



Dorset & BCP Safeguarding Adults Boards

Communication and Engagement Strategy

Version 1.0 - Ratified by DBCPSAB	December 2023
Date of next review	December 2026

1. Introduction

The Communication & Engagement Strategy provides an overview of how Dorset and Bournemouth, Christchurch & Poole Safeguarding Adults Boards (DBCP SABs) will communicate and engage across our communities, with partner organisations and with citizens.

2. Purpose

The DBCP SABs will use a range of ways to ensure people who live, work or visit Dorset, Bournemouth, Christchurch & Poole are aware of what 'safeguarding' means. Everyone should understand what abuse, exploitation, harm and neglect is, and how to seek help if they are concerned a person is being harmed.

The ways we will communicate with people will include:

- Safeguarding Events
- Campaigns on specific issues agreed by the Boards
- Issuing regular Newsletters after each Board Meeting
- Posting information on the Boards' websites
- Using social media to promote campaigns and events and to share information such as Facebook, X (formerly known as Twitter), Instagram and LinkedIn

The DBCP Boards' strategic plan has a strong focus on communication and engagement and aims to achieve the following:

- Adults with care and support needs who are at risk of harm and/or abuse, their families and carers, and the wider communities have a better understanding of the aims of the DBCP SAB
- Communication opportunities are two way - we welcome the opportunity to receive information that will help us improve the way we work with people as well as sharing information.
- There is an increased awareness of how partner organisations and the wider public can promote the safeguarding of adults with care and support needs who may be at risk of abuse, harm and neglect.
- Lessons learned from local and national safeguarding adult reviews are shared across organisations and with the public to ensure they contribute to improving safeguarding practice across Dorset and BCP Council areas to keep people safe from harm.

3. How we will work

We will work applying the following standards:

- Communication is clear and open
- Information is accessible to everyone
- Plain English is used (e.g. avoiding jargon and acronyms) and give clear explanations where this is not possible
- Promoting equality and valuing diversity is central to the provision of information

- Information is kept up to date and accurate with version control used as appropriate
- Effective consultation and engagement across all partner organisations and the wider communities is central to the Boards' assurance of continuous development of safeguarding practise.

When communicating and engaging with different groups, effective planning must ensure that the messages relayed meet the required standard and are appropriate to the needs of the audience. Appendix 1 provides details of the various ways that the Board is able to communicate with people.

We will make sure that we:

- Know who the audience is and what they want to see.
- Identify the key messages to be shared.
- Consider the format with which people wish the information to be communicated. i.e., X (formerly known as Twitter), Podcast, newsletter.
- Identify where information is to be distributed or how it will be given to people.
- Understand how information will be used.
- Ensure that we are clear about the outcomes we wish to achieve by communicating a specific issue.
- Assess when information materials need to be removed or reviewed.
- Actively facilitate opportunities to involve people with lived experience of safeguarding when producing information.
- Appendix 2 provides step-by-step guide as to how the communication plan will be delivered.

4. Who is the audience?

The people with whom we communicate and engage are:

- People who use services and wider groups of people in our communities, including Family Carers
- Professionals and staff working across our area as well as voluntary and community sector organisations
- Board Members and staff from within their respective organisations

The DBCPSABs aims to raise their profile and increase awareness of key issues which promote the safeguarding of adults with care and support needs across Dorset, Bournemouth, Christchurch & Poole.

5. Communicating with the media

Good safeguarding messages should be a routine part of any public awareness campaign and are proactively used through the media.

Any communication with the media in the name of the Safeguarding Adults Board will be undertaken by the Independent Chair or their designate.

When a Safeguarding Adults Review (SAR) has been agreed by the Board, a communication plan will be agreed as part of the decision to publish or not. All communication should be directed to the appropriate press and communications professional for discussion with the Independent Chair of the Safeguarding Adults Board before any press releases are made. Additionally, there will be liaison with the relevant organisational press or communications lead of each organisation which is involved in the SAR.

6. Measuring success

Measuring the success of any campaign or event is useful and will lead into reviewing and updating future communications and engagements. Ways to measure this will include:

- Numbers of visitors and page visits to the Board website.
- Numbers in attendance at events e.g., workshops, conferences, briefings.
- Completed evaluations/ feedback from professionals.
- Partner contributions to Board communications.
- Coverage in both wider media and partner publications.
- Implemented learning from audit activity and feedback from organisations using safeguarding practise across the partnership.
- Improved awareness of safeguarding issues.

Appendix 1

Different ways to communicate/ engage with groups

There are many ways we can effectively communicate key messages and engage with target audiences

Communication / Engagement Method	Target Audience						
	Service User / Potential Service	Carers / Advocates / Family	Partner organisations	Staff	Service Provider	Wider Community	Partnership Board
Annual Report and Strategic Plans	X	X	X	X	X	X	X
Website	X	X	X	X	X	X	X
Leaflets / Posters / Factsheets	X	X	X	X		X	
Board / Sub Groups / Task and Finish Groups			X	X	X	X	X
Social Media e.g., X (formerly Twitter) / Facebook	X	X	X	X	X	X	X
Newsletter	X	X	X	X	X	X	
Visual media sources	X	X	X	X	X	X	
Press releases / media statements	X	X	X	X	X	X	X
Public Events / roadshows / community group events	X	X	X	X	X	X	X
Conference	X	X	X	X	X	X	X

Appendix 2

Communication and Engagement Plan

Consider the following points when putting together a Communication and Engagement Plan.

- Lead organisation to establish a task and finish/project group that will work on the plan listed, oversee its delivery and support the evaluation of the activity.
- Relevant partner organisations to ensure they are represented within the group or linked in.
- Outline the purpose of the group and the desired outcome of the communication
- Finalise timescales/ identify how many task and finish meetings will be required / lead in times.
- Consider resources needed i.e., financial contributions; working protocol; specialist services such as use of IT or designers and use of interpreters where an additional language is to be considered; time allocation.
- Audience.
- Key messages.
- Delivery method of campaign/ event.
- Campaign materials: additional resources for campaign, merchandise, new posters, leaflet.
- What are these materials/ what format should these be in?
- Link in with design/ print team (consider lead times when setting timescales).
- Consider how to get feedback on the success and the impact of the campaign.
- Consideration of location for promotion of event.