

Kirklees
Safeguarding Adults
Board

**Partners in
preventing
abuse and
neglect**

Engagement Strategy

2017 - 2020

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Actions

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1. Introduction and background

What is engagement?

Engagement means good communication, participation and the involvement of key stakeholders, individuals, professionals and community groups & forums in the work of the Kirklees Safeguarding Adults Board (KSAB) to ensure the Board receives information it needs to support effective decision-making.

Successful engagement is based on simple practical principles that represent good practice. This requires

- the use of a multi-agency collaborative approach with shared objectives and responsibilities
- information to be accessible in order to engage as many people as possible
- the embedding of high information standards in all communication and engagement work

Why do we need an engagement strategy?

By developing our approach to engagement we are making it clear that people who require and provide support are respected, listened to and empowered to influence and effectively contribute to our work. Engagement is therefore a 2-way process of mutual development that both widens understanding of safeguarding and enables services and the Board to continuously learn and improve.

The effective safeguarding of adults depends on organisations to work closely together. Only through strong collaborative partnership can Kirklees Safeguarding Adults Board play its part in assuring the support and safeguarding of adults at risk of abuse and neglect. Effective partnerships are those whose work is based on an agreed policy and strategy, with common definitions and a good understanding of each other's roles and responsibilities.

Kirklees has a well-established and effective Safeguarding Adults Board. The Board's core purpose is to ensure the protection of those adults deemed to be at risk as defined in legislation and guidance. However, we recognise that we have a broader role in promoting the wider understanding that safeguarding is a responsibility for everyone.

Safeguarding does not sit in isolation. It links to other priorities across health and social care for example dementia, dignity in care, and end of life care, as well as with children's safeguarding, and with Community Safety Partnership initiatives including

tackling female genital mutilation, forced marriage, modern slavery, honour based violence and domestic abuse.

To support the collaborative work across the three boards, KSAB, Kirklees Safeguarding Children Board (KSCB) and Community Safety Partnership (CSP), a number of joint initiatives have already commenced and further ones will be developed and delivered.

This strategy explains what approach the Safeguarding Adults Board will take to bring together existing preventative work being delivered by partner organisations in relation to adult abuse and neglect. The partners involved in the development of this strategy include

- Kirklees Council
- Greater Huddersfield Clinical Commissioning Group (CCG)
- Healthwatch Kirklees

This is not a strategy that will cover significant service change. Any significant service change will be carried out in line with individual partners' organisational engagement and consultations strategies.

The Board works to 6 key principles outlined in the Care Act (2014) to ensure that the adult is at the centre of the safeguarding process:

- **Empowerment**
People being supported and encouraged to make their own decisions and give informed consent.
- **Prevention**
It is better to action before harm occurs.
- **Proportionality**
The least intrusive response appropriate to the risk presented.
- **Protection**
Support and representation for those in greatest need.
- **Partnership**
Local solutions through services working with their communities
- **Accountability**
Accountability and transparency in delivering safeguarding

Making Safeguarding Personal

'Making Safeguarding Personal' (MSP) underpins our approach. It encourages councils and their partners to develop outcome focused, person-centred safeguarding practice. It aims to facilitate a shift in emphasis from undertaking a process, to a commitment to improving outcomes for people experiencing abuse or neglect.

The key focus is on developing a real understanding of what people wish to achieve. This means from the outset, agreeing, negotiating and recording their desired outcomes; working out with them (and their representatives or advocates if they lack capacity) how best those outcomes might be realised and then seeing, at the end, if those outcomes have been met.

These principles will influence the development and delivery of this engagement strategy.

Engagement with partners, groups and individuals to date has contributed in shaping the work of the Board to develop and improve existing services.

Individuals

An audit of service users was carried out to identify if an adult at risk (AAR) felt safer as a result of a safeguarding intervention.

80% felt they (or their representative) were the main focus of the safeguarding concern and that they were given enough chance to tell us what they wanted to happen to keep the adult concerned safe and prevent things from happening again

90% felt listened to during conversations and meetings, felt they were given enough information and were able to understand the information given to them about helping the adult concerned feel safe. They were happy with how people dealt with the concern throughout and were happy with the end result of what was done to try and keep the adult concerned safe.

100% felt that the adult concerned is safer now because of the help from people dealing with the concern

Partners

Each year KSAB hold a 'Challenge event' which brings together partners to discuss working practices and any barriers they are faced with in delivering an effective safeguarding service.

Regular Safeguarding and Dignity in Care networking events are held throughout the year to gain feedback from practitioners.

Public

Safeguarding Week held in Oct 2016 was an opportunity to engage with the public, partners and service providers. Feedback received from various events was positive in the main.

Groups

KSAB engages with partnership boards and Healthwatch Kirklees to gain feedback and contributions from users and carers, e.g. Kirklees Involvement Network with their involvement in the film produced for Kirklees Safeguarding Week 2016.

Professional bodies

KSAB responds proactively to reports and recommendations carried out by professional bodies, e.g. the ADASS Yorkshire & Humber 'Experts by Experience' regional mystery shopping exercise focussing on access to services over the telephone, face to face, and on the internet, conducted in 2016-17 which offered valuable feedback.

2. Aims

This Strategy will support the Board to achieve the following aims:

- a. strategic leadership across Kirklees for adult safeguarding through effective collaborative working.
- b. assurance that adults are safeguarded through timely and proportionate responses when abuse or neglect has occurred, applying making safeguarding personal approaches
- c. development and oversight of preventative strategies that aim to reduce abuse and neglect.
- d. promotion of multi-agency workforce development and consideration of specialist training that may be required.
- e. oversight of the effectiveness of partners' safeguarding arrangements and improvement plans.

3. Governance

In supporting the Safeguarding Board members to promote safeguarding in their own organisations we will:

- provide access to support materials and information for dissemination to ensure that PR, campaigns and initiatives are promoted throughout our partner organisations - through the Board and communications networks.
- make people aware of training opportunities available in partner organisations, and promote networks and events across partner organisations
- ensure linkages are supported between the Safeguarding Board and other partnership groups. Information will be shared between them and an open dialogue will be supported and encouraged.

4. The role of the lay members

The Board has two lay members, who are members of the public, resident in Kirklees, with an interest in safeguarding and who constructively participate in and scrutinise decisions and policies that are being made by the Board. Our lay members undertake an invaluable role in the life of the Board. They:

- attend Board meetings and other meetings where the lay member's perspective is required
- read papers and reports in preparation for Board meetings
- ask appropriate questions on issues at Board meetings
- assess the evidence and information provided at meetings to form views and opinions
- contribute to the formulation of Board decisions.

5. Approaches to engagement

a. Audience

The Board will engage with a wide range of individuals and groups with an interest in adult safeguarding. We will work proactively with the voluntary and community sector and volunteers to ensure we reach grass root communities and those who are seldom heard.

We will reach out to:

- people with care and support needs
- carers
- public and local community groups
- local forums and reference groups representing carers, and those who use services including housing services
- services such as environmental health, trading standards and financial services
- Heathwatch Kirklees
- Partnership Boards

In addition to service users, carers and the wider community, the Boards also have a responsibility to proactively engage with other practitioners involved in the care of adults at risk across a broader spectrum including social care, education settings, healthcare settings, and the voluntary sector and faith settings and will work proactively with them.

b. Methods

The Board will further develop a variety of engagement methods and use any existing information we already hold to ensure we engage with our diverse communities with appropriate representation from protected groups.

The method of engagement will be appropriate to the information, subject and audience. We will ensure that we continue to build on the existing capacity and capabilities in the local area including engagement skills.

Before any message is shared the following will be considered:

- source
- message
- method
- audience
- timing
- desired outcome
- potential impact of information gathered
- legislative implications (e.g. Data Protection Act)

c. Approaches

A variety of methods and approaches will be used to engage with target audiences, including:

- feedback and views from the boards' lay members
- focus groups with specific groups

- questionnaires
- Face to face and telephone interviews
- case studies and patient stories
- testimony from service users
- social media including Twitter and Facebook

d. Formats

The Board will utilise multiple formats and vehicles to engage with groups and communicate key messages with local people. These can include:

- KSAB Website content
- partner websites and connections
- Twitter
- Facebook
- traditional media & PR
- newsletters
- campaigns, for example, See Me and Care
- Safeguarding Week
- events
- training

e. Equality

- Future approaches must meet the needs of all local people giving due regard to all protected groups as part of our equality duties.
- Communications will be accessible and where necessary BSL, language and other interpreters employed and information translated into different languages, easy read, or other formats

6. Evaluation

We will know we have been successful when we have:

- increased awareness of safeguarding issues with the public, service users, carers and families through social media (Twitter and Facebook) after identifying a starting point baseline understanding of the awareness level in Kirklees. From start-up of the Facebook and Twitter pages, we aim to see a steady increase of followers and interaction. Social media insights stats will be regularly analysed to measure the activity.
- a fully operational KSAB website containing up to date and relevant information in an easy to navigate format. We will compare future mystery shopping exercises with findings from the ADASS Yorkshire & Humber 'Experts by Experience' (2016-17)
- evidence to highlight we have acted on feedback received from partners, community groups and the public around training, service improvements etc.
- evidence of partnership intranets and websites supporting the safeguarding message through their own bespoke pages. Process in place to actively promote and share stories / features / training / events throughout the year
- evidence of more positive coverage in partnership newsletters. Process in place to actively promote 'good news stories' throughout the year.