Northamptonshire Safeguarding Adults Board

Communication & Engagement Strategy 2023-2026

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Version 1	April 2016
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1.   Introduction

NSAB works in partnership to ensure people in the county are safeguarded from harm, and can live their lives independently and free from abuse and neglect. Effective communication is crucial to ensure that all partners carryout their safeguarding functions effectively. This strategy outlines how NSAB will work to promote safeguarding through the use of communication to both professionals and the public and engage with service users within the county of Northamptonshire.

NSAB's Strategic Plan sets out the Board's vision, objectives, priorities and themes. This Communication and Engagement Strategy 2023-2026 will deliver against the Strategic Plan.

2.   NSAB's Vision

'Working together to keep people safe'

To make this vision a reality, everyone needs to work together as a partnership involving the person at risk, their families and/or carers. This message will be communicated in everything we do.

3.   Aims of the NSAB Communication & Engagement Strategy 2023-2026

Aims	Measuring Success
• Increase local knowledge of how to report safeguarding concerns.	• Increase in appropriate safeguarding concerns. • Increase in website hits.
• Raise awareness of NSAB's key priorities and themes with stakeholders, frontline practitioners, people with lived experience, service users and community groups.	
• Raise awareness of local (and national) safeguarding concerns and emerging trends to stakeholders, frontline practitioners, people with lived experience, service users, community groups, and the public, to help improve the safety of adults who may be at risk of harm and abuse.	• Increase awareness of NSAB measured via website hits, number of 'X[1]' followers, survey results, information from forums, focus groups, and provision of marketing materials at events.
• Continue to develop and maintain a user-friendly website and social media to promote information, the annual report, statutory legislation/supporting guidance, and safeguarding resources.	
• Work together with the Learning & Development Sub Group to deliver and promote a programme of engagement and learning events to targeted organisations and groups.	• Use the results of questionnaires and surveys as a benchmark to increase stakeholder awareness.
• Develop promotional materials to help raise awareness and support engagement activities.	• Increase awareness of NSAB and emerging themes.

[1] Formally known as 'Twitter'.

• Listen to and consult with service users/experts by experience to ensure their voice is heard at NSAB via standalone, existing partner engagement forums and Healthwatch.	• Events are well attended. • NSAB have an improved awareness of service user concerns. • Establish a process with Healthwatch to obtain real-time Making Safeguarding Personal feedback for adults in receipt of safeguarding services. • Participate in stakeholder focus groups. • Seek invitations from community groups to share key messages.
• Measure the impact of communication and engagement activities.	• Analyse feedback from events, surveys and campaigns together with data from web traffic and social media. • Increase in safeguarding concerns.
• Where possible and timely, co-produce resources with key stakeholders and experts by experience. • Develop more easy-read materials.	• Increased engagement and input keeping adults at risk at the heart of what we do.

4.   Channels of Communication

External	Internal
Website provides information and resources include SAR reports, learning briefings, practitioner guides, policies & procedures, legislation and guidance.	Supported by the NSAB structure (Boards and Sub Groups), and the wider partnership.
'X' account promotes key messages and information.	
Targeted campaigns such as #ReportIt.	
Surveys and questionnaires	
Printed materials including posters, leaflets, cards are accessible to practitioners and the public.	
Annual conference and engagement events and focus groups.	

5.   Audience

Who?	How?
Partnership	Attendance at Boards and Sub Group meetings. NSAB website and 'X'.
Professionals	Events, NSAB website and 'X'. 'Meet the NSAB Team' virtual events.
Focus Groups	Meet frontline practitioners to discuss NSAB Strategy. Meet service users to share the work of NSAB.
Multi-Disciplinary Practitioner Forums	Work with the Learning & Development Sub Group to discuss key topics such as findings from SARs, the ARM, legislation.

General Public	NSAB website, 'X', events, forums and specific campaigns such as #ReportIt. Materials will also be distributed via Community Safety Partnerships and statutory partners.
Other Safeguarding Adult Boards	Regional & National Chair and Manager network meetings.
Media	All enquiries will be referred to the media representative at West Northamptonshire Council – see NSAB Communications Protocol.