ChildProtection
Perth & Kinross

CPC Public Information, Communication and Engagement Strategy 2015 - 2018

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 Police Scotland:

Perth and Kinross Child Protection Duty Team - (24 hours)	**01738 476768**
Police Scotland Non-Emergency	**101**
Police Scotland - In an Emergency	**999**

Document Control

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1.   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 2015 – 2018.

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 2015 – 2018 is supported by the following:

- Perth and Kinross Children, Young People and Families' Partnership (CYP&FP) – Vision, Priorities and Aims Statements;

- Perth and Kinross Child Protection Committee (CPC);

- Perth and Kinross Protecting People Communications Group;

- Perth and Kinross Partnership Coordinators' Network;

- Perth and Kinross CPC Child Protection Website;

- Perth and Kinross CPC Continuous Improvement and Self-Evaluation Framework; and

- Perth and Kinross Child Protection Inter-Agency Coordinator.

2.   Strategic Objectives

In compliance with the National Guidance for Child Protection in Scotland 2014 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 about how members of the public can report concerns about a child and what could happen.*

3. Stakeholders

Perth and Kinross CPC has identified **five** distinct, but discreet, stakeholders groups, many of whom are inter-related between and/or across each other. 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 young 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 protect children and young people, to keep them safe and to protect their wellbeing".*

3.1 Strategic Elements and Activities

Elements

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

- **Public Information;**
- **Public Communication; and**
- **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 could 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; pupil councils 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.

3.2 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 work of the *Scottish Government's Public Awareness Reference Group*. Perth and Kinross CPC was represented on the *Public Awareness Reference Group*. This strategy also reflects the previous 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 national child protection 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, these inter-agency guidelines 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

- ***It's everyone's job to protect children and young people from harm and abuse, to keep them safe and to protect their wellbeing;***

- ***All children and young people should have the best start in life and 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 should be listened to, understood and respected;***

- ***All children and young people should get the help they need when they need it; and***

- ***All children and young people have rights and should know about their rights.***

Key Messages – Public Involvement and Engagement

- ***Do you know what to do and who to contact if you are worried or concerned about a child or young person?***

- ***Do you know what our services, agencies and the CPC do to protect children and young people and to keep them safe?***

- ***Do you know what happens after you have reported a worry or concern?***

- ***Do you have confidence that you will be listened to, understood and respected and that your worry or concern will be taken seriously?***

- ***Do you know how to keep children and young people safe 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?***

4. Delivering on the Strategic Objectives and Key Messages

The CPC will retain ownership of this strategy. The Perth and Kinross CPC Website will be an integral part of the delivery mechanism for 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, communication and engagement elements of it.

5. Perth and Kinross CPC Communications Plan

In compliance with the strategic objectives and key messages contained within this strategy, a Perth and Kinross CPC Communications Plan will be produced annually.

A programme of activities will be implemented aimed at raising basic awareness and understanding of how to protect children and young people; how to keep children and young people safe; how to protect their wellbeing; that promotes it's everyone's job; that provides information on what do if you are worried or concerned about a child or young person and a programme of events that includes community involvement and engagement, aimed at building community confidence, resilience and capacity.

6. Monitoring, Evaluation and Scrutiny

On behalf of the CPC, the Child Protection Inter-Agency Coordinator will coordinate this strategy, any associated plan and all related activities. These activities will be monitored via the CPC Improvement Plan and progress reports will be provided regularly to the CPC. Evaluation of these activities will be included in the CPC Annual Standards and Quality Report.

7. 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, the CPC 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, exchanged and realised.

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

National Child Protection Policy Context

In May 2014, the Scottish Government published the <u>National Guidance for Child Protection in Scotland 2014</u>. 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

Raising Public Awareness

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 token manner and that children's views are fed into the planning and implementation of improvements.

<u>The Children and Young People Act (Scotland) 2014</u> contains provisions that, when implemented, will require the CPC to consult other service providers who contribute to the preparation of the plan. 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 Committees'** public information and communication strategies, to ensure that information is accessible and that children's experiences and perspectives are properly reflected.

There are a number of ways of doing this. For the purposes of illustration, these could include:

- drawing on the experience of the third sector in eliciting the views of children and young people;

- receiving regular reports from children's rights officers on the views of children and young people;

- commissioning independent surveys, either individually or collectively with other **Child Protection Committees**, on the views of children and their families;

- improving decision-making and recording practices to ensure that the views of children and families are better able to be gathered together and reflected;

- promoting the establishment of community-based advocacy services for children and young people; and

- ensuring that the views of children and young people are accounted for through the application of inter-agency quality assurance mechanisms.

HMIe Quality Indicators 2009

Number	Quality Indicator	Themes
Key performance outcomes		
1.1	Improvements in performance	○ Performance data and trends over time ○ Overall quality of services to protect children. ○ Performance against the relevant aims, objectives and outcomes set for children in improvement plans.
1.2	Fulfilment of statutory duties	○ Compliance with legislation and responsiveness to guidance and codes of practice
Impact on children and families in need of protection		
2.1	Children and young people are listened to, understood and respected	○ Communication ○ Trust
2.2	Children and young people benefit from strategies to minimise harm	○ Support for vulnerable children and families ○ Children's awareness of keeping themselves safe
2.3	Children and young people are helped by the actions taken in immediate response to concerns	○ Initial response of staff to children and families who need help ○ Impact of immediate actions by staff to keep children safe
2.4	Children's and young people's needs are met	○ Meeting needs ○ Reducing the longer-term effects of abuse and neglect
Impact on staff		
3.1	Impact on staff	○ The extent to which staff are and report that they feel motivated, committed, valued and have positive experiences within and across services ○ The extent to which staff within and across services improve their practices through training and development activities
Impact on the community		
4.1	Being aware of protecting children	○ Confidence of the public in services to protect children ○ Responses to concerns raised by members of the public about a child's safety or welfare
Delivery of services to children and families in need of protection		
5.1	Involving children and families in key processes	○ Keeping children and their families informed and involved ○ Addressing dissatisfaction and complaints
5.2	Information sharing and recording	○ Appropriate sharing of information ○ Joint understanding of information ○ Management and recording of information
5.3	Recognising and assessing risks and needs	○ Recognising a child needs help ○ Initial information gathering and investigation ○ Assessment of risks and needs
5.4	Effectiveness of planning to meet needs	○ Decision making, identifying responsibilities and meeting needs ○ Taking account of changing circumstances
5.5	Improvement through self-evaluation	○ Commitment to self-evaluation ○ Management of self-evaluation ○ Service improvements

Number	Quality Indicator	Themes
Policy development and planning		
6.1	Policies and procedures	○ Range of policies and link to vision and aims ○ Managing, disseminating, evaluating and updating policies
6.2	Operational management and planning	○ The effectiveness of operational management ○ The use of management information to plan and develop services to protect children
6.3	Involving children and families in developing policies and services	○ Seeking views of children and families and involving them in developing policies and services to protect children
Management and support of staff		
7.1	Staff sufficiency, recruitment and retention	○ Identifying and meeting human resource needs ○ Safe recruitment ○ Care and welfare ○ Equality and fairness ○ Recognition and parity of esteem
7.2	Staff deployment and teamwork	○ Appropriateness and clarity of remits across service boundaries ○ Deployment of staff to achieve planned priorities ○ Teamworking ○ Communication and involvement in decision making
7.3	Staff training, development and support	○ Professional confidence and competence ○ Training and development
Partnership and resources		
8.1	Partnership working	○ Clarity of purpose and aims ○ Working across services and disciplines ○ Staff roles in partnerships
8.2	Management of resources	○ Strategic resource planning ○ Resource deployment ○ Efficiency and effectiveness in use of resources
Leadership and direction		
9.1	Vision, values and aims	○ Coherence of vision, values and aims for protecting children ○ Sharing and sustaining the vision ○ Promotion of positive attitudes to social and cultural diversity
9.2	Leadership and direction	○ Joint leadership and planning within and across services ○ Strategic deployment of resources
9.3	Developing people and partnerships	○ Developing leadership capacity ○ Building and sustaining relationships ○ Teamwork and partnerships
9.4	Leadership of improvement and change	○ Support and challenge ○ Creativity, innovation and step change ○ Continuous improvement

**How good can we be?
Capacity for improvement**

How well do we meet the needs of our stakeholders?

2.   Impact on children and families in need of protection

2.1 Children and young people are listened to, understood and respected

THEMES
- Communication
- Trust

KEY FEATURES

This indicator focuses on the quality of communication which children and families experience when using services related to child protection. It considers the extent to which they feel that they are respected and can trust staff who are there to help them. It includes the extent to which they have confidence that their views will be taken into account when decisions are being made about them.

LEVEL 5 ILLUSTRATION

- Children and families benefit from very effective communication with staff. They confirm that we know them very well and they feel we understand their needs. They report that our communication is consistently clear and that they understand what we mean and what we expect of them. They are confident that we listen to, understand and take their views seriously when making decisions about them. Even where they disagree with actions taken, they understand the reasons for these actions. They know how to challenge decisions and are supported to do this appropriately. Children or family members with learning or communication difficulties, or for whom English is not their first language, are helped to understand as much as possible about what is happening to them and to communicate effectively. Very young children, or those whose disabilities make it difficult to communicate their feelings and views, benefit from our careful observation to identify and understand any changes in their health, behaviour or emotional wellbeing.

- Almost all children and families report that we have taken time to get to know them and understand their strengths and needs. They tell us that they have been able to build up relationships with consistent adults and that they trust us enough to talk to us when they need help. They have a named person to help them. They see that person regularly and can discuss personal issues, in confidence when appropriate, whenever they want to. They feel that we are supporting them to help themselves and that they feel fully involved in decision making.

LEVEL 2 ILLUSTRATION

- Our communication with children and families is not always effective. They feel that we do not know them well enough and that we do not fully understand their needs. They report that we do not always communicate well with them. They are sometimes unclear about what we mean or what we expect of them. They feel that we do not always respect, listen to and understand their views when making decisions about them. They do not always understand the reasons for these decisions. They sometimes feel unable to challenge decisions and actions. Children or family members, whose first language is not English or who have communication difficulties, do not always receive sufficient support to understand what is happening and to take part in meetings or interviews. The needs of very young children, or those whose disabilities make it difficult to communicate their feelings and views, are sometimes overlooked because we do not carefully observe their health, behaviour and emotions to identify and understand any changes.

LEVEL 2 ILLUSTRATION (continued)

- Children and families report that frequent staff changes or shortages make it hard for them to build up consistent relationships. They have to speak to several different people and feel that no one person is there to help them. They feel that we have not taken time to get to know them and build a helpful relationship with them. Not all children have a named person to help them or know who that person is and how to contact them. Some children do not have a staff member they trust enough to talk to, in confidence when appropriate, about personal issues. Children and families sometimes feel unfairly judged or excluded by staff members. They do not feel that they are receiving the support they need to be able to help themselves.

4. Impact on the community

4.1 Being aware of protecting children

THEMES

- Confidence of the public in services to protect children
- Responses to concerns raised by members of the public about a child's safety or welfare

KEY FEATURES

This indicator focuses on the extent to which the community understands its responsibility to protect children. It considers the degree of confidence felt by members of the public in services for children in need of protection and deals with the effectiveness of responses to concerns raised by members of the public.

LEVEL 5 ILLUSTRATION

- Members of the community have a high level of awareness of local services to protect children. They know who to contact when they have concerns about a child. They make referrals to appropriate services and are confident that appropriate action will be taken as a result of their contact.
- When members of the community make referrals to our services about children's safety or welfare, they are given helpful feedback so that they know that their concern has been taken seriously and acted upon.

LEVEL 2 ILLUSTRATION

- There is limited awareness amongst members of the community of local services to protect children. They are unclear about who to contact if they have concerns about a child. There are very few referrals from members of the public and there is limited confidence that appropriate action will be taken as a result of their contact.
- When members of the community make referrals to our services about children's safety or welfare, they are given limited or no feedback. As a result they are unclear about whether their concern has been taken seriously and acted upon.

Care Inspectorate Quality Indicators 2014

The framework of quality indicators for evaluating services for children and young people

What key outcomes have we achieved?	How well do we meet the needs of our stakeholders?	How good is our delivery of services for children young people, and families?	How good is our operational management?	How good is our leadership?
1. Key performance outcomes	**2. Impact on children, young people and families**	**5. Delivery of key processes**	**6. Policy, service and development and planning**	**9. Leadership and direction**
1.1 Improvements in the wellbeing of children and young people.	2.1 Impact on children and young people 2.2 Impact on families	5.1 Providing help and support at an early stage 5.2 Assessing and responding to risks and needs 5.3 Planning for individual children 5.4 Involving individual children, young people and families	6.1 Policies, procedures and legal measures 6.2 Planning and improving services 6.3 Participation of children, young people, families and other stakeholders. 6.4 Performance management and quality assurance	9.1 Visions, values and aims 9.2 Leadership of strategy and direction 9.3 Leadership of people 9.4 Leadership of improvement and change.
	3. Impact on staff		**7. Management and support of staff**	
	3.1 Impact on staff		7.1 Recruitment, deployment and joint working 7.2 Staff training, development and support	
	4. Impact on the community		**8. Partnership and resources**	
	4.1 Impact on communities		8.1 Management of resources 8.2 Commissioning arrangements 8.3 Securing improvement through self-evaluation	

10. What is our capacity for improvement?
Global judgement based on
an evaluation of the framework of quality indicators

4. Impact on the community

QI 4.1 Impact on the community

Themes
The extent to which the quality of life in local communities and communities of interest improves and they experience:
- participation and empowerment
- increased capacity
- confidence in services.

Key features
This indicator considers the extent to which communities participate in planning and are co-producers of local services for children, young people and families. It relates to how well resources are put to best use to build community capacity. It has a focus on the extent to which there is public confidence in services for children, young people and families.

Very good illustration	Weak illustration
There are high levels of participation in the design and delivery of local services for children, young people and families. Communities of interest and minority groups are empowered to be involved fully in co-producing services to meet their particular needs. Positive attitudes and behaviour towards socially and culturally excluded families are encouraged.	Local communities are not engaged sufficiently in the design and delivery of services. Communities of interest and minority groups are not always identified or involved meaningfully in the planning services to meet their needs. Limited knowledge or involvement of local communities is restricting opportunities to tackle inequalities and social exclusion.
A range of community groups is building capacity by strengthening the skills, competencies and abilities of children, young people and families. Children, young people and families live in increasingly safer communities. Anti-social and harmful behaviour is reducing. There is a high degree of success in meeting the needs of vulnerable children and young people within their local schools and communities.	Community groups and local voluntary organisations do not always get the encouragement or support they need to play a key role in building community capacity. Youth crime and anti-social behaviour has a detrimental impact on local communities. Support for vulnerable children, young people and families has not been sustained or has not been successful in enhancing their skills, competencies and abilities.
The public has a high degree of confidence in the effectiveness of services to meet the needs of children, young people and families. Members of the public are alert to concerns about the safety and wellbeing of children and young people. They have a high degree of awareness about how to report concerns and are confident that children and young people will get the help they need as a result. Children, young people and families live in increasingly safer communities and young people are viewed positively. Parents and carers have very positive experiences of bringing up children and young people in their local area.	There is a lack of public confidence in services for children, young people and families. They are not viewed as matching the needs of communities. Members of the public are unclear about when and how to report their comments and concerns about the safety and wellbeing of children and young people. They lack confidence that these will be taken seriously. Many families do not rate their local area as a good place to bring up children and help young people flourish.