



**CPC Public Information,
Communication and Engagement Strategy
2012 – 2015**

**Getting it Right
in Perth and Kinross**
Helping children be the best they can be

What to do if you are worried about a child or young person?

If you are worried or concerned about a child or young person you should contact the Perth and Kinross Child Protection Duty Team or Tayside Police Public Protection Unit:-

Perth and Kinross Child Protection Duty Team - (24 hours)	01738 476768
Tayside Police Public Protection Unit	0300 111 2222
In an Emergency	Call 999

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Vision, Priorities and Aims

Our Vision

“We will support all our children and young people to be the best they can be”

Our Priorities

“We will improve the life chances of children and young people by working to reduce inequalities”

“We will ensure that every pupil benefits from education and raise attainment and achievement”

“We will improve methods for engagement with children and young people and increase opportunities for consultation with regard to service delivery”

Our Aim

“By placing child protection as a key aspect of not only children’s services but all our responsibilities, we will strive to fulfil the vision and we will deliver improved life chances for all children in Perth and Kinross”

Introduction

Perth & Kinross Child Protection Committee (CPC), in partnership with constituent services, agencies and other stakeholders in the public, private and third sectors across Perth and Kinross, has developed and published this high-level, three year, CPC Public Information, Communication and Engagement Strategy 2012 – 2015.

This strategy is robust and ambitious. This strategy replaces all previous CPC Public Information and Communication Strategies. This strategy does not replace any existing individual service and/or agency public information, communication and engagement strategies. On the contrary, it aims to complement and support them.

Building on previous CPC Public Information and Communication Strategies, this strategy aims to deliver a more corporate, consistent and coordinated approach to CPC Public Information, Communication and Engagement, in particular, by promoting further stakeholder involvement and engagement, thus building community confidence, resilience, capacity and engagement across Perth and Kinross.

Perth and Kinross CPC has published this strategy as an evidence-based demonstration of its collective and strategic commitment and approach to CPC Public Information, Communication and Engagement. It is, in effect, a strategic statement of purpose and intent, as opposed to a detailed communications and/or media plan.

This CPC Public Information, Communication and Engagement Strategy 2012 – 2015 is supported by the following:-

- Perth and Kinross Children and Young People's Strategic Partnership (C&YPSP) – Vision, Priorities and Aims Statements;
- Perth and Kinross Child Protection Committee (CPC);
- Perth and Kinross CPC Child Protection Website;
- Perth and Kinross CPC Strategic Self Evaluation Framework;
- Perth and Kinross CPC Annual Calendar – Key Self Evaluation Activities 2011/2012;
- Perth and Kinross CPC Annual Self Evaluation Away Days;
- Perth and Kinross CPC Single Improvement Plan 2011; and
- Perth and Kinross Child Protection Inter-Agency Coordinator.

Strategic Objectives

In compliance with the [National Guidance for Child Protection in Scotland 2010](#), the strategic objectives of this strategy across Perth and Kinross are as follows:-

1. **To raise basic awareness and understanding of child protection issues with children, young people, parents, carers and communities;**
2. **To adapt good practice from others and to explore opportunities to fulfil these responsibilities with other Child Protection Committees;**
3. **To promote the ethos that '*child protection is everyone's job*' in keeping with the *GIRFEC* approach; and**
4. **To provide information to the public about what to do if they are worried about a child or young person and what could happen.**

Stakeholders

Perth and Kinross CPC has identified **five** distinct, but discreet, stakeholders groups, many of whom are in fact, inter-related between and/or across the **five** stakeholder groups. This strategy acknowledges that in many cases stakeholders will be internal, external and/or in some cases both.

Whilst this should not be considered an all inclusive and/or exhaustive list of key stakeholder individuals and/or groups, they include the following:-

1. **Children and Young People** – This includes pre-school children; children and young people who are in education and/or not in education; children who are educated at home and/or privately educated; children and young people who are service users and/or not service users; children and young people who are known to services and/or not known to services in the wider community; *and* young people who are themselves parents and/or carers;
2. **Parents, Carers and Families** – This includes all parents of children and young people; expectant mothers and fathers; carers (including kinship carers) caring for looked after and/or accommodated children and young people; wider family members; *and* all significant persons in a child or young person's life;
3. **Members of the Public and Communities** – This by its very nature, includes members of the public and communities who themselves are children; young people; parents; carers; and wider family members; *and* also includes all members of the public, community based organisations and other groups;

4. **Practitioners and Managers** – This includes all practitioners and managers, whether paid or unpaid, working directly with children, young people and their families; all practitioners and managers working indirectly and/or occasionally with children, young people and their families; *and* all those supporting, supervising, managing and leading those practitioners and managers working with children, young people and their families across all services and/or agencies in the public, private and third sectors; and
5. **Services and Agencies** – This includes all services and agencies in the public, private and third sectors, in particular education; health; police; social work; children’s reporters; panel members; independent organisations; voluntary organisations; charitable trusts; staff associations; representative bodies; national government; local government; partnerships; other child protection committees; *and* all regulatory bodies.

This strategy is for **everyone** as ***“it’s everyone’s job to make sure children and young people are alright”***

Strategic Elements and Activities

Elements

There are **three** distinct strategic elements contained within this strategy:-

1. **Public Information;**
2. **Public Communication; and**
3. **Public Involvement and Engagement.**

Each strategic element will have key activities and outcomes, aimed at the specific stakeholders, whether internal, external and/or both.

Activities

These key activities will include information leaflets; newsletters; advertisements; e-mails; blogs; briefing sheets; posters; news and press releases; bulletins; web site updates; questionnaires and surveys; displays; roadshows; focus groups; and world café type events.

These key activities will have key messages with clearly defined objectives and outcomes. These key activities will be coordinated, clear, concise, relevant, accurate and timely. These key activities, will in turn, be supported by specific communications and/or media plans, as and when necessary.

However, building upon the success of previous CPC public information and communication activities, this strategy will firmly focus on developing further public involvement and engagement, aimed at building community confidence, resilience, capacity and stakeholder engagement across Perth and Kinross.

National Perspective and Local Principles

National Perspective

This strategy reflects the previous work of the *Scottish Government's Public Awareness of Child Protection Working Group* and the ongoing work of the *Scottish Government's Public Awareness Reference Group*. Perth and Kinross CPC is represented on the *Public Awareness Reference Group*. This strategy also reflects the recent work of Scotland's Commissioner for Children and Young People and the key themes and messages that emerged from the *Right Blether* initiative.

In particular, this strategy will support the key public messages emerging from this national work, in keeping with the child protection national policy context; legislative framework; local underpinning principles and the strategic objectives of ***public information and communication*** and ***public involvement and engagement***.

Local Principles

The [Perth and Kinross CPC Inter-Agency Child Protection Guidelines 2011](#) describe further the child protection national policy context and legislative framework, within which Perth and Kinross CPC delivers its business functions.

In addition, the Perth and Kinross CPC Inter-Agency Child Protection Guidelines 2011 describe the local collective commitment to the care and protection of children and young people across Perth and Kinross and set out a series of underpinning local principles.

These local principles provide a useful framework for the delivery of key messages in terms of ***public information and communication*** and ***public involvement and engagement***.

Key Messages – Public Information and Communication

- ***Child protection is everyone's job and everyone's responsibility;***
- ***All children and young people should be safe; healthy; achieving; nurtured; active; respected; responsible and included;***
- ***All children and young people have a right to grow and develop in a safe, protected and comfortable learning environment;***
- ***The welfare of all children and young people is paramount;***
- ***All children and young people have a right to be cared for and protected;***
- ***All children and young people get the help they need when they need it;***
- ***All children and young people have rights and should know their rights;***

Key Messages – Public Involvement and Engagement

- ***Do you know what to do and who to contact if you are worried about a child or young person?***
- ***Do you know what our services, agencies and the CPC do to protect children and young people?***
- ***Do you know what happens after you have reported a child care and/or protection concern?***
- ***Do you know how to keep children and young people safe and healthy at home, at school and at play in the community?***
- ***Do you know how to keep children safe when using a computer and/or a mobile phone?***
- ***What is important to you, your family and your community?***

Delivering on the Strategic Objectives and Key Messages

The CPC will retain ownership of this strategy.

The Child Protection Inter-Agency Coordinator will be the guardian/keeper of this strategy and will take particular responsibility for the public information and public communication elements of it.

The CPC Website will be an integral part of the delivery mechanism for these two elements.

Public Engagement

A **Perth and Kinross CPC Community Engagement SLWG** has been established to take forward the ***public involvement and engagement*** elements of this strategy further.

Membership will initially include representation from education and children's services (education, social work and communities), health and the police. Membership will also include the CPC Child Protection Inter-Agency Coordinator, the ECS Child Protection Training Officer and the National CPC Coordinator (MARS/SCCPN @ Stirling University).

Working in partnership with all stakeholders – *children, young people, parents, carers, families, members of the public, local community groups, practitioners, managers, services and agencies* they will, in compliance with this strategy and in keeping with the strategic objectives and key messages develop and implement a programme of community involvement and engagement, aimed at building community confidence, resilience and capacity.

Engagement activities will include community based meetings; visits; presentations; roadshows; workshops; world cafe type events; drop in events; virtual events; exhibitions; displays; questionnaires; surveys; focus groups etc.

Monitoring, Evaluation and Scrutiny

On behalf of the CPC, the Child Protection Inter-Agency Coordinator will coordinate this strategy and all related activities.

These activities will be monitored via the CPC Single Improvement Plan 2011 and regular progress reports.

These activities will be regularly monitored, evaluated and reviewed by the CPC and will be scrutinised by the Perth and Kinross Children and Young People's Strategic Partnership. Evaluation Reports will evidence both outcomes and impact.

Feedback

An important element of all ***public information and communication*** and ***public involvement and engagement*** activities is the requirement for and the provision of effective feedback.

In addition to the above monitoring, evaluation and scrutiny arrangements, Perth and Kinross Child Protection Committee will ensure that during and after all public information, communication, involvement and engagement activities, constructive feedback will be provided to all stakeholders, to ensure joint understanding and learning is shared and realised.

Feedback from stakeholders will also influence future all public information, communication, involvement and engagement activities.

National Policy Context

On 13 December 2010, the Scottish Government published their [National Guidance for Child Protection in Scotland 2010](#). Part 2 of that Guidance specifies the roles, responsibilities and business functions of Child Protection Committees as **continuous improvement, strategic planning and public information and communication**.

Public Information and Communication

Child Protection Committees will determine the level of public awareness, understanding and knowledge of, and confidence in, child protection systems within their area and address any issues as required within their business and/or improvement plans.

Child Protection Committees will produce and disseminate public information about protecting children and young people. Child Protection Committees will design, develop, publish, distribute, disseminate, implement, regularly review and evaluate a public information and communications strategy that includes the following elements:

- *raising basic awareness and understanding of child protection issues within communities, including among children and young people;*
- *adapting good practice from others and exploring opportunities to fulfil these responsibilities with other Child Protection Committees;*
- *promoting the ethos that 'child protection is everyone's job' in keeping with the GIRFEC approach; and*
- *providing information about how members of the public can report concerns about a child and what could happen.*

Involving Children and Young People and their Families

Child Protection Committees will ensure that the views of children, young people and their families are clearly evidenced in their work, in accordance with GIRFEC principles. It is vital that this area is not addressed in a tokenistic manner and that children's views are fed into the planning and implementation of improvements.

Each Child Protection Committee will:-

- *Be able to demonstrate that its work is informed by the perspective of children and young people, including the most vulnerable and those with direct experiences of child protection services;*

- *Review and develop their strategies for doing so; and*
- *Involve children and young people in the design, development and implementation of Child Protection Committee's public information and communication strategies, to ensure that information is accessible and that children's experiences and perspectives are properly reflected.*