

Essex Safeguarding Children Board

Communications Strategy 2024-2025

Introduction

In Essex there are five organisations (Statutory Partners) who are jointly responsible by law for the partnership arrangements for keeping children safe:

- Essex County Council
- Essex Police
- Three Integrated Care Boards

The Executive Board is chaired by a Delegated Safeguarding Partner and membership includes the Statutory Partners along with relevant agencies from Education, Essex Council for Voluntary Youth Services (ECVYS), District, City & Borough Councils, Office of Police, Fire & Crime Commissioner, 0-19 service (HCRG), CAMHS (NELFT) and The Probation Service.

Communications to the wider partnership are sent on behalf of the Statutory Partners. How the Board operates is set out in the [Multi-Agency Safeguarding Arrangements](#) (MASA).

This strategy is to be used in conjunction with the annual activity plan and social media calendar, alongside communications plans and media statements relating to CSPRs.

Communications Objectives for 2024/25

- Develop and build creative, digital content for social and web (campaigns and professional development) and utilise awareness days/national days.
- Deliver targeted campaigns to reach identified audiences with key safeguarding messages (will require separate comms plans)
- Support learning from reviews work by creating digital learning resources and sharing across the network (adultification)
- Review and streamline web content in line with new digital platform (dependent on web services)
- Working with Violence and Vulnerability Unit and partners to develop campaign around online harms. Engagement with young people to develop peer on peer messaging.
- Encourage Board members to actively share communications from the ESCB within their organisations.

Audiences

The Board need to communicate and engage with a diverse community and a range of groups and organisations that care for, educate and provide services for children and families. The primary audience are Partners and Professionals (who have a responsibility for disseminating and sharing information from the ESCB within their organisations e.g. bulletins) These include healthcare settings, education settings and the voluntary sector.

In addition to our primary audience we will look to engage with other audiences utilising the work of existing organisations and channels. For example:

- Children and Young people – via links with Youth Services, Youth Councils, Children in Care and the Violence and Vulnerability Unit.
- Parents and Carers – via links with Health, Schools etc.
- Wider community

Communication methods

We will engage with our audiences in a variety of ways:

- Bulletins to be sent monthly
- Social Media (social media planner)
- Website (including key messages from Executive)
- Sub-committees
- Working groups
- Annual report
- Business Support Team Report to Executive
- Minutes

The channels and methods we use will also be determined by our audience and we will ensure we communicate clearly and in a way our audience finds most effective.

Impact and Evaluation

Effectively evaluating our communications will give us a greater understanding of key messages for all audiences and help us learn what communication strategies work well. This includes learning from case reviews, therefore improving safeguarding practice across the partnership and providing better outcomes for children, young people and families in Essex.

The success of this strategy will be monitored via:

- Numbers of hits to the ESCB website
- Number of hits to specific pages when running campaigns

- Social media engagement and reach
- Numbers in attendance at learning events, webinars and briefings
- Completed evaluations / feedback from professionals
- Partner feedback and contributions to Board communications
- Coverage in media and partner newsletters / publications
- Peer feedback and feedback from independent bodies

Impact and evaluation will be recorded and highlighted in the quarterly Business Support Team report to the Executive.