



# Communication Plan

## **Introduction:**

The Lincolnshire Safeguarding Adults Board (LSAB) are proposing to adopt the following communication plan regarding the management of communications relating to enquiries and statements about specific cases, the role of the LSAB and general safeguarding adults at risk topics.

## **Role of the LSAB:**

The role of the LSAB is to:

- Be the decision making body for multi-agency adult safeguarding policies and procedures.
- Ensure the effectiveness of what each of its members does
- Lead a commitment to improve outcomes for adults at risk of harm from others

One of its core functions is to communicate the importance of adult safeguarding widely to communities and all those delivering services and to provide guidance on how to prevent adults being exposed to the risk of/or experiencing abuse or neglect and how to seek help and support.

Our communication principles:

- To be focused and targeted, getting the right message in the right means to the right audience
- To do what we say we will do so that we maintain credibility and reputation.
- To encourage two way communication with professionals, from whichever sector, and also the public
- To be timely, making sure that information is available when it should be
- To be clear, using plain language and other formats if required and where possible
- To be creative and to make sure that we use a variety of methods of communication including the use of social media
- To maximise all opportunities to portray the positive aspects of the work of the Board in the media.

## **Aims:**

The overall aim of this Communication Plan is to increase and improve people's understanding and awareness of the work in relation to Adult Safeguarding within Lincolnshire and to ensure effective reporting. We will provide direction to our partner organisations so that we can achieve effective, consistent, organised and targeted communication.

To support this overall aim, the objectives of the plan can be broken down into three main areas:

- To promote public awareness; including how everybody can contribute to safeguarding by primarily keeping themselves safe, and contributing to the safety of others as part of a prevention approach;
- To promote awareness across partner agencies and other organisations within Lincolnshire; including statutory, independent and voluntary agencies, of how they should co-operate to safeguard and promote the welfare of adults at risk and ensure that developments and learning in safeguarding practice are widely communicated;
- To ensure an effective process for communicating with the media, thereby promoting public confidence in the arrangements for safeguarding and promoting the prevention of abuse.

Our Communication Plan is summarised in the following table as well as identifying key events throughout the coming year:

When	What	Who	How	Why
June / December	<p>What is safeguarding?</p> <p>That safeguarding is everyone's responsibility</p> <p>What 'Adult at risk' means?</p> <p>How to report abuse</p>	Members of the Public	<p>Article placement in public newsletters including County News</p> <p>Partners' websites</p> <p>LSAB website</p> <p>Use of social media such as Facebook and Twitter</p>	<p>To promote adult safeguarding</p> <p>To raise awareness of abuse</p> <p>To increase the general public's level of confidence in the multi-agency response to adult abuse</p>
July / January	<p>Promote awareness of the LSAB, including role and functions</p> <p>Provide guidance on:</p> <p>How to access information about the Board</p> <p>How to access training provided by the LSAB</p> <p>How to share learning and best practice</p>	<p>Professionals:</p> <p>Health Agencies</p> <p>Emergency Services</p> <p>Adult Social Care Services</p> <p>Local Authority</p> <p>Voluntary &amp; Community Sectors including Faith Sector</p>	<p>LSAB website</p> <p>Emails and other means of internal communication</p>	<p>To raise awareness of the LSAB and what it does</p> <p>To increase confidence in using the policy and procedures</p> <p>To learn from the experiences of ourselves and others and to improve practice</p>
August / February	<p>How to stay safe</p> <p>How to report abuse</p>	Adults at Risk of Abuse	<p>Media campaigns</p> <p>Websites; including the LSAB website</p> <p>Use of social media such as Facebook and Twitter</p> <p>Partners' publications</p> <p>GP surgeries</p> <p>Promotional material to be placed in Public places and buildings e.g. libraries and bus stations</p>	<p>To prevent risk of abuse and increase reporting</p> <p>To empower people to protect themselves</p>

September / March	<p>How to access multi-agency training</p> <p>To promote whistle blowing policies and procedures</p>	<p>Independent sector</p> <p>Care Providers</p> <p>Commissioned services</p>	<p>The use of targeted messages specifically for the Independent sector</p> <p>Promotion of use of the LSAB website</p>	<p>To raise awareness of adult abuse and increase reporting.</p> <p>To prevent the risk of adult abuse</p>
October / April	<p>How to access the multi-agency policy and procedures</p> <p>How to report suspected abuse</p> <p>Advice on Safer recruitment</p> <p>What training is available and how to access it</p>	<p>Voluntary sector</p> <p>not-for-profit and non-governmental organisations</p>	<p>LSAB website</p> <p>Use of social media such as Facebook and Twitter</p> <p>Voluntary sector outlets</p> <p>By seeking the most efficient means of a cascade communication system to the numerous voluntary sector organisations</p>	<p>To prevent risk of abuse and increase reporting</p>
November / May	<p>What safeguarding is</p> <p>Safeguarding is everyone's responsibility</p> <p>What adult abuse is</p> <p>How to report suspected abuse</p>	<p>Carers/ family</p>	<p>Promotional material to be placed in Public places and buildings e.g. libraries and bus stations</p> <p>Specific distribution to GP surgeries</p> <p>Use of social media such as Facebook and Twitter</p> <p>Local Authority websites</p> <p>LSAB website</p>	<p>To promote safeguarding and increase reporting of abuse</p> <p>To prevent risk of abuse of adults</p>

Month	Campaign	Link
June	03 June Child Safety Week	<a href="https://www.capt.org.uk/Pages/Category/child-safety-week">https://www.capt.org.uk/Pages/Category/child-safety-week</a>
	10 June Carers Week	<a href="https://www.carersweek.org/about-us">https://www.carersweek.org/about-us</a>
	13 June Cupcake Day Alzheimer's	<a href="https://cupcakeday.alzheimers.org.uk/">https://cupcakeday.alzheimers.org.uk/</a>
	15 June World Elder Abuse Awareness Day	<a href="http://www.un.org/en/events/elderabuse/">http://www.un.org/en/events/elderabuse/</a>
	17 June Learning Disability Week	<a href="https://www.mencap.org.uk/get-involved/learning-disability-week-2018">https://www.mencap.org.uk/get-involved/learning-disability-week-2018</a>
July	Early July TALK TO US 2019	<a href="https://www.samaritans.org/support-us/campaign/talk-us/">https://www.samaritans.org/support-us/campaign/talk-us/</a>
August	12 August International Youth Day	<a href="http://www.un.org/en/events/youthday/">http://www.un.org/en/events/youthday/</a>
September	10 September World Suicide Prevention Day	<a href="http://www.holidayscalendar.com/event/world-suicide-prevention-day/">http://www.holidayscalendar.com/event/world-suicide-prevention-day/</a>
	21 September World Alzheimer's Day	<a href="https://www.alzheimers.org.uk/get-involved/world-alzheimers-day">https://www.alzheimers.org.uk/get-involved/world-alzheimers-day</a>
October	01 OCTOBER International Day Of Older Person	<a href="https://www.un.org/en/events/olderpersonsday/">https://www.un.org/en/events/olderpersonsday/</a>
	10 October World Mental Health Day	<a href="https://www.who.int/mental_health/world-mental-health-day/en/">https://www.who.int/mental_health/world-mental-health-day/en/</a>
	11 October Foster Carer Appreciation Day	<a href="https://www.thefca.co.uk/why-choose-fca/international-foster-carer-appreciation-day/">https://www.thefca.co.uk/why-choose-fca/international-foster-carer-appreciation-day/</a>
	18 October Anti-Slavery Day	<a href="https://www.antislavery.org/anti-slavery-day-2018/">https://www.antislavery.org/anti-slavery-day-2018/</a>
November	06 November National Stress Awareness Day	<a href="https://www.mind.org.uk/workplace/national-stress-awareness-day/">https://www.mind.org.uk/workplace/national-stress-awareness-day/</a>
	11 November Anti Bullying Week	<a href="https://www.anti-bullyingalliance.org.uk/anti-bullying-week">https://www.anti-bullyingalliance.org.uk/anti-bullying-week</a>
	19 November Road Safety Week	<a href="http://www.roadsafetyweek.org.uk/">http://www.roadsafetyweek.org.uk/</a>
	21 November Carers Rights Day	<a href="https://www.carersuk.org/news-and-campaigns/carers-rights-day">https://www.carersuk.org/news-and-campaigns/carers-rights-day</a>
December	02 December International Day For The Abolition Of Slavery	<a href="http://www.un.org/en/events/slaveryabolitionday/">http://www.un.org/en/events/slaveryabolitionday/</a>