



**Medway  
Safeguarding  
Children Partnership**

Safeguarding Medway's  
children together

# Medway Safeguarding Children Partnership

Communication Strategy  
2024-2027



**Kent  
Police**

*Medway*  
COUNCIL  
*Serving You*



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## **1. INTRODUCTION**

The Medway Safeguarding Children Partnership (MSCP) plays a significant role in the safeguarding and promoting the welfare of children in our local area.

This communication strategy has been developed to ensure that the work of the MSCP is effectively communicated to safeguarding partners, and relevant agencies across Medway.

MSCP will ensure that communications are focused on safeguarding and will be reviewed with children and families, partners, and agencies to ensure that it is effective and meaningful.

## **2. MSCP PRINCIPLES.**

The MSCP has a set of principles that underpin our work, with the following specific to the communication strategy:

- Partner agencies engage with the MSCP and are clear about their roles and responsibilities in relation to safeguarding children; and this is effectively communicated by the MSCP.
- Frontline practitioners are well informed of, and involved in, the work of the MSCP, including specific learning from MSCP review activity.
- Services support timely service provision to ensure children, young people and their families have a positive journey through services, and this prevents the escalation in needs that may require specialist intervention in the future.
- Services are accessible to all children, young people, and families equally and organisations work to prevent and overcome barriers.
- Qualitative and quantitative information is available and used to influence planning, exercise challenge, and improve performance.
- Link with key strategic partners where appropriate, including the Adult Safeguarding Board, Improvement Board, Health and Wellbeing Board, Community Safety Partnership and the Domestic Abuse and Sexual Violence Executive.

## **3. OBEJECTIVES**

The objectives of the communication strategy are:

- To raise awareness amongst key stakeholders, professionals, and the wider community about the importance of safeguarding children and promoting their welfare.

- Promote the welfare of children and young people to prevent abuse and neglect.
- To raise awareness about the key priorities of the MSCP.
- To communicate the key safeguarding lessons learned from national and local case reviews, audits, and research.
- To ensure that the voices of children and young people inform the learning, service improvement and practice of all MSCP partners.
- To positively present work to safeguard children in Medway to maximise confidence in the agencies involved.
- Ensure a coordinated, multi-agency approach to communications.
- To establish links with other strategic partnerships to develop a shared understanding of the needs of children and families and encourage the sharing of good practice.

#### **4. COMMUNICATION STANDARDS**

The MSCP will aim to provide information that is open using plain English (e.g., avoiding jargon and explaining acronyms). The partnership recognises that promoting equality and valuing diversity is central to the provision of information, along with a commitment to keeping information up to date and relevant

#### **5. OUR AUDIENCES**

The MSCP recognises the need to communicate to a diverse range of practitioners, managers and senior leaders across Medway who care for, educate, provide services for and protect children and their families.

Our key audiences are:

- Safeguarding partners and relevant agencies
- The wider Medway children and young people workforce
- Community leaders
- Children
- Parents and carers

## 6. WAYS IN WHICH WE COMMUNICATE

The MSCP website is the main communication platform and method for accessing information. The website hosts the training programme, all safeguarding policies and procedures, and a range of guidance and tools for practitioners.

Partner agencies have their own respective websites which provide information about services and link to MSCP webpages.

Other ways in which we communicate are as follows:

Social media	YouTube	Briefings and factsheets
Training including conferences	Bulletin	Practitioner forums linked to local learning reviews
MSCP website		

## 7. KEY AREAS OF COMMUNICATION

Communication is structured around five key areas:



We will work together with the communication teams from the statutory safeguarding partners in relation to key messages/communication campaigns.

We will utilise national campaigns and resources to raise awareness of safeguarding issues, to help our local community understand how to recognise different forms of abuse and exploitation.

We will also work closely with our neighbours to coordinate our communications and make sure that consistent messaging is used across the area.

## **8. COMMUNICATION FOLLOWING A LOCAL CHILD SAFEGUARDING PRACTICE REVIEW (LCSPR)**

When a child dies or suffers serious harm in circumstances where abuse or neglect are known or suspected the MSCP are required to consider if a LCSPR is appropriate to establish the learning from the case to inform future practice.

Once a review has been conducted and findings established leading to learning outcomes, the MSCP has a responsibility to communicate the learning and engage with all stakeholders involved to improve practice.

Publication and media planning will commence once the Safeguarding Partners have formally endorsed the final report (including the agreed recommendations).

Publication planning will include senior leaders from the agencies involved in the review and their media/communication leads as appropriate.

Appendix A sets out the MSCP LCSPR communication framework.

## **9. MEASURING SUCCESS**

The success of the communication strategy will be measured by:

- ✓ Number of visitors to the website and page visits
- ✓ Analytics relating to social media
- ✓ Numbers in attendance at MSCP training programmes
- ✓ Response to feedback/evaluation requests
- ✓ Audit activity
- ✓ Inspection feedback from partners
- ✓ Progress against the MSCP business plan

## APPENDIX A MSCP LCSPR COMMUNICATION FRAMEWORK

### 1. Aims

- To communicate in a timely and systematic way to inform all those involved in the review of the process, outcomes, and actions to be taken forward.
- To publish the report in line with statutory guidance 'Working Together 2023' and provide associated communications to all stakeholders.
- To agree a single point of contact to co-ordinate media enquiries during the publication phase and ensure effective liaison is maintained with each invested organisation's strategic and press leads.

### 2. Audiences

- Partners involved with the child(ren) subject to review
- Frontline staff involved with the child(ren) involved in the review
- Family, extended family and carers including surviving children and their siblings
- Wider workforce
- General public

### 3. Publication Plan

Timings	Audience	Channel/Message	Author/Responsibility
Pre-publication	Subject child's immediate family members, including surviving siblings, and significant members of extended family.	Inform family in writing that the report is finalised and confirming the publication arrangements and date.	Independent Reviewer and/or MSCP Practice Development Lead.
	Statutory safeguarding partners	Provide publication date, seek feedback on issues that may require media management.	Chair of LCSPR panel/ MSCP Practice Development Lead or Business Manager.
	Media	Advise Medway Council communications team on publication date, seek advice on managing the press, and whether any additional support is required for surviving children.	MSCP Practice Development Lead or Business Manager.
	National Panel	Give formal notice (minimum 7 days) of publication.	MSCP Practice Development Lead or Business Manager
Publication	NSPCC Case Review	Email a copy of the report for inclusion in case review national library	MSCP business unit.

	All	Report is published on MSCP website	MSCP business unit
Post publication	Wider MSCP partnership (statutory partners, relevant agencies)	Video explainer, learning briefing publication on MSCP website	Independent Reviewer  Chair of panel and Chair of Learning Lessons sub-group.  MSCP Practice Development Lead
	Wider Medway children and family's workforce	Learning event	Chair of Learning Lessons sub-group.  MSCP Practice Development Lead