



**NOTICE
THE
SIGNS**

**Children & Adult
Safeguarding Campaign
2014**

Appendix 1

Introduction

In January 2014, the Department of Community and Children's Services developed a corporate-wide safeguarding policy, which aimed to ensure that all areas of the organisation had a clear understanding of the shared legal duties around safeguarding for children and adults at risk of harm. In addition to this the department wanted to raise public awareness of adult and children's safeguarding amongst residents who live in the City of London, to ensure that they understood what they needed to do should a vulnerable adult or child be identified.

The department wanted to co-ordinate the launch of the safeguarding policy with an innovative awareness raising campaign that would engage with the target audiences and result in measurable outcomes. This was achieved through the "Notice the Signs" campaign which was launched in August 2014 for City of London Corporation staff and for Residents of the City of London in October 2014.

The challenge for the City of London was the diversity of the work that goes on across the corporation and the geographical locations of many of the departments and services, which are outside of the City's local authority boundaries. This was extremely challenging because although the corporate safeguarding policy addresses the City of London's role, departments who provide services in other local authority areas will be required to follow the procedures for the local authority in which they are located.

The key objective of this campaign was to raise awareness about safeguarding by delivering informal briefings to staff and residents on what they should do if they suspect a child or adult maybe at risk of harm. The premise of this campaign was simply asking staff and residents to "Notice the Signs" and report concerns. Anonymised case studies were used in the briefings to illustrate how noticing the signs had made a difference to children and adults. These case studies generated further discussion, and in some cases evoked strong responses from the participants at the briefings.

This report will show the reach of the campaign and give an analysis of the impact of "Notice the Signs" on staff and residents in the City. That data shown will cover both Children and Adults Services.

Appendix 1

Briefings Completed

City of London Corporation Briefing

Fig1

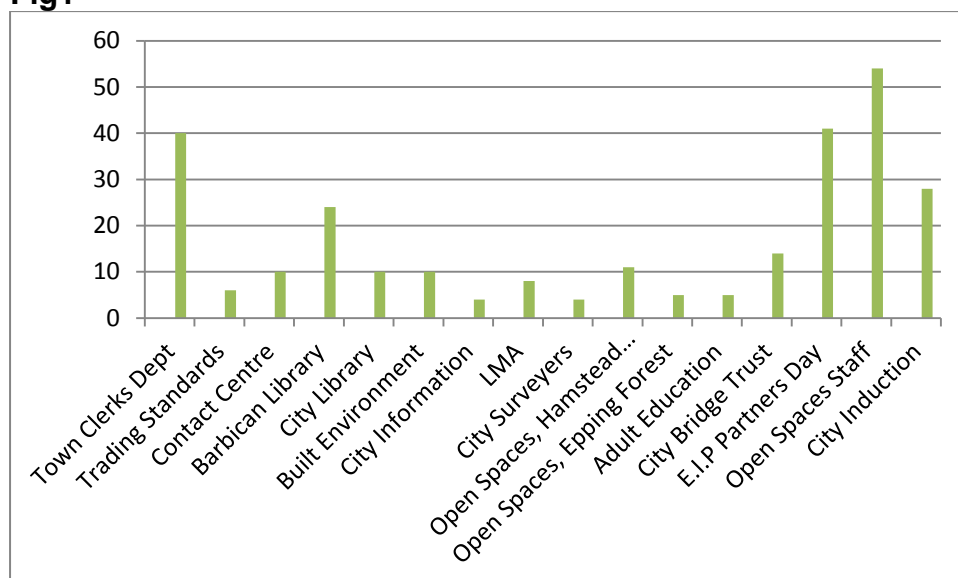


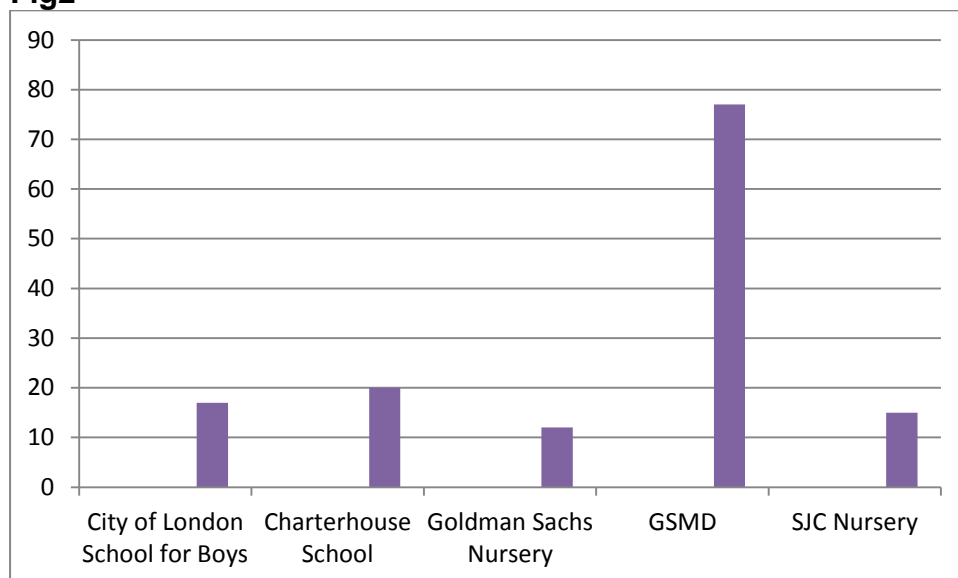
Figure 1 shows the number of briefings (is it number of briefing or number of people who attended the briefings?) that took place across the Corporation between August and September 2014, with the exception of the City Induction which took place in November 2014. The majority of the briefings were facilitated by the Safeguarding Champions, who fully supported the campaign, in total 274 staff received the briefings. The task of delivering the briefings was undertaken by Marion Willicome Lang, Adult Social Care and Pat Dixon, Children's Social Care. The majority of the briefings for Corporation Staff were in and around the City of London; however there were some briefings in Epping and Hampstead Heath, with staff from Open Spaces.

The briefings were well received across the Corporation and the informality of the safeguarding awareness campaign encouraged staff to share their experiences. The case studies used from both adults and children's social care were well received and drew out experiences from staff. It was evident during these briefings that staff were dealing with safeguarding issues for both children and adults, and although the majority of staff felt fairly confident when to refer a child there was more ambiguity in relation to adults. There were also incidents where the briefings raised issues for staff around abuse in their past.

The overwhelming picture that was coming through was that staff were committed and engaged with the safeguarding briefings, this was demonstrated through the positive feedback and the request for further safeguarding training.

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Fig2



As Fig. 2 shows there were 226 briefings (same question, is it briefings or the number of people) that took place in schools and nursery settings across the City. After the initial joint approach to the briefings there was a separation between the adult and children's safeguarding campaign, with the corresponding service managers focusing on their area. This approach enabled a more targeted approach to delivering the safeguarding awareness campaign.

In regard to children's briefings; they took place within nursery settings, and some of the independent schools within the City, these briefings often occurred outside of normal working hours (evenings and weekends). As would be expected there did appear to be a better understanding about safeguarding for children within these areas. However, the conversations generated in some of the settings showed a limited understanding of the remit of the Children and Families Team and the work that they did.

The majority of the students who attend independent schools in the City come from neighbouring boroughs; this can pose difficulties when referring child/children for services due to the differing referral methods and thresholds. Schools were made aware during the briefings that they could contact the City of London for advice and information at any time, or support if required in making a referral. Since the completion of this campaign there has been an increase in enquiries from schools about child welfare issues involving children from other boroughs, advice and support has been offered.

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Adult Safeguarding was focused on at the Adult Advisory Group, with City of London police, Health Watch AGM, the City of London housing residents' day, the Dementia Implementation group, Broadway St Mungo's rough sleepers outreach service. 'Notice the Signs' was also a central element of the City of London Adult Social Care provider's forum in December 2014, where all providers of Direct Care and support provision to City residents were invited, both communities, (Memory group, CSV Volunteers, city carers, Toynbee 50+ city advice) as well as domiciliary care provision (25 participants).

Notice the Signs Quiz

As part of the briefings people were asked to participate in a quiz, this was given out during the briefings after they had listened to the case studies.

Notice the Signs – IQ TEST

Answer these five questions to test your understanding of safeguarding children and vulnerable adults.

Question one: What type(s) of abuse/neglect does this signs suggest could be taking place



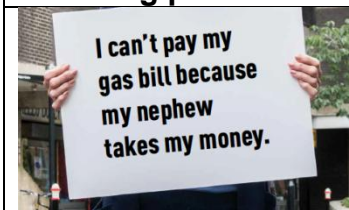
Physical emotional psychological financial

Question two: What type(s) of abuse/neglect does this signs suggest could be taking place



sexual emotional psychological neglect Physical

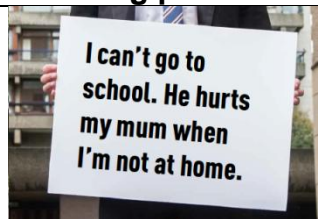
Question three: What type(s) of abuse/neglect does this signs suggest could be taking place



financial discriminatory institutional emotional

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Question four: What type(s) of abuse/neglect does this signs suggest could be taking place



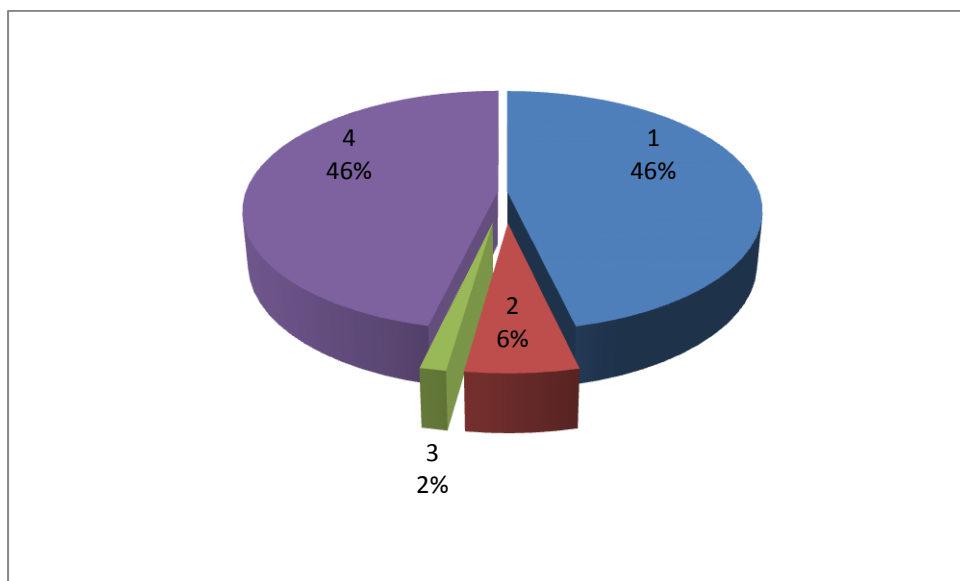
Physical emotional psychological neglect

Question five: What type(s) of abuse/neglect does this signs suggest could be taking place



Institutional neglect emotional psychological

Notice the Signs Evaluation Sheets



The numbered pie chart above shows the percentage of responses given on the evaluation forms please see below;

1. 132 People, 46% who received the briefing completed an evaluation sheets.
2. 17 People, 17%, who completed the evaluation hadn't known about safeguarding prior to the briefing
3. 4 people, 2% who attended the briefings had not known about adult safeguarding prior to the briefings.
4. 132 People, 46% knew what to do if they had a safeguarding concerns after the briefings.

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Comments on Evaluation Sheets

And

Be useful to
bring up cyber
abuse

Helpful
And
Informative

Useful hand-out on forms of
Neglect and signs to look
out for

Safeguarding is very
important to know. Now I
know exactly what to do if
I notice something is
wrong, such as abuse,
violence etc.

Very interesting,
especially real life
cases, good to know
how and what we
can do

Useful to be reminded
of adults too

Useful

All safeguarding sessions provided around safeguarding
are exceptionally helpful and a great way to keep
refreshing our practises of safeguarding

Good to
remind all re
keeping an
eye
And what to
do next

Please carry on with
this work

Very easy to take in
information..
Easy to understand.
Very useful contact details.

The presentation was very informative and I
feel more confident to deal with any issues in
my department and in the school.

More information is needed
that's not on the sheet. It's
too vague, it doesn't address
specifics.

Appreciate the
initiative, thanks

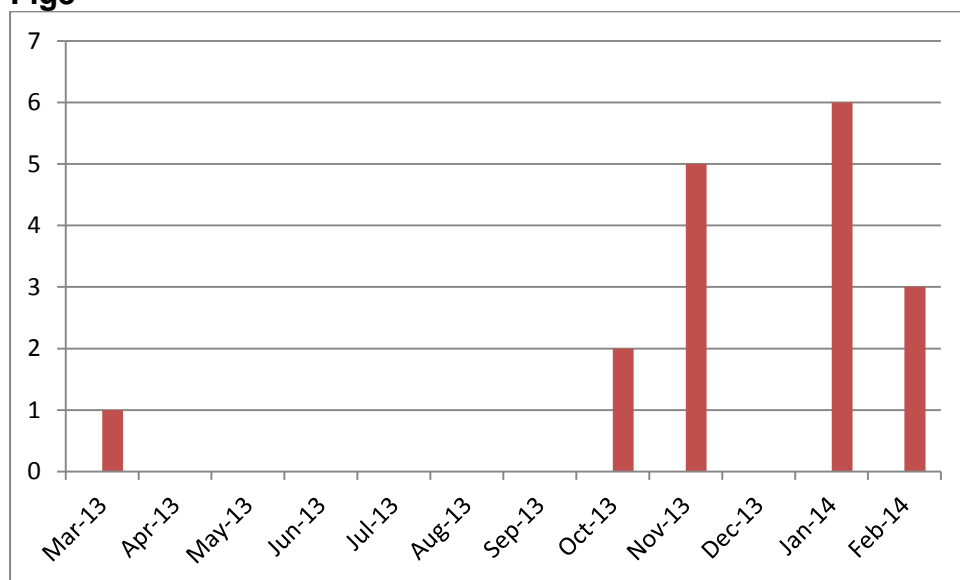
I found this session very
useful

Appendix 1

Referral Data Adult Social Care

Period Start	01/10/2013
Period End	31/03/2014

Fig3



Adult Social Care data has been analysed with the figures from a comparative standpoint, from October 13/March 14 and October 14/March 15 for the purposes of this evaluation.

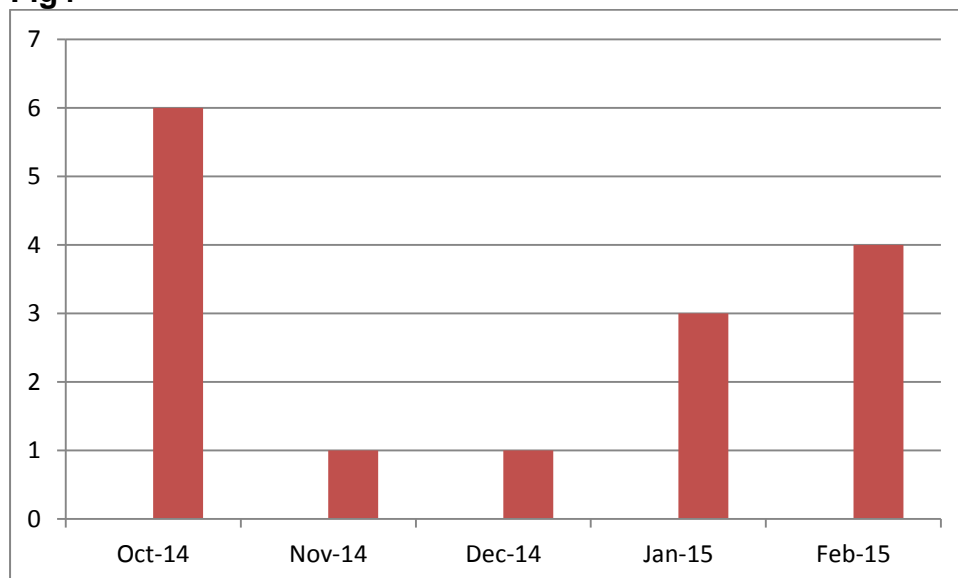
In year 2013/14 there were 17 alerts raised and in 2014/15 there were 19 raised to date(17/3/15).

When examining the referral source there is evidence that there has been a slight increase in referrals from non-professionals, and an increase in referrals from the community i.e. residents. There were 10 referrals regarding residents living in the City and this is an increase on alerts received in 2013/14 for same period. This is an illustration that there is a level of increased awareness and concern. Some enquires have crossed both staff and residents with a referral made by libraries regarding an already known elderly woman with dementia. While this does not count in safeguarding statistics this does illustrate a growth in understanding of adult safeguarding and newly developed relationship with Barbican library staff.

Appendix 1

Period Start	01/10/2014
Period End	31/03/2015

Fig4



Referral Data Children & Families Team.

Fig 5

	2013/14		2014/15	
	Q3 (Oct – Dec 2013)	Q4 (Jan – March 2014)	Q3 (Oct – Dec 2014)	Q4 to date (Jan – 6 March 2015)
Number of contacts to Hub	11	16	16	7 to date
Number of referrals to CSC Assessment	5	6	5 (includes one UASC LAC)	2 to date
Number of referrals to Early Help support	3	6	9	1 to date

The referral and contact data for Children's Social Care shows that there was an increase in referrals for Early Help for quarter three, between October 2014 to December 2014. This may be an anomaly; however it does appear to have peaked during the campaign. Data also demonstrates that referrals are being made by a much wider remit of professionals. An example is that the Children's Centre made five referrals in one month, some of which related to vulnerable children with disabilities. Furthermore, referrals have been made by residents when they have had concerns about a child where they suspect domestic abuse is occurring between the adults in the household. Again, this is a significant development comparatively speaking.

Appendix 1

A member of staff from the Children and Families is holding quarterly 'raising awareness' sessions in the East part of the City in an attempt to engage more meaningfully with the Bangladeshi community. This initiative overlaps with the City wide safeguarding campaign.

Summary

The "Notice the Signs" campaign ran for over six months, from July 2014 through to December 2014 to maximise the impact. The remit of this campaign was to raise awareness around safeguarding for children and adults across the organisation, with City of London Corporation Staff and residents in the City. Given the limited resource of just two individuals delivering on this campaign significant progress has been made with over 477 individuals being briefed during this period. This does not include the raising awareness stalls that were facilitated through various events across the City, for both adults and children during this timeframe.

There is evidence that the scope of this campaign has been effective within the organisation, in that staff are aware of their responsibilities in relation to safeguarding, and know what they should do if they have a concern. As for the residents in the City of London, there is limited data to show that there has been any significant impact at this time. However, a more longitudinal look at the data on the number of referrals would be required if an effective analysis is to be obtained.

What is evident from feedback and from the discussions that have taken place at the briefings, is that across the organisation staff are dealing with safeguarding issues from both adults and children on a regular basis. Therefore, rather than this campaign being concluded it will need to form the basis of more specific safeguarding training for staff across the organisation. In regard to City of London residents a more specific targeted approach may also be required, utilizing the support of other agencies, in the dissemination of information, as well as community events.

Pat Dixon – Children's Social Care
Marion Willicome-Lang – Adult Social Care
26.03.2015