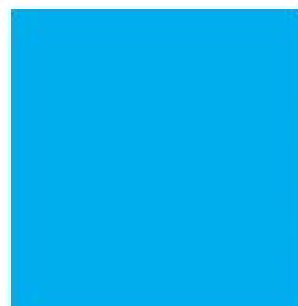




**Durham
Safeguarding Adults
Partnership**

Communication and Engagement Strategy

2020 – 2022



www.safeguardingdurhamadults.info

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Foreword

On behalf of the Durham Safeguarding Adults Partnership (hereafter the DSAP), I am pleased to introduce you to our Communication & Engagement Strategy 2020-2022. This strategy is at the heart of our vision ***“We will support adults at risk of harm to prevent abuse happening; when it does occur, we will act swiftly to achieve good outcomes and we will consult with the Local Healthwatch as a source of support to inform DSAP activity.”***

The main focus of the DSAP is to assure itself that local safeguarding *“and partners act to help and protect adults in its area”* who meet the safeguarding criteria as set out in the Care Act 2014. The DSAP includes a wide a range of key partners, represented by nominated Senior Officers. The statutory partners of the Board are:-

- Durham County Council
- Durham Constabulary
- NHS County Durham Clinical Commissioning Group

We are committed to the well-being and protection of adults with needs for care and support and who are at risk of abuse or neglect, and as a result of their needs are unable to protect themselves without help. We are committed to hearing and responding to the ‘voice’ of adults with care and support needs and their carers and in valuing those voices to continue to inform us and shape our future practice.

As well as the DSAP meeting its statutory obligations, six key principles of adult safeguarding form the foundation of its work, Empowerment, Prevention, Proportionality, Protection, Partnership, and Accountability¹. The DSAP and its partners are committed to achieving good outcomes for the adults they support through its locally agreed safeguarding arrangements. Key to this success is a heightened awareness² within our local communities inclusive of all adults with care and support needs, children and young people, parents and carers, communities of interest and hard to reach groups.

This Communication & Engagement Strategy sets out what we will do to improve engagement and raise awareness. County Durham DSAP actively seeks the views of adults, their carers, or their representatives about the safeguarding service they have received. We do this by sending out a survey (see Appendix 1). It is very important to us to achieve good outcomes; the information from completed surveys helps us to improve our work.

I would like to thank the members of the DSAP Communication and Engagement group for developing the wider opportunities to seek feedback from wider stakeholders, professionals and practitioners and the public. I would also like to thank the wider partners of the DSAP and the wider working groups for their consultation, review and contributions to the strategic vision of the DSAP.

Lesley Jeavons, Independent Chair.

¹ See also – [Statement on Government Policy on Adult Safeguarding \(2011\)](#)

² See also – [Department of Health, Care & Support Statutory Guidance, Section 14.11 \(2016\)](#)

Our Vision

Safeguarding means protecting an adult's right to live in safety, free from abuse and neglect. It is about people and organisations working together to prevent and stop both the risks and experience of abuse or neglect, 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 action³.

"We will support adults at risk of harm to prevent abuse happening; when it does occur, we will act swiftly to achieve good outcomes and we will consult with the Local Healthwatch as a source of support to inform DSAP activity."

The DSAP works in line with the six key safeguarding principles:

Empowerment - I am asked what I want as the outcomes from the safeguarding process and these directly inform what happens.

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

Proportionality - 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.

Protection - 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 which I want.

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

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

³ Taken from, [Department of Health, Care & Support Statutory Guidance, \(2016\)](#)

Our Priorities

The DSAP has developed an 18-month strategic plan in response to the Coronavirus (CV-19) pandemic supported by all its partners with a 'one team approach'.

The priorities reflect the direction of travel of the DSAP, with an increased priority given to listening and responding to the voice of users and carers while developing new ways of working due to CV-19. We will use that information to inform our practice. In addition, legislative changes, transformation of services and research informs our work.

The DSAP has identified its future strategic priorities (2020-2022) as:

- Reflect upon the learning from CV-19, and inform new ways of working;
- Seek assurance from agencies and use that information to strengthen safeguarding;
- Share key messages with our community, our networks and work co-productively with adults.

There is a clear focus of the DSAP to achieve good outcomes. Making Safeguarding Personal is reflective in all that we do, recognising the adults we support should be central to all our safeguarding work. This also requires listening to the voice of frontline staff in working together for the adults we support to achieve their outcomes.

Aim of the Strategy

For safeguarding adults to be effective in County Durham, good communication is key. The aim of this document is to set out the different ways that the DSAP will raise awareness and promote key messages about safeguarding adults.

It is **'everybody's responsibility to safeguard'** and as such the DSAP takes a proactive approach and is committed to promoting the safety, health and wellbeing of adults with care and support needs and their carers⁴.

Working together to communicate effectively is crucial to achieving this aim, the DSAP maintains good links with the [Durham Safeguarding Children Partnership](#), [Health & Wellbeing Board](#), [Safe Durham Partnership](#), wider stakeholders and most importantly our local communities.

The Purpose of the Strategy

This strategy will support the DSAP in achieving its vision, as set out in its strategic plan. The DSAP fosters a 'one team approach' that places the welfare of individuals before the 'needs' of the system. All partners, wider stakeholders, individuals and our

⁴ Department of Health, Section 1 – Promoting Wellbeing – Care & Support Statutory Guidance (2016)

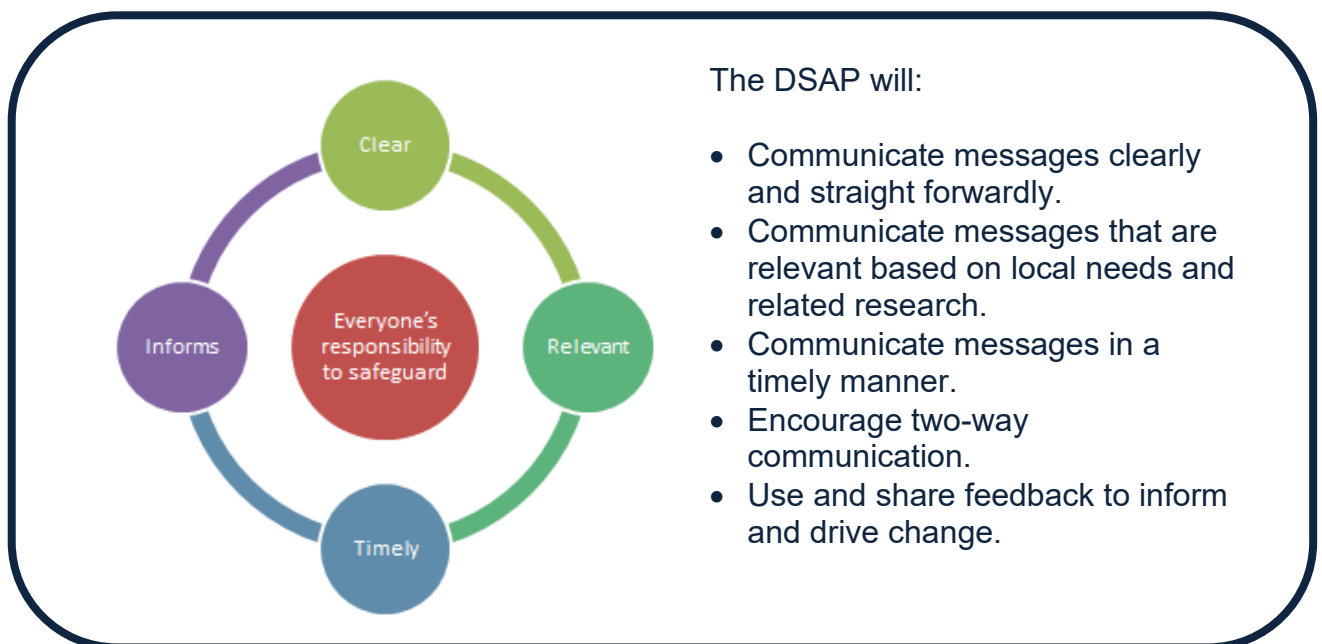
communities have a role to play. This includes sharing our key messages as widely as possible.

The DSAP and its partners are committed to:

- Continued awareness raising activities and promotion of 'it's everyone's responsibility to safeguard'.
- Raising the profile of the six key principles of safeguarding practice.
- Developing and maintaining an effective Communications and Engagement group working with a wide range of client and carer groups and to use learning to inform our strategic plans.
- Continued promotion of safeguarding of adults with our partners, wider communities and stakeholders, under-represented and hard to reach groups and communities of interest.
- To utilise learning from a range of engagement activities to improve the services offered.
- To utilise the training networks to cascade messages from lessons learnt from local and national safeguarding adult reviews to ensure they contribute to improved safeguarding practice.

Our Principles for Communicating

This cycle demonstrates our key principles of effective communication.



Our Independent Chair plays a crucial role in ensuring the DSAP operates with objectivity and transparency and in line with the expectations of accountability and the key principles.

Our Promises

Supporting and recognising the importance of the 'voice' of individuals to shape and inform future work is essential for the DSAP.

The DSAP pledges to:

- 1) Ensure that all our partners and the wider workforce are knowledgeable and committed to effective communication and engagement by:
 - i. Promoting a culture that all views and feedback gathered from people are of value.
 - ii. Share openly the learning from a wide range of case studies that have improved practice and share examples of good practice.
 - iii. Be transparent about Safeguarding Adult Reviews⁵ and other strategic reviews and identify the learning to improve upon practice.
- 2) To ensure that the views and feedback gathered of local people are used to set priorities, influence policy and decision making by:
 - i. Respecting and acting on the views and feedback gathered (inclusive of our safeguarding arrangements, publications and our website) to promote best practice and make improvements and in the development of training.
 - ii. Providing information in a range of accessible formats and seeking feedback for example, through our annual reporting activities.

How will we engage?

The DSAP is committed to accessing a diverse range of engagement opportunities that are fair, consistent and reach as widely as possible across our communities.

Seeking feedback to support our activities and plans is just one way to help us to achieve this, as such the DSAP will undertake engagement in a variety of ways⁶, for example:-

- | | |
|--|--|
| • Attending and involving forums (for example, Healthwatch, Forums and Patient Reference Groups) | • Communications and Engagement (6 weekly) |
| • Face to face interviews | • Public Events and Roadshows |
| • Questionnaires and surveys | • Annual Safeguarding Week |
| | • Social media developments |

“Listening to your views and acting on it, is at the heart of this strategy”

⁵ Department of Health, Section 14 (14.156) – DSAP Annual Reports, Care & Support Statutory Guidance(2016)

⁶ See Page 15 for future events.

Key Communication Relationships

The DSAP is committed to engaging with a wide range of groups and stakeholders; achieved through effective communication. The DSAP aims to share its key messages and engage and inform with a wide range of internal and external groups.



How will we communicate?

We will use a variety of ways to communicate our key messages and seek feedback, for example:

- Social Media;
- Annual Reports;
- Strategic Plans;
- Electronic Bulletins;
- Newsletters (Bi-monthly);
- Public and Partner events;
- Websites, for example:
 - i. [DSAP Website pages](#);
 - ii. Partner Website pages (see page 19);
 - iii. [Locate Website](#).
- Safeguarding Adult Board Promotional Events (including learning from Safeguarding Adult Reviews⁷);
- Publications and Leaflets;
- Multi-agency training opportunities;
- Radio and other campaigns;
- Survey activities;
- Multi-agency briefings (for example, Safeguarding Adult Reviews Rapid Reads (local and regional) and relating learning briefings);
- Press releases/media statements.

Quality Standards

The DSAP will make every effort to ensure that the information it communicates is both inclusive and [accessible, meeting any related statutory requirements](#).⁸

- Board branding will be used for all DSAP communications.
- Information will be clear and in plain English.
- Standard sans serif, Arial and Century Gothic font size 12 are our standard typefaces.
- Information will be available on where to access information in different formats (e.g. large print – Arial font size 18, FS Me (where possible), 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 has 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.
- DSAP will undertake Equalities Impact Assessments as standard practice.

⁷ The County Durham SAP, its Chair and members of the Safeguarding Adult Review Committee will determine the key messages from any Safeguarding Adult Review processes.

⁸ Department of Health, Section 3 (3.7) – Information and Advice, Care & Support Statutory Guidance (2016)

In addition, the DSAP as a matter of course will consider resource implications and endeavour to deliver value for money by exploring new and innovative ways to communicate.

Key Activity 2020

Over the last year the DSAP have made progress on key tasks, below is a snapshot of the work undertaken in relation to Communication & Engagement:

- Briefings produced to raise awareness of the Modern Slavery Act 2015 and local approaches, Self-neglect and Domestic Abuse.
- Practitioner and Public Surveys developed and reported to the board to measure impact of communications.
- Engagement with providers and forums and encouraging service users to participate in DSAP work e.g. campaigns.
- Held its third Safeguarding Week 2020 with the Durham Safeguarding Children Partnership and Safe Durham Partnership (the first on a virtual basis).
- Our website has had a refresh with visits to the website monitored through the Communication and Engagement group.
- Continued work to ensure our messages and resources are accessible.

Looking Ahead 2021-2022

- Review and analyse the feedback and evaluation of Safeguarding Week 2020 to identify any needs and inform planning of the joint Safeguarding Week for 2021.
- For partners to consider any key messages for Human Rights Day in December 2020 in line with DSAP development day actions and the focus of discussions.
- To support adults, the DSAP statutory and relevant partners and wider stakeholders (including providers and the voluntary and community sector) with an Empowerment Campaign for 2021.
- All partners to share initiatives on their work in seeking views of individuals specific to safeguarding interventions with particular focus upon adults with care and support needs and their carers;
- For partners to identify key messages for upcoming National Event Days 2021 and the target audiences (see Annex A)
- To use the working groups of the DSAP to inform areas of action for communication and engagement throughout 2021/2022.
- To continue to promote and disseminate a range of resources that are supportive of Making Safeguarding Personal.
- For all partners to share wider engagement activities and continually review the forward planning opportunities to engage with the public and communities of interest (see Annex A).

Key Messages

The DSAP actively continues to reflect and review to improve its activity, raising awareness is just one area. The DSAP recent development session highlighted the importance of 'prevention and early intervention'.

Everyone has a role to play in keeping themselves and others safe from abuse and neglect. The DSAP aims to share information effectively across all partners, wider stakeholders, and our communities' and this requires the support of all our partners and networks.

The positive community support we have seen during the Coronavirus pandemic demonstrates the commitment of our communities to keep people safe. A particular challenge for the DSAP and specifically for 'all partners' is to demonstrate and evidence effective communication within our new ways of working and even more so in the landscape of the Coronavirus pandemic.

To ensure we share the 'right messages' at the 'right time' to the 'right groups' we have identified 6 target audiences:

1. Public/Communities
2. Adults at Risk
3. Carers
4. Professionals/Staff and Volunteers
5. Wider Partnerships/Networks
6. Business Networks

It is vitally important that DSAP consider the messages relevant to share and to tailor those messages to our target audiences.

Promoting self-reliance and community resilience supports prevention and this key message will be at the heart of all communication activity. It is a responsibility of everybody to adopt a 'zero tolerance' to abuse and neglect, to reduce opportunities for it to occur, and to support those most vulnerable to keep as safe as possible and improve outcomes.

The DSAP will work with a range of statutory and relevant partners, stakeholders and providers, voluntary and community sector organisations/groups and the wider business networks to achieve that aim. Ownership and support of 'prevention messages' is essential.

Our commitment to meeting our aim of prevention include:

- We will raise the profile of safeguarding adults to help people in our communities understand the different types of abuse, when and where to seek help, and how to report concerns about their own or another person's safety.
- We will provide information in accessible ways to help people to stay safe as possible.
- We will provide information to professionals, staff and volunteers which includes messages of 'what good looks like', the duty to cooperate, local emerging themes, learning from reviews, and safe recruitment and managing any concerns.

- We will continue to develop and offer a range of learning opportunities and resources through active engagement and by listening to what people and professionals/staff/volunteers tell us about our safeguarding services.
- We will use the voice of individuals to help to inform us whether our safeguarding arrangements truly place people at the centre and are meeting their outcomes.
- We will seek assurance from all statutory and relevant partners and stakeholders of the contribution they make to supporting our vision and sharing messages.
- We will promote the work of the Board with openness and transparency and make public our achievements and challenges.
- We will share the learning from a range of local and national instances for example, Safeguarding Adult Reviews.
- We will listen to the views of front-line staff, and act where we can to support them in their work.

Our Success Measures

The DSAP will continually monitor and review and report upon achievements and challenges.

Measures for success relating to achieving effective communication and engagement within virtual working/new ways of working include as examples (not exhaustive):

- Numbers in attendance at public/partner and/or DSAP annual events.
- Partner contributions to electronic bulletins/newsletters.
- Website hits for the DSAP website, Locate and partner websites.
- Completed surveys and findings from surveys.
- Completed agency self-audit tools and outputs.
- Reporting rates following campaigns e.g. radio.
- Training Evaluations and outputs.
- Feedback from Multi-Agency Briefings (e.g. learning from Safeguarding Adult Review briefings).
- Completed actions of the Communications Strategy and Plan.

The DSAP will ensure that measures of the impact of its work and areas of challenge are included within its reporting activities for example, annual reports.

Communication Links and Media

The use of media to promote effective safeguarding messages will be a routine part of our public awareness activity.

The DSAP operates with openness and transparency and on occasions there may be media interest in its work and on occasion the DSAP will be expected to respond to any media interest.

It is important that DSAP members are aware of when to report any issues that may lead to media attention or that require escalation to the Independent Chair.

Potential issues that may require further discussion with the DSAP Business Unit Manager and Independent Chair include, for example:

- Media attention e.g. press/TV/internet, about adults with care and support needs and carers within the local area, which raises issue about how the DSAP has supported people in relation to safeguarding.
- Media attention e.g. mystery shopper/undercover/whistleblowing activity that highlights issues about how partners of the DSAP have safeguarded people and there is learning to explore (e.g. Winterbourne View, Francis Inquiry).
- There are serious concerns from partners or an escalation of concerns for services commissioned by partners of the DSAP and a decision to decommission has been agreed.
- Media attention about adults with care and support needs or carers who have been injured or died (further guidance is available from the DSAP Safeguarding Adult Review Protocol).

For all the above instances, all members of the DSAP should consider their own organisational role and should notify the relevant Senior Officers if appropriate (Steps outlined below). Members should refer to their own internal communication teams for advice and support.

Following advice, and if appropriate, contact should be made with the DSAP Business Unit sabsecured@durham.gov.uk to ensure instances are recorded. The DSAP Business Unit Manager will inform the DSAP Independent Chair of the relevant details and contact information to take forward.



Please note the above applies to serious concerns that are likely to require a DSAP response. Information handled and held by the DSAP may be of a confidential nature and as such the DSAP has a responsibility to ensure we maintain confidentiality where it applies. Where an immediate response is requested by media this should be undertaken with the DSAP Independent Chair, Deputy Chair or an appropriately nominated Officer.

Monitoring, Review & Evaluation

There will be oversight of all Board marketing and communication activities in line with standards and processes and through the local authority and related working groups of the DSAP.

The Communications and Engagement group of the DSAP will review its Communication Plan on a quarterly basis.

The Engagement and Communications group will review this strategy on an annual basis and will consider any local, regional, or national learning and guidance that will inform that activity.

If you are concerned about someone

“It is everyone’s responsibility to safeguard”

If you have a specific concern for an individual and you suspect they are at risk of, or are experiencing abuse or neglect you should contact:

Social Care Direct - 03000 267979

If you suspect a criminal offence has been committed, you should also contact:

Police - Dial 101

Are you concerned for the immediate safety or wellbeing of someone? Is it an emergency?

Then don't delay **DIAL 999**

Your Views

A clear message given throughout this strategy is the importance of 'listening' to the views of people, professionals/staff and volunteers on a range of DSAP activities to help to shape and inform future work of the DSAP.

If you require any further information or advice please contact a member of the DSAP Business Unit on **03000 268871 or 268870 or email sabbusinessunit@durham.gov.uk**



Targeted	Event /Activity	Date	Comments / Action
	September 2020		
	World Suicide Prevention day	10 September	
	October 2020		
	Domestic Violence Awareness month	All month	
	National Braille week	5-11 October	
✓	Modern Slavery Day	18 October	
	November 2020		
	International Day for the Elimination of Violence against Women	25 November	
✓	16 days of action following International Day for the Elimination of Violence against Women	25 November -10 December	
✓	Safeguarding week	16-22 November	
	December 2020		
✓	International Day of Persons with Disabilities	3 December	
	Human Rights Day	10 December	
	January 2021		
✓	Holocaust Memorial Day	27 January	
	February 2021		
	Dignity Action Day	1 February	
	Time to Talk	4 February	
	International Day of Zero Tolerance to FGM	6 February	
✓	Safer Internet Day	9 February	

Targeted	Event /Activity	Date	Comments / Action
	March 2021		
	International Day for the Elimination of Racial Discrimination	21 March	
	April 2021		
	Sexual Assault awareness month	Whole month	
✓	World Autism awareness week	29 Mar- 4 Apr	
	May 2021		
✓	Deaf awareness week	4-9 May	
	The International day against Homophobia, Transphobia and Biphobia	17 May	
	Hoarding awareness week	17 May (no end date shown)	
	June 2021		
✓	Gypsy Roma Traveller History Month	Whole month	
	Carers week	8-13 Jun	
	World Action on Elder Abuse day	15 Jun	
✓	National Scam Awareness Fortnight	14-27 Jun	
	July 2021		
	September 2021		
	October 2021		
	Domestic Violence Awareness month	Whole month	
	National Braille week	5-10 Oct	
	Modern Slavery Day (Anti-slavery Day)	18 Oct	
	November 2021		
	International Day for the Elimination of Violence against Women	25 Nov	
	16 days of action following International Day for the Elimination of Violence against Women	25 November -10 December	
	Safeguarding week	TBC	

Targeted	Event /Activity	Date	Comments / Action
	December 2021		
	International Day of Persons with Disabilities	3 Dec	
	Human Rights Day	10 Dec	
	January 2022		
	Holocaust Memorial Day	27 Jan	
	February 2022		
	Dignity Action Day	1 Feb	
	International Day of Zero Tolerance to FGM	6 Feb	
	Safer Internet Day	8 Feb	
	March 2022		
	International Day for the Elimination of Racial Discrimination	21 Mar	



Mary lives in a care home.

Staff often ignore her when she asks for help.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



Peter has mental health issues.

His 'friend' regularly takes money from him.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



Ben is deaf.

When he speaks people at work make fun of him.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



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81176



Sarah is blind.

Her grandson has been stealing money from her.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



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81176



Helen has a learning disability.

Her dad hits her when he is angry.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



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81128



Julie has suffered from ME since she was 15 years old.

Her male yoga teacher tries to touch her in places she doesn't like.

If you are concerned that an adult is being neglected or abused call:



Social Care Direct
03000 26 79 79



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81128

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polski Polish, ਪੰਜਾਬੀ Punjabi, Español Spanish,
বাংলা Bengali, Română Romanian, Deutsch German,
Français French, Türkçe Turkish, Melayu Malay.

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