

Hartlepool and Stockton-on-Tees
Safeguarding Children Partnership

Communication Strategy



Hartlepool & Stockton-on-Tees
**SAFEGUARDING
CHILDREN**
PARTNERSHIP



1. Introduction

- 1.1. Hartlepool and Stockton-on-Tees Safeguarding Children Partnership (HSSCP), established under Section 16 of The Children and Social Work Act 2017, has a duty to co-ordinate the safeguarding services across Hartlepool and Stockton-on-Tees; act as a strategic leadership group in supporting and engaging others; and implement local and national learning including from serious child safeguarding incidents. In order to fulfil their statutory role, HSSCP need to communicate and raise awareness of their activity.
- 1.2. Stakeholder and wider public communications in an area as complex as safeguarding can present many challenges. However, if carried out effectively, it can have a significant impact in supporting the work of the partnership; and is integral in ensuring the effectiveness of safeguarding practice and in promoting the welfare of children and young people across Hartlepool and Stockton-on-Tees.

2. Purpose

- 2.1. The purpose of the HSSCP Communication & Media Strategy document is to set out how HSSCP will establish and secure communication with others. It covers both 'reactive' and 'proactive' two-way communication.
- 2.2. It will outline how the named safeguarding partners and relevant agencies, as well as other stakeholders, will be engaged and involved in the partnership and how key messages will be shared both into and out of the partnership, facilitated by communication pathways.
- 2.3. The HSSCP principles to support this are:
 - Communication is open and transparent with partner agencies and all stakeholders;
 - Communication is a two way process;
 - Communication is accessible to all, particularly children and young people.

3. Communication

- 3.1. HSSCP will communicate with, and receive communication from, the following:
 - **Communication within HSSCP (internal)**
 - HSSCP Safeguarding Partners
 - HSSCP Relevant Agencies
 - **Communication outside of HSSCP (external)**
 - Children and Young People
 - Parents and Families
 - The Public / Community

- Service Providers
- The Media
- Other Partnerships, Boards, Panels and Groups

3.2. Internal Communication (within HSSCP)

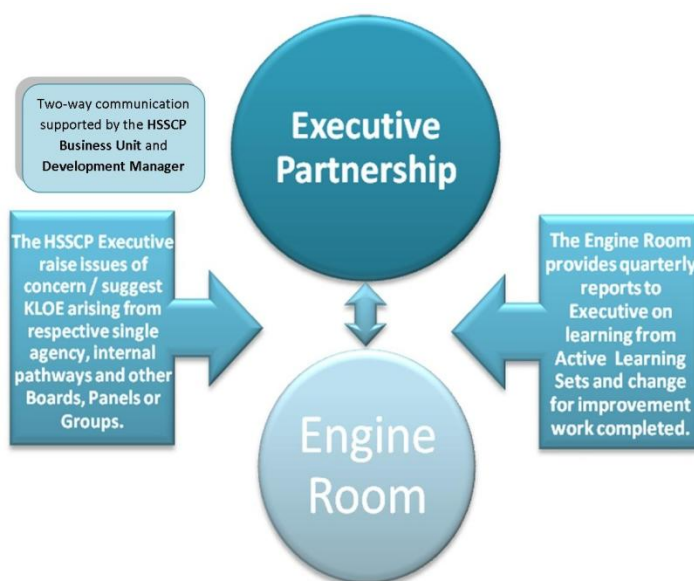
HSSCP will communicate internally with safeguarding partners and relevant agencies through the following Communication Pathways:

3.2.1. HSSCP Safeguarding Partners:

- The safeguarding partners will receive communication on activity undertaken by the partnership. The Engine Room will report to the Executive Partnership quarterly on key lines of enquiry that have been explored, identified learning, change for improvement work completed and the impact of this work.
- The Engine Room will communicate any areas of concern to the Executive Partnership for further scrutiny and action.
- The Safeguarding Partners will receive general communications from the HSSCP Business Unit.
- The Safeguarding Partners will inform the Engine Room of any key lines of enquiry to be investigated, arising from their attendance at other Partnerships, Boards, and panels, from single-agency internal communication pathways and from meetings with associated relevant agencies.

The HSSCP Development Manager will attend both the Executive Partnership and the Engine Room and act as a conduit between the two. All partnership communications will be supported by HSSCP Business Unit.

Diagram 3.2.1a: Two-way internal communication pathway between the Safeguarding Partners (Engine Room and Executive Partnership):



3.2.2. HSSCP Relevant Agencies:

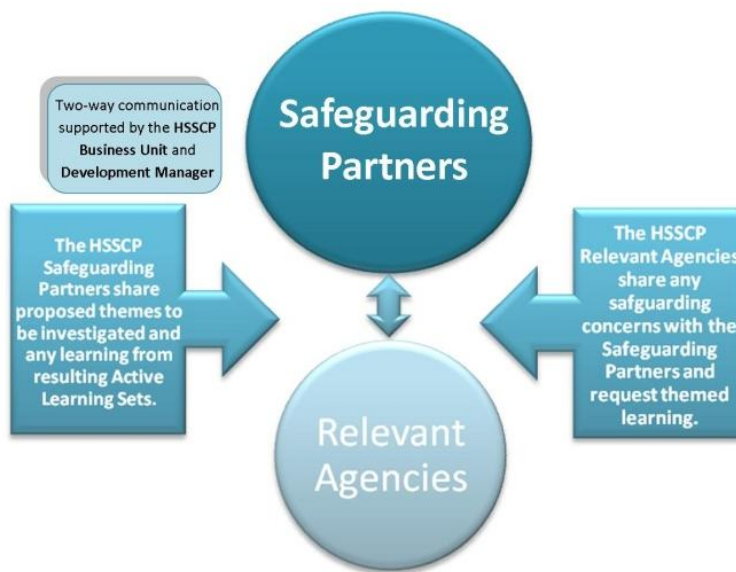
- HSSCP Relevant Agencies will receive communication on activity to be undertaken by the partnership and will be invited to contribute, depending on the theme. The HSSCP Business Unit will communicate details of the theme and planned activity and will invite Relevant Agencies to nominate representatives for 'Active Learning'. This may be in the form of scoping sessions, focus groups, audits and case studies.
- HSSCP Relevant Agencies will receive communication from HSSCP Business Unit following each 'Active Learning Set' via briefing notes and will be expected to share the identified learning within their respective organisations. Any recommendations arising from the themed learning and proposed actions will be included in the briefing notes and will be progressed and monitored by the HSSCP Development Manager.
- HSSCP Relevant Agencies will be invited to attend bi-annual learning events which will look more closely at the themed learning.
- The HSSCP Business Unit will circulate regular correspondence (See section 3.4 and 3.5) to disseminate pro-active and reactive messages which Relevant Agencies will cascade throughout their organisations.
- HSSCP Relevant Agencies will communicate any safeguarding issues or areas of good practice to the HSSCP Development Manager via the HSSCP Business Unit. These maybe in relation to multi-agency working, policy, processes or recurrent safeguarding themes. In this instance, a Key Line of Enquiry form (Appendix A) can be submitted to the HSSCP Business Unit. This will then be explored by the Engine Room who will triangulate information on the subject and plan for any investigative activity, where appropriate. Relevant Agency representatives may be invited to attend the Engine Room to provide further detail.
- HSSCP Relevant Agencies will disseminate learning within their respective organisations and will act upon recommendations arising from this. They will communicate back any change and improvement work completed and the impact of this. (The Engine Room will carry out impact testing following any change for improvement work implemented. This will be facilitated and monitored by the HSSCP Development Manager).
- In addition, some relevant agencies (see diagram 3.2.2.b) will utilise communication pathways with their associated Safeguarding Partners to share information, issues, good practice and discuss how recommendations from Active Learning might be acted upon.

Serious Child Safeguarding Incidents:

The duty to notify the Child Safeguarding Practice Review Panel and the local Safeguarding Partners of any serious child safeguarding incident rests with the Local Authorities. Upon being notified, HSSCP Engine Room will carry out a Rapid Review to consider whether the case meets the criteria for a local review.

Any agency can submit a Child Safeguarding Practice Review Consideration Request Form (Appendix B) to the HSSCP Business unit if they have identified a serious child safeguarding case requiring consideration. (Please note, the referring agency should follow their own procedures for informing Local Authorities of the case identified prior to submitting a HSSCP consideration request).

Diagram 3.2.2.a: Two-way internal communication pathway between the Safeguarding Partners and Relevant Agencies:



A list of HSSCP Relevant Agencies can be found in Appendix C.

Diagram 3.2.2.b: Two-way internal communication pathway between the Safeguarding Partners and their associated Relevant Agencies:



3.2.3 General communication will be shared with the Safeguarding Partners and Relevant Agencies via the HSSCP Business Unit and Development Manager.

3.3. **External Communication (outside of HSSCP)**

Communication with children and young people, parents and families, the public / community, service providers and the media will take place via the HSSCP Business Unit. (Examples of what might be communicated can be found in appendix c).

3.4. **Types of Communication**

There are several tools available which can help communicate effectively. It is important to choose the most effective method for the message and the audience.

The following methods of communication will be used;

Face to face: Where appropriate, HSSCP communications will be done on a face to face basis, which is considered the most effective method of communication. This will include consultation/engagement events, active learning sets, development days, forums and delivering messages by partner agency representatives directly to service users and to professionals.

Community events may be held by partners and the media utilised to spread positive key messages.

Electronic: Websites, E-mails and E-mail Briefings will be used to deliver speedy and targeted communications to various audiences.

Print: Leaflets, posters, newsletters and letters will be issued to deliver planned communications.

Communication with residents of Hartlepool and Stockton-on-Tees should be easily accessible and available at community centres, health centres, schools, libraries and at receptions of the HSSCP partners.

Media: Where appropriate approved press releases will be issued to the media to promote HSSCP messages. Shared communication channels will be drawn from those already used by individual parties. These should include local papers, trade publications, national papers, local magazines (including parish publications), talking newspapers, partnership publications (including websites, intranets, staff magazines, social media and public magazines) and local radio.

Due to the different target audiences, several mediums would need to be used to get messages out into the community about the work of the HSSCP. Information needs to be easily accessible and in a format and language suitable to the target audience taking into account the possible need for large print, audio, Braille, or translations.

3.5. Well-timed communications are more likely to make an impact. Communications will be either:

- **Reactive** – one off communications, often responding to an incident, outside of the HSSCP's control, or
- **Proactive** – long term communications, such as a planned campaign.

3.5.1. **Reactive Communication:** Specific training events and / or briefing sessions in response to the lessons learned from Action Learning Sets, Serious Incidents, Case Reviews, and Case File Audits will take place in order that the messages 'get out' to front line staff in a timely manner.

3.5.2. **Proactive Communication:** Raising awareness of the HSSCP in partner organisations can be achieved by providing a syndicated article for use in members' own in house publications and by them cascading Safeguarding Briefings produced by the HSSCP Business Unit.

4. Branding, Logo and Style Guidelines

4.1. HSSCP is a multi-agency partnership formed to safeguard and promote the welfare of children in accordance with the Children and Social Work Act 2017. There are a number of partners but it is important that the collective work of HSSCP stands out, can be easily identified and easily recognised. A brand gives an organisation an identity in which to raise awareness of its work both internally and externally.

- The HSSCP brand should be used on all external publications.
- The HSSCP logo is to be used on all correspondence with the preferred typeface of Arial 11.
- This logo should be used as a letter-memo head and be displayed on any poster / document designed to promote the work of the partnership.
- The corporate colours should remain or if this is not possible black should be used.
- For consistency the logo should be on at least the first page of all documents.

5. Resourcing the Strategy

5.1. HSSCP is financed by a multi-agency budget provided by partners and part of this budget will be used for communication activity.

- 5.2. It will seek to achieve value for money in implementing this strategy and in entering into any arrangements for the provision of communication resources. It will seek to utilise resources internal to partner agencies whenever possible and provide the majority of information in an electronic format. Where the aims and objectives of this Strategy are best fulfilled through the commissioning of external agencies to work on behalf of the HSSCP, the procurement procedure of Hartlepool Borough Council will be followed due to their responsibility as the accountable financial body for the partnership.

6. Monitoring and Evaluation

- 6.1. Evaluation is essential for all communications activity as it helps to assess the effectiveness of different types of communication and the mediums used.
- 6.2. Qualitative and quantitative research can be undertaken before and after a campaign or branding exercise to determine possible changes in people's perceptions over a longer period of time.
- 6.3. Hits to a website, or increased calls to a dedicated phone number can also help to determine if a communications campaign has raised awareness.
- 6.4. A poll of board members opinions in relation to communications activity and the changes in the way the HSSCP communicates internally may help to evaluate whether or not these changes have been positive.
- 6.5. The HSSCP is urged to maintain this communications strategy as a working document and to adapt it where necessary. This strategy will be reviewed following an initial 6 month review and audited annually by HSSCP.

Appendix A: HSSCP Engine Room Key Line of Enquiry Request Form



Name of Organisation: _____ Contact Officer: _____

Details of issue / area of good practice:

What action would you like to be taken:

Submit this completed form to: HSSCP Business Unit
hsscp@hartlepool.gov.uk
(Where relevant, copy in associated Safeguarding partner)

Appendix B: Child Safeguarding Practice Review Consideration Request Form

Please complete with as much information as you can and forward to Leanne.stockton@hartlepool.gov.uk as a password protected document. If it is emailed from a secure email account to HSSCP@hartlepool.gov.uk a password isn't required.

N.B. SAFEGUARDING PARTNERSHIP ACTION:

Date received in Business Unit	Safeguarding Partnership Chair Notified of Request
Rapid Review Meeting Arranged for:	Agencies Notified and Documents Sent Out.
Date Rapid Review Meeting Recommendation discussed with Chair and decision Reached:	

THE REFERRER SHOULD COMPLETE ALL OF THE FOLLOWING SECTIONS, PROVIDING AS MUCH INFORMATION AS POSSIBLE.

REFERRERS DETAILS

Referrer (Name, Agency and Contact Details)	Authorised by Senior Officer (Name and Contact Details)
	Date Submitted

CHILD/YOUNG PERSON'S DETAILS

Family Name:	Given Name:	Also known as:			
Dob or expected date of delivery:	Date of Death / Incident:	Male <input type="checkbox"/> Female <input type="checkbox"/>			
Home Address (include Postcode):					
Childs Status at time of incident:	Looked After Child	CP Registration	Child in Need	Known to YOT	Not known to Children's Social Care
	Known to Early Help Agencies (State which)				Case Ref / NHS No:
Parent / Carer Details:					
Siblings information if known:					
GP's Name & Address:					

ASSOCIATED / RELEVANT OTHER PEOPLE (Non Professional i.e. Extended Family, Friends etc)

Name	AKA (Also known as)	Address if known

AGENCIES /PROFESSIONALS INVOLVED

Name	Title	Agency	Contact Details

CASE SUMMARY & REASON FOR CONSIDERATION

Please tick to state what you think is required by LIPSG in the first instance for this case – Consideration of :			
General Discussion	<input type="checkbox"/>	CSPR	<input type="checkbox"/>
Alternative Process (Please include further information below)			

Date of Incident / Death:	Childs Name:
Has a Serious Child Care Incident form been submitted to Ofsted / Child Safeguarding Practice Review Panel?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Identify any other formal notification that has been submitted. <i>If yes, please provide a copy of the document</i>	Attached – Yes <input type="checkbox"/> No <input type="checkbox"/>
Information provided by (Name, Title & Agency):	

Please provide brief details of the incident, the agencies involved and why you think the case should be the subject of discussion. *If you are aware of any other parallel reviews that will be taking place please make reference to these and who is leading on them.*

Chronology of Key Significant Events, Actions and Outcomes during the period: (mm/yy to mm/yy)

Day(xx)	Month (xx)	Year (xx)	Event / Issue	Outcome	Source of Information

Appendix C

HSSCP membership includes the safeguarding partners defined under the Children Act 2004 (as amended by the Children and Social Work Act, 2017). For Hartlepool and Stockton-on-Tees these are:

- Hartlepool Local Authority
- Stockton-on-Tees Local Authority
- Hartlepool and Stockton-on-Tees Clinical Commissioning Group
- The chief officer of Cleveland Police

It also includes the local relevant agencies. These are:

- Adoption Tees Valley
- British Transport Police
- Children and Family Court Advisory and Support Service (CAFCASS)
- Children, young people and families
- Cleveland Fire and Rescue Service
- Colleges, schools and Early Years settings
- Community / Voluntary Sector Organisations
- Durham Tees Valley Community Rehabilitation Company (CRC)
- Faith organisations
- Hartlepool Local Authority:
 - 0-19
 - Education
 - Housing
 - Public Health
 - Sports and Leisure
 - Youth Offending Team
- Local Housing providers
- National Probation Service (NPS)
- NHS England
- North Tees and Hartlepool NHS Foundation Trust
- North East Ambulance Service NHS Foundation Trust
- Residents of Hartlepool and Stockton-on-Tees
- Stockton-on-Tees Local Authority:
 - 0-19
 - Education
 - Housing
 - Public Health
 - Sports and Leisure
 - Youth Offending Teams
- Tees, Esk and Wear Valleys NHS Foundation Trust (TEWV)
- Teesside Safeguarding Adults Board (TSAB)
- The Police & Crime Commissioner

Appendix D

Examples of what will be communicated externally are:

Children and Young People

- Who to contact and what to do if they or someone they know is being harmed
- How the HSSCP helps children and young people in Hartlepool and Stockton-on-Tees
- How to keep safe throughout the year
- Views, wishes, feelings

Parents/ Carers and Families

- How to protect your child or young person
- Which agencies can help you with parenting issues
- What is child protection
- For those involved, what are the child protection procedures
- Who to contact if a child is being harmed or harming themselves
- Issues and concerns
- Views and wishes

The Public / Community

Awareness raising messages around:

- What is 'safeguarding'?
- Why is it important to ensure the 'safeguarding' of children and young people?
- What HSSCP is, who its members are, and what it does.
- The work that is being carried out to keep children safe.

Service Providers

- How to access appropriate training and guidance
- Who to contact and what to do if a child is being harmed
- What is HSSCP and how is it helping the children and young people of Hartlepool
- How to deal with issues in relation to staff, children, and young people
- How to escalate concerns and issues to HSSCP
- Best practice from the HSSCP in Hartlepool
- What are the procedures for child protection
- New procedures brought into place by the HSSCP and via Tees Procedures
- Key relevant learning identified by HSSCP
- Local and national safeguarding agenda updates
- Relevant research and resource publications

The Media

- 'Reactive' and 'proactive' press releases

- Advertising campaigns to raise awareness on key messages and themes

Other Partnerships, Boards, Panels and Groups

- Statutory Partners will share key messages arising from HSSCP learning activity with the other partnerships, panels and groups they are members of.
- Statutory Partners will listen to key messages arising from the other Boards, partnerships, panels and groups they are members of and share them with HSSCP via the Engine Room.

HSSCP Business Unit
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