol-v.3-Aug-2020.pdf)

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# **Prevention, engagement and Making Safeguarding Personal**

The SAB strategic plan has a strong focus on prevention, engagement and making safeguarding personal and aims to achieve the following outcomes:

* Adults, carers and the local community as well as professionals assisting to shape the work of the SAB and to ensure safeguarding practice is person-centred.
* Local communities have a good awareness of safeguarding, and clients and professionals feel empowered for their voices to be heard in safeguarding practice and policy development.
* Develop a culture where all agencies engage adults in conversations from the outset as to how best to respond to and progress safeguarding concerns and achieve their desired outcomes.
* Develop processes to enable meaningful feedback to the SAB from adults and carers who have experienced safeguarding interventions.
* Build the resilience of those who may be at risk of abuse and neglect, including young people who are transitioning from children’s to adults services, and those who are homeless to improve wellbeing.
* Continue to develop approaches to safeguarding which recognise the value of prevention and early intervention.
* Produce information for the community which is easily accessible and raises awareness of adult safeguarding and increases confidence in raising concerns.

Ensuring communication and engagement methods consider the diversity of local communities and reflect changing demographics. The Safeguarding Community Network (SCN) has a key role in developing and implementing the communication strategy; its core purpose is to assist the SAB to develop its yearly strategic plan and to strengthen the voice of clients and carers, enabling a two-way exchange of information and ideas between the SAB and those who use services to, improve safeguarding support to adults within East Sussex.

# **Target Audience**

The target audiences for the purpose of this strategy are:

* Adults with care and support needs
* Informal Carers
* Professionals and staff working in voluntary and community organisations
* Volunteers, including clients and carers
* SAB members
* The public

# **Key Messages**

The core message that underpins all communication is ‘Safeguarding is everyone’s business’ and that ‘Safeguarding means protecting an adult’s right to live in safety, free from abuse and neglect’.

**Target group – Adults with care and support needs:**

* What to do if you or someone you know may be being neglected or abused: Such information is available in the form of [SAB Safeguarding leaflets](https://www.eastsussexsab.org.uk/publications/safeguarding-leaflets/)
* If there is immediate risk of harm or danger, contact the emergency services dialing 999
* What to expect with a [safeguarding enquiry](http://www.eastsussexsab.org.uk/what-is-safeguarding/the-referral-process/)
* How you can keep yourself safe
* How to build up resilience and what this is
* What [adult safeguarding](https://www.eastsussexsab.org.uk/what-is-safeguarding/types-of-abuse/) is
* Where you can go to give feedback or complaints
* Advocacy services available
* [Making Safeguarding Personal](https://www.eastsussexsab.org.uk/what-is-safeguarding/making-safeguarding-personal/)

**Target group – Informal Carers**

* What to do if you or someone you know may be being neglected or abused
* What to do if you are worried about someone you care for
* What to do if as a carer, you feel unable to cope in your caring role
* Sources of safeguarding advice for carers
* Advocacy services available
* How to build up resilience and what this is
* What to expect with a safeguarding enquiry
* Where you can go to give feedback or complaints, which could be about your own experiences or the process
* What to do if you are still unhappy
* Making Safeguarding Personal Approach and what this is

**Target group – The public**

* What to do if you or someone you know may be being neglected or abused
* What adult safeguarding is
* How to build up resilience and what this is
* What adult safeguarding is
* Where you can go to give feedback or complaints
* An overview of the role of the SAB
* Safeguarding is everyone’s business

**Target group – Professionals and SAB members**

* How to raise a safeguarding concern
* Your responsibilities to safeguard adults
* The role of the SAB
* Training opportunities available
* How to raise a concern regarding practice using the SAB [resolution protocol](http://www.eastsussexsab.org.uk/wp-content/uploads/2017/10/East-Sussex-SAB-Resolution-Protocol-2017-v3.pdf)
* Where to find the [safeguarding policy and procedures](http://sussexsafeguardingadults.procedures.org.uk/)
* How to adopt a [Making Safeguarding Personal](https://www.eastsussexsab.org.uk/what-is-safeguarding/making-safeguarding-personal/) approach
* Recommendations and learning from [SARs](https://www.eastsussexsab.org.uk/publications/sars/)
* How to make a SAR referral to the Board
* Safeguarding Adults Thresholds: Guidance for Professionals (to add link)

It is important to distinguish between information that is proactively communicated by the SAB and SAB partners, and information that is sought out by members of the public and professionals.

It is the aim of this strategy that information sought out by the public is:

* Easily accessible
* Easily understood
* Free from jargon

Information sought out by the public could include:

* Who to contact if there is a safeguarding concern
* How to keep safe
* What happens in a safeguarding enquiry?
* Contact numbers of various agencies/bodies involved in safeguarding matters.

# **Making Safeguarding Personal**

Making Safeguarding Personal (MSP) is a sector-led initiative which aims to develop an outcomes focus to safeguarding work, and a range of responses to support people to improve or resolve their circumstances. We have a dedicated Making [Safeguarding Personal page](https://www.eastsussexsab.org.uk/what-is-safeguarding/making-safeguarding-personal/) on our website.

 This includes:

* MSP Toolkit
* MSP Case Studies
* Myths and Realities of MSP
* East Sussex MSP Guidance

A booklet on [Making Safeguarding Personal](https://www.eastsussexsab.org.uk/wp-content/uploads/2020/07/Making-Safeguarding-Personal-A5-eBook-FOR-WEBSITE-AND-EMAIL.pdf) has been produced by the East Sussex SAB, and will be given to all adults at the start of a safeguarding enquiry, as well as being made available for professionals supporting adults with care and support needs.

# **Ways and methods to communicate**

* [SAB Annual report](http://www.eastsussexsab.org.uk/information-resources/annual-report/)
* [SAB Strategic plan](http://www.eastsussexsab.org.uk/information-resources/strategic_plan_2015-18/)
* [SAB Website](http://www.eastsussexsab.org.uk)
* Partner websites
* Electronic materials
* [Newsletters](https://www.eastsussexsab.org.uk/publications/sab-newsletters/)
* [Learning briefings](https://www.eastsussexsab.org.uk/publications/learning-briefings/)
* [Training](https://www.eastsussexsab.org.uk/multi-agency-training/sab-learning-and-development-opportunities/)
* Conferences
* Engagement events and surveys
* [Leaflets,](https://www.eastsussexsab.org.uk/publications/safeguarding-leaflets/) factsheets and posters
* Emails and briefings
* Meetings and workshops
* Videos
* Social media [campaigns](https://twitter.com/SAB_EastSussex?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

# **Accessible Information**

As part of our commitment to produce information for the community which is easily accessible and ensure all our recently published documents meet the Public Sector Bodies Accessibility Regulations 2018. Accessibility means more than putting things online. It means making content and design clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things

Making a website, document or mobile app accessible means making sure it can be used by as many people as possible including those with:

* impaired vision
* motor difficulties
* cognitive impairments or learning disabilities
* deafness or impaired hearing

In addition, to ensure our key messages are understood, we have published easy read booklets on [Safeguarding](https://www.eastsussexsab.org.uk/wp-content/uploads/2020/07/Easy-read-safeguarding-leaflet.pdf) and [Making Safeguarding Personal](https://www.eastsussexsab.org.uk/wp-content/uploads/2020/07/Making-Safeguarding-Personal-Jan-21.pdf).

# **SAB vs Single agency communication**

Partner organisations of the SAB each have their own agreed protocols for communicating with the media, their use of websites and have a corporate identity for single agency communication. This protocol does not replace or override such protocols.

Where communication is being made by and from the SAB, this will have been agreed at the relevant SAB subgroup or committee in consultation with the SAB Manager and/or SAB Chair. All individual agencies must ensure any communication being made on behalf of the SAB has been approved through these channels.

# **Safeguarding Community Network**

The Safeguarding Community Network (SCN) is a subgroup of East Sussex SAB and their purpose is to ensure adults with care and support needs, their carers and the local community have a voice in contributing to developments in adult safeguarding practice, so that their views can be reflected in the work the SAB does to improve outcomes for people who use safeguarding services.

The SCN has a network of individuals, carers and representatives of voluntary and community sector (VCS) organisations and uses mechanisms for sharing information about safeguarding with the broader VCS network across East Sussex. The SCN works with a broad range of partner agencies to ensure all stakeholders have a better awareness of safeguarding adults’ issues in East Sussex and help promote public awareness around safeguarding adults.

# **Funding and Resources**

The East Sussex SAB has a budget that is funded through multi-agency partners, of which some funds are accessible to produce new materials. However, using established communication channels will need to be utilised as far as possible.

Agencies are encouraged to promote key safeguarding messages through their internal communication channels which could include newsletters, blogs, use of intranet, website, and training opportunities.

Opportunities for joint engagement, campaigns and consultation events will be considered wherever possible, for example with the East Sussex Safeguarding Children’s Partnership (ESSCP), the [East Sussex Safer Communities Partnership](http://www.safeineastsussex.org.uk/), Brighton and Hove SAB, and West Sussex SAB.

# **Safeguarding Adult Review Communications**

Safeguarding Adult Reviews are undertaken under section 44 of the Care Act 2014, where:

* an adult has died (including death by suicide), and abuse or neglect is known or suspected to be a factor in their death;

or

* an adult has experienced serious abuse or neglect which has resulted in: permanent harm, reduced capacity or quality of life (whether because of physical or psychological effects), or the individual would have been likely to have died but for an intervention;

and

* there is concern that partner agencies could have worked more effectively to protect the adult

Such reviews may attract media interest, and a coordinated and coherent strategy is required in such situations. All reactive communications for the SAB such as these will be managed by the SAB Chair, with support from the SAB Development Manager.

# **Evaluation**

The SAB, with support from relevant subgroups, will evaluate whether communication objectives were achieved by considering whether:

* People found the communication easy to understand
* People understood what they were expected to do
* An increase in safeguarding concerns or activity is seen as a result of specific campaigns
* An increase is seen in SAB website activity

Feedback from surveys and engagement events will also be evaluated against the communication strategy aims.

# **Review of the strategy**

This strategy will be reviewed annually by the Safeguarding Community Network or in line with any legislative or policy changes.

# **Contact**

All enquiries regarding this strategy should go to the East Sussex SAB Development Manager Tel: 01273 335 641