

## Dudley Safeguarding Adults Board

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### Terms of Reference for the Communications and Engagement Sub-group

#### Purpose / Background

The Dudley Safeguarding Adults Board is a statutory multi-agency group, which is committed to safeguarding adults in Dudley borough from abuse and harm.

Partner organisations in Dudley borough have agreed to work together, to ensure a consistent approach by sharing any relevant information when needed, raising awareness of, and responding to adult abuse as set out in the co-operation duties in the Care Act (2014).

The introduction of The Care Act 2014 from April 2015 sets out a clear legal framework for how local authorities, NHS, Police and other parts of the system should protect adults at risk of abuse or neglect.

The Communications and Engagement Sub-group will support the Dudley Safeguarding Adults Board by:

- Bringing partners together to develop, implement and evaluate a shared communications strategy and engagement plan.
- Agreeing key safeguarding messages to be communicated through a variety of channels.
- Identifying and championing preventative approaches to keeping people safe.
- Increasing awareness of safeguarding adults in Dudley borough and how to report.
- Promoting involvement of adults at risk, carers and advocates in this work.
- Being innovative on our approach by involving a diverse range of people who work, study, visit, live, shop or worship in our communities.
- Ensuring that messages are shared in appropriate meaningful language.

#### Key Responsibilities

- **Listening** to people who have been subject to abuse or neglect, and seek assurance that people are able to be supported in the way that they want, are involved in decisions, and can achieve the best outcomes.
- **Assuring** that safeguarding is embedded in communities, raising awareness, promoting wellbeing and preventing abuse and neglect from happening in the first place.
- **Promoting** awareness of what safeguarding is and how to report neglect, harm and abuse.
- **Engaging** in different ways to help protect people with care and support needs at risk of harm and abuse.
- **Monitoring** the communications strategy and engagement plan to ensure real outcomes for local people.
- **Ensuring** that partners in Dudley borough are aware of the need to promote safeguarding awareness and are aware of appropriate training and support.

- **Sharing** a strong commitment to working with partners and communities in Dudley borough.
- **Budget** identifying and agreeing spend.

### Reporting Arrangements

- The Sub Group Chair will report to the Executive Group of the Board
- Quarterly: Reporting to Dudley Adult Safeguarding Board
- Annually: Reviewing work plan and contribute to the Dudley Adult Safeguarding Board annual report.
- Each organisation will continue with their own communications and engagement around safeguarding messages, in line with their own duties and reporting arrangements.
- Partners are now committed to collaborating, sharing and avoiding duplication wherever possible and to creating a shared work plan to feed into the Board.
- The group has agreed to share and explore creative and innovative ways of working, communications policies and procedures, good news stories and identify and embed learning across organisations.

### Core Membership

- Black Country Partnership NHS Foundation Trust
- Dudley Council
- Dudley Clinical Commissioning Group
- Dudley Group NHS Foundation Trust
- Dudley and Walsall Mental Health Partnership NHS Trust
- Healthwatch Dudley
- West Midlands Fire Service
- West Midlands Police
- West Midlands Ambulance Service
- Voluntary sector representative
- Designated elected member
- Living Well Feeling Safe Partnership

### Circulation list (March 2018)

Melissa	Guest	Communications	Healthwatch Dudley
Jayne	Emery	Chief Officer	Healthwatch Dudley
Julie	Warrilow	Communications and Public Affairs	Dudley Council
Helena	Norman	Communications	Dudley CVS
Jetendra	Singh	Adult Safeguarding Learning and Development Commissioner	Dudley Council
Sharon	McGlynn	Carers Co-ordinator	Dudley CVS
Kat	Lafferty	Community Safety Officer (Reducing Vulnerability)	DMBC Community Safety Team
Christine	Perks	Councillor for Woodside and St Andrews Ward	Dudley Council
Paul	Grainger	Health and Wellbeing Manager Access and Prevention	Dudley Council Living Well Feeling Safe Partnership

Louise	Grainger	Interim Public Health Manager, Healthy Ageing	Dudley Council Office for Public Health
Barry	Hutchinson	Senior Account Manager Communications	Dudley Council
Lyndsey	Harding	Communications Specialist	Dudley CCG
Melanie	Grainger	Partnerships Team	West Midlands Fire Service
Gail	Read	Partnerships Team	West Midlands Fire Service
Tracy	Priest	Patient Safety Report Writer - Safeguarding/Compliance and Safety Team	Dudley and Walsall Mental Health Partnership NHS Trust
Christopher	King	Principal Trading Standards Officer	Dudley Council
Yvette	Enefer	Senior Trading Standards Officer	Dudley Council
Debbie	Le Quesne	Chief Executive Officer	West Midlands Care Association
Kieran	Broadbent	Chief Operations Officer	West Midlands Care Association
Mayada	Abuaffan	Head of Service for Adults and Older / Consultant in Public Health	Dudley Council
Kenneth	Rodney	Chief Executive - Centre for Equality and Diversity	Centre for Equality and Diversity
Kelly	Grandison	Trading Standards	Dudley Council
Christina	Rogers	Head of Safeguarding	Dudley Group NHS Foundation Trust
Mandy	Marsh	Lead Nurse in Promoting Access to Mainstream Health Services (LD PAMS)	Black Country Partnership
Stephen	Lonsdale	Head of Adult Safeguarding	Dudley Council

### **Extended Group Membership**

- Additional partners representing people with complex needs will be invited to contribute.
- A reference group of local people / People's Champions with specific knowledge and experience of vulnerability, will be involved to enable safeguarding in Dudley to be less process driven, more person centred and more meaningful.
- The reference group will:
  - Be a sounding board for communications materials.
  - Advise on the appropriateness and language use of key messages.
  - Generate engagement ideas.
  - Support with board recruitment.

### **Management of the Group**

The group is co-chaired by the Chief Officer and Communications Lead for Healthwatch Dudley

### **Working Arrangements**

- To meet at least six times a year with special meetings as required and scheduled to ensure that work feeds into the Dudley Safeguarding Adult Board meetings in a timely manner.