

<b>Committee:</b>	<b>Date:</b>
Safeguarding Sub Committee	30 June 2014
<b>Subject:</b> Safeguarding Policy, Awareness Raising Campaign	<b>Public</b>
<b>Report of:</b> Director of Community and Children's Services	<b>For Information</b>

### **Summary**

This report presents Members with an overview of the Safeguarding Policy's awareness raising campaign, '**Notice the Signs**'.

The campaign is targeted at two distinct audiences: (1) City of London employees (including Members and partner agencies); and (2) City of London residents.

The employee campaign will run for six weeks starting on Monday 23 June until Friday 8 August 2014. The primary aims of the campaign are:

- to improve general knowledge, understanding and awareness of the City of London Corporation's role in safeguarding children and adults at risk
- to ensure that City of London Corporation employees understand their responsibilities and roles in protecting and promoting the welfare of children and adults at risk
- to raise awareness among local residents of what constitutes abuse of children and adults at risk and provide information and advice to ensure that they know what to do and who to call if they are concerned.

A key element of the Corporate Safeguarding Policy is the introduction of departmental Safeguarding Champions, who will take on the strategic and operational responsibility for implementing the policy and raising awareness within their respective departments. The Notice the Signs campaign will support the champions to raise awareness of their role and their localised reporting functions.

The campaign will deliver a range of activities and opportunities for employees and residents to engage in throughout its duration. At the heart of the campaign is engagement through conversations, and it is hoped that Members of the Safeguarding Sub Committee will become champions among elected Members in order to ensure maximum awareness of the Notice the Signs campaign.

Members are being invited to champion the campaign by:

- taking the pledge
- talking to other elected Members about the key messages of the campaign

- identifying opportunities for the campaign team and/or departmental Safeguarding Champions to meet with other elected Members to talk about the campaign and deliver the key messages
- retweeting/posting campaign tweets and posts to their followers
- raising awareness of the campaign (and its importance) with residents and community leaders within their wards and supporting the campaign team to identify key individuals and established groups to engage with to ensure maximum coverage of the key messages
- becoming spokespersons for the campaign.

### **Recommendations**

- Members are asked to note the Notice the Signs campaign and consider the role they could play in championing it with other elected Members and local residents.

## **Main Report**

### **Background**

1. This report brings to Members' attention the '**Notice the Signs**' awareness raising campaign that has been developed by Community and Children's Services' Adult Social Care and Children and Families service managers (as part of the Director's Roadmap to Outstanding transformation programme) to embed the Safeguarding Policy across the organisation and to raise awareness among City residents.
2. Under section 11 of the Children Act 2004, all agencies working with children are required to have a Safeguarding Policy in place. Additionally, the 'No Secrets' guidance, issued by the Department of Health under section 7 of the Social Services Act 1970, requires that a framework is put in place for the safeguarding of adults at risk of abuse.
3. In January 2014, safeguarding children and adults at risk was added to the Corporate Strategic Risk Register. Following this the Corporate Safeguarding Policy was produced and signed off by the Chief Officers Group and Community and Children's Services Grand Committee.
4. The Corporate Safeguarding Policy put in place a Safeguarding Champions function to devolve strategic and operational responsibility for implementing the policy and raising awareness among staff to a departmental level.
5. Chief Officers nominated individuals within their departments to become Safeguarding Champions.
6. It was acknowledged that Safeguarding Champions would require support to deliver some of the key strategic messages from the policy to colleagues.
7. In addition, the low levels of safeguarding alerts/referrals from the community to the Children and Families team was identified as a driver for some awareness raising activities among City residents.

8. Notice the Signs was developed as an engaging way of raising awareness of the processes the City of London has in place to protect adults and children at risk of abuse, ill treatment or neglect.

### **Challenges**

9. The challenge for the City of London Corporation in relation to putting in place a single and seamless reporting function for safeguarding concerns is the diversity of the work it does and the geographical locations of the departments and services, many of which are outside the City's local authority boundaries.
10. This is extremely challenging because although the Corporate Safeguarding Policy addresses the City of London's role, departments that provide services in other local authority areas will have to follow the procedures for the local authority in which they are located.
11. The Safeguarding Policy and Notice the Signs campaign aim to overcome these challenges by supporting departmental Safeguarding Champions to develop and promote their local processes to colleagues.

### **Target Audiences**

12. The campaign is aimed at three primary audiences:
  - employees of the City of London Corporation (including elected Members)
  - local residents who live in the City of London
  - partners and commissioned service providers who provide services to City of London residents and service users.

### **Campaign Objectives**

13. The primary objectives of the **Notice the Signs** campaign are:
  - to improve general knowledge, understanding and awareness of the City of London Corporation's role in safeguarding children and adults at risk
  - to ensure that City of London Corporation employees understand their responsibilities and roles in protecting and promoting the welfare of children and adults at risk
  - to raise awareness among local residents of what constitutes abuse of children and adults at risk and provide information and advice to ensure that they know what to do and who to call if they are concerned
  - to make sure that City of London employees and residents know how to report any safeguarding concerns they have.

### **Key Messages**

14. The key messages of the campaign are:
  - The City of London provides high quality safeguarding and protection services to children and adults at risk.
  - We all have a responsibility to make sure children are safe and protected from harm and neglect.
  - Safeguarding is everyone's business: if you notice something that concerns you don't ignore it – report it.
  - Safeguarding isn't just about physical harm.

- We need your help to prevent child abuse and to keep adults at risk safe from harm.

### **Campaign Dates**

15. The campaign will run in two parts: the employee campaign will run from Monday 23 June to Friday 8 August 2014; and the City residents campaign will run sometime during September to December 2014.

### **Campaign Activities**

16. The campaign will include a range of face-to-face, digital and traditional media activities such as:
  - a poster and screen saver campaign
  - online training courses
  - briefing sessions and attendance at key events and meetings
  - train the trainer training
  - use of email and social media to create conversations and encourage active engagement
  - dedicated intranet and internet pages
  - promotion and information sharing with Members
  - community-focused briefings, using established groups.
17. One of the proposed campaign activities is an attempt to get people to show support for the campaign by taking a verbal, visual or virtual pledge to report any safeguarding concerns they have. The campaign will attempt to use social media platforms such as Twitter and Facebook to generate interest in the campaign by asking people to post pictures of themselves holding a Notice the Signs pledge card or badge.
18. As noted above, there will be Safeguarding Champions in each department. The champions will play a key role in delivering the campaign messages to colleagues in their departments. The champions will be trained in how to use the campaign materials to hold briefing sessions for staff; the sessions have been designed to be informal and engaging.
19. In addition, it is hoped that Members of the Safeguarding Sub Committee will become champions among elected Members in order to ensure maximum awareness of the Notice the Signs campaign.
20. Safeguarding Sub Committee Members are invited to champion the campaign by:
  - taking the pledge
  - talking to other elected members about the key messages of the campaign
  - identifying opportunities for the campaign team and/or departmental Safeguarding Champions to meet with other elected Members to talk about the campaign and deliver the key messages
  - retweeting/posting campaign tweets and posts to their followers

- raising awareness of the campaign (and its importance) with residents and community leaders within their wards and supporting the campaign team to identify key individuals and established groups to engage with to ensure maximum coverage of the key messages
- becoming spokespersons for the campaign.

### **Corporate and Strategic Implications**

21. The City's Corporate Strategy seeks a world-class City that supports our communities through the appropriate provision of high quality services for residents and Londoners. The safeguarding awareness campaign supports a safer and stronger City by ensuring that the welfare of vulnerable residents is promoted effectively and by protecting children and adults at risk of harm. The Corporate Safeguarding Policy and Notice the Signs campaign will ensure that the City of London meets its statutory duties.

### **Implications**

22. There are no additional legal, financial or HR implications arising from this report.

### **Conclusion**

23. The Safeguarding Policy and Notice the Signs awareness campaign will firmly embed the City of London's corporate approach to safeguarding children and adults at risk. The awareness raising campaign will ensure that City of London Corporation employees have a greater understanding of their roles and responsibilities in regard to safeguarding; and the promotion of the Safeguarding Champions will ensure that all employees know how to report any concerns they have.

### **Appendices**

- Draft campaign designs
- List of Safeguarding Champions

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