

Fife Adult Support & Protection Committee

Communication and Stakeholder Engagement Strategy 2022

Author	Ronan Burke, ASP QA Officer
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1. Introduction

Fife Adult Support and Protection Committee (ASPC) is committed to the support and protection of adults at risk of harm and in achieving better outcomes for individuals and their families. It consists of key partners who work collaboratively to support and protect adults who are unable to ensure the safety of themselves, their property or their rights. A list of the ASPC partners can be found at Appendix 1.

In performing its functions, the ASPC is committed to improving communication and co-operation within and between partner organisations, communities and the individuals who find themselves involved with adult support and protection and their families/ carers.

Section 42 of the [Adult Support and Protection \(Scotland\) Act 2007](#) states that:

- Any actions undertaken by an Adult Protection Committee must have regard to improving communication and cooperation amongst its members;
- Formal inquiries consistently identify effective communication, information sharing and co-ordination as critical in protecting adults at risk of harm; and
- Adult Protection Committee's will have an opportunity to provide a model of joint working by the way they themselves operate and will require to promote good working relations between agencies and staff working within them.

The overall aims of this Communication and Stakeholder Engagement Strategy, in seeking to ensure achievement of the above, are:

- to set out how appropriate and effective communication will support the achievement of the ASPC's key strategic objectives;
- to promote effective communication in all aspects of adult support and protection; and
- to ensure that key stakeholders are aware of, understand and are engaged in this work.

Communication is a continuous process and the benefits of good communication include:

- Establishing collaboratively, and based on evidence, local priorities and plans which meet local needs;
- Continuous striving to improve outcomes for stakeholders;

- Working together to manage risk at an appropriate level;
- Taking collective responsibility for the achievement of a shared vision; and
- Assisting in the planning and development of more effective services, effective professional practice and stakeholder satisfaction, developing a learning approach across all partner organisations.

2. Background

In September 2020, Fife Health and Social Care Partnership's (The Partnership's) Adult Support and Protection (ASP) Annual Statistical Return for the period 2019-20 recommended that an ASP Communication and Stakeholder Engagement Strategy be developed for 2021 to raise the profile of what constitutes harm and how to report it, complimented by a communications and stakeholder engagement plan to measure impact of the strategy.

Furthermore, in early 2021 The Partnership unveiled its ASP Strategic Improvement Plan (SIP) for 2021-23, a shared vision *"to ensure that adults at risk feel safe, supported and protected from harm"*. This Strategic Improvement Plan for Fife sets out the actions we will take over the next two years (2021-23) to work towards achieving this vision.

Finally, in 2021 The Partnership was subject to a joint inspection of Adult Support and Protection services. Following the joint inspection, recommendations from the Care Inspectorate led to the development of an Improvement Action Plan, which has been further underpinned in response to relevant data, legislation, policy and COVID 19. This continues to be the key focus for improvement activity and further demonstrates the important of having a Communication Strategy in place.

As a result of the above, the ASPC has resolved to develop a strong focus on engagement and communication across key stakeholders, including with those at risk of harm and their carers, to ensure the effectiveness of local safeguarding practice.

The ASPC Communication and Stakeholder Engagement Strategy sits within the wider context of the ASPC's Strategic Improvement Plan 2021-23, which sets out the principles and approach to the engaging with individuals, groups and communities in service planning and development to ensure positive outcomes. This plan then evaluates the impact of our activities and allows The Partnership to gain greater insight of the quality of our response to reports of harm, and the lived experience of all stakeholders.

3. Vision

Our strategic vision for adult support and protection in Fife is at the heart of this strategy:

Fife's "shared vision is to ensure that adults at risk feel safe, supported and protected from harm".

Our Strategic Improvement Plan sets out our vision and principles, five priority areas for development and subsequent aims and objectives for each. To ensure alignment and shared understanding of our vision, each priority will be driven forward by one of our working groups, the ASP Team or by ASP leads across partner agencies. From our vision and principles through to our workplans, our approach is person centred and outcome focussed.

Shared core values of kindness, dignity and compassion guide us on our long-term collective outcomes. We need to think differently in how we measure outcomes and move away from a focus on numbers and performance indicators to a more qualitative, deeper understanding of the complexities of people's lives. Underpinning our approach is a focus on transforming the way that we collect and use data to evaluate the impact of our activities and gain greater insight of the quality of our response to reports of harm, and the lived experience of all stakeholders.

A range of outcome focussed indicators will be developed to evaluate our success against the following strategic outcomes:

1. Risks are recognised and responded to without delay
2. Adults are safer as a result of our intervention
3. Adults are empowered to make decisions about keeping safe
4. Interagency staff feel confident and supported

4. Communications Objectives, Key Messages and Target Audiences

The Communications and Stakeholder Engagement Strategy seeks to support the above by:-

- Effectively communicating with those at risk of harm, their carers and other key stakeholders using a range of different tools – working collaboratively with partners to maximise coverage and reach
- Ensuring staff across the organisation are well informed on developments, changes and decisions which affect them and have access to expert communications support and advice
- Promoting key adult protection related developments and changes and improvements across Fife
- Encouraging engagement with local services and screening programmes by developing clear, compelling and effective campaigns and messages
- Providing advice, support and feedback to local staff to ensure information produced is accessible and easy for those at risk of harm, their carers and the general public to understand
- Ensuring the achievements of staff, volunteers and any other members of the workforce are recognised, internally and externally
- Ensuring the communication tools evolve to reflect best practice, address feedback and meet the future needs of the organisation
- Effectively managing the communications response by working closely with relevant partners including NHS, Police Scotland and Scottish Fire and Rescue.

Target Audiences

- Key local strategic stakeholders e.g. Chief Officers Group, other Public Protection partnerships (eg Child Protection Committee, Alcohol and Drugs Partnership, Violence Against Women Partnership)
- Members of the ASPC and their individual organisations, including leaders and staff
- Wider services having a role in working with adults who are / could be vulnerable
- Vulnerable adults at risk of harm, or who are being harmed, and their families / carers
- General public, the media and Elected Members
- National stakeholders – Scottish Govt, SWS AP Network, scrutiny bodies, etc

5. Data Protection and Sharing of Information

Information about adults at risk may be shared between the partner organisations under the following provisions:

- The Adult Support and Protection (Scotland) Act 2007 (“the 2007 Act”), specifically section 5
- The General Data Protection Regulation (“the GDPR”), specifically Schedule Article 6(1)(c) and (e) and Article 9(2)(h)
- Common Law of Confidentiality
- The Human Rights Act 1998

6. Communication and Stakeholder Engagement Action Plan

The Action Plan at Appendix 2 has been developed to support the ASPC’s Communications and Stakeholder Engagement Strategy. It outlines the communications and engagement activity that will take place over the course of the Strategy to implement and improve the ways in which we communicate with our different audiences. Ultimately, this will detail how we will work together with partners, individuals and in our communities to raise awareness and support the safety of vulnerable people in Fife who may be at risk of harm. Value will be placed on eliciting the voices of people with lived experience of the ASP process to drive outcome focussed improvements to practice.

It is anticipated that progress on delivery of the action plan will be reported to the Fife Adult Support and Protection Committee.

Members of the ASPC

The ASPC is led by an Independent Convener, and includes representatives from the following partner organisations:

- Health and Social Care Partnership
- NHS Fife
- Police Scotland
- Scottish Fire & Rescue Service
- Scottish Ambulance Service
- Fife Council Housing Department
- Chief Social Work Officer
- Fife Forum
- Fife Centre for Inequalities
- Advocacy Services
- People First

Other affiliated members may include:

- Care Inspectorate
- Department of Work and Pensions
- Mental Welfare Commission

Appendix 2

Communication and Stakeholder Engagement Action Plan

How will we communicate and engage with stakeholders?	Timescale	Responsibility	Measuring Impact
Seasonal ASPC SWAYs (one for the public, another for professionals) Winter 2022 SWAY will focus on "Staying Safe and Keeping Well"	Quarterly	ASPC	Feedback received (annual survey and ongoing) re the bulletin, and items for inclusion
Evaluate ASPC Webpage, and make any necessary recommendations for improvement	January 2022	ASP Team	Website analytics/Visits to site
Harm Awareness Raising Campaigns via SWAY to be provided for joint audience of public and professionals.	Monthly	Learning and Development Group	Increased referrals from members of the public Number of visits to SWAY page
Radio Campaigns	Quarterly	ASP Team, Kingdom FM Radio	Post Campaign Analysis fed back each quarter
Annual Adult Support and Protection Day	February	ASPC	Increased referrals from members of the public

Easy Read Resources/ Review resources for carers and families of adults at risk of harm, produce glossary of resources	March 2022	ASP Team	Feedback received from public and professionals
Inter-agency Guidance and Protocols - This is targeted work to strengthen links and ensure effective pathways of support for a workforce confident in ASP practices.	January 2022, to be updated as necessary	ASP Team	Feedback received from partner agencies as part of annual review of inter-agency guidance and protocol.
Professional updates to be provided relating to what the ASPC has achieved over the last quarter and will work towards over the next quarter	Quarterly	ASPC	ASPC to respond to this feedback in order to improve practice.
Practitioners Forum events	Quarterly	ASP, Learning and Development Group	Appropriate response – as measured by SE+I Group Performance Framework Numbers in attendance
ASP Bitesize Awareness Sessions	Last quarter of 2022	ASP Team, Engagement and Participation Co-Ordinator	Feedback from those involved
Service User Engagement Sessions - Consideration to be given to engaging with minority groups and those with specific language requirements, for example, BSL.	Ongoing	ASP Team, QA Officer, SW Teams	Feedback from those affected – Collected by front-line staff, Advocacy (including via website), QA Officer (Post-intervention questionnaire), wider partners, etc
Care Home Awareness Raising Sessions	Annual programme of engagement opportunities to be developed to help improve staff awareness: - Awareness-raising sessions	ASP Team, Learning and Development Group	Appropriate response – as measured by Performance Framework, Numbers attending sessions across partners

	<p>with specific care home partners (via Teams or in person)</p> <p>- Multi agency awareness-raising sessions, eg with third sector partners (via Teams or in person)</p>		
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