

**COMMUNICATION, ENGAGEMENT AND PARTICIPATION STRATEGY**

2020-2022

*Working together to achieve the best for children, young people and families*

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| **Version** | 7 |
| **Date** | June 2020 |

**INTRODUCTION**

Argyll And Bute Child Protection Committee (A&B CPC) is committed to ensuring effective communication and engagement with all members of the community in Argyll and Bute regarding the work of A&B CPC and APC around issues related to the safety and protection of children, young people and vulnerable adults.

The Scottish Government’s National Guidance for Child Protection, published in 2014, highlighted the functions of Child Protection Committees in raising public awareness and in involving children, young people and their families.

Raising public awareness

The National Guidance states:

* 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 communication 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

The National Guidance states:

* 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. The Children and Young People Act (Scotland) 2014 contains provisions that 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 experience 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.

**AIMS OF THE STRATEGY**

In order to achieve these responsibilities, this Strategy aims to ensure that:

* Argyll And Bute CPC has regular communication and consultation with children, young people and their families, other relevant stakeholders and the wider community
* Argyll and Bute CPC’s planning processes (operational and strategic) incorporate the views of children, young people and the families, and relevant stakeholders

**A&B CPC COMMUNICATION AND ENGAGEMENT SUB GROUP**

The Communication and Engagement group is responsible for the development and delivery of A&B CPC’s Communication and Engagement Strategy, and for reporting to the Child Protection Committee.

**MEMBERSHIP**

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| Child Protection Committee | Susan Cairns, Lead Officer Child Protection  Alex Honeyman, Interagency Child Protection Training coordinator  Third Sector representative TBC |
| Health | Patricia Renfrew Nurse Consultant |
| Education | Louise Lawson, Education Manager |
| SFRS | Albert Bruce |
| Addictions Services | Craig Thomas McNally ADP Co-ordinator |
| Voluntary Sector | Sharon Erskine |
| Police Scotland | Ross MacDonald Detective Inspector |
| Web & Media Design Team | Eileen McConnell Web Developer |
| CARO Team | TBC |
| Julie Hempleman | APC |
| Tom O’Reilly | Social Work |

**MONITORING AND EVALUATION**

The Strategy will be evaluated using relevant Quality Indicators taken from the Care Inspectorate’s, *How well are we improving the lives of children and young people* (2014).

The specific Quality Indicators relevant to this strategy are:

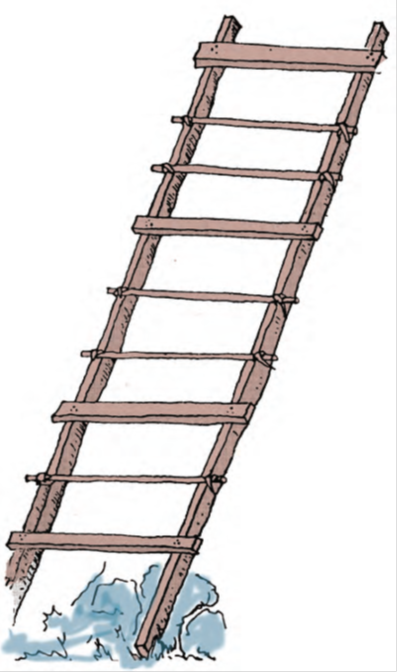
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| **High Level Question** | **Key Area** | **Quality Indicator** | **QI number** | **Themes** |
| How good is our delivery of services for children, young people and families? | Delivery of key processes | Involving individual children, young people and families | 5.4 | * Seeking and recording views. * Participation in key processes. * Addressing dissatisfaction and complaints. |
| How good is our operational management? | Policy, service development and planning | Participation of children, young people, families and other stakeholders | 6.3 | * Involvement in policy, planning and service development. * Communication and consultation. * Promoting the rights of children and young people. |

**ENGAGEMENT AND PARTICIPATION**

Argyll And Bute Child Protection Committee are committed to ensure meaningful engagement with, and participation of, all members of the community within Argyll and Bute, including those who use our services and those who deliver our services.

In order to ensure meaningful engagement and participation, we have identified the level of participation involved in each of the actions contained within the Strategic Plan for 2020-21.

The level of participation identified is taken from Arnstein’s Ladder of Participation (1969)[[1]](#endnote-1):



***Fully Engaged Communities:*** Co-production is the production of public services through the equal and reciprocal contribution of service users, communities and professionals, making use of their pooled resources, expertise and willingness to improve service processes and outcomes. Here, everyone is involved at all levels and every stage of the process, right from the development of the idea, how it will be carried out, what skills and resources they can contribute, sharing tasks and responsibilities etc., and everyone feels a collective responsibility.

***Partnership:*** This relationship entails exchange among equals working towards a mutual goal. Note that equal as applied here is not in terms of form, structure, or function but in terms of balance of respect. Since partnership builds upon the preceding levels, it assumes mutual responsibility and risk sharing. Here, everyone’s contribution is equally important - there isn’t a hierarchy and no one thinks their contribution is more valuable than someone else’s.

***Decision-making:*** When consensus is acted upon through collective decisions this marks the initiation of shared responsibilities for outcomes that may result. Negotiations at this stage reflect different degrees of leverage exercised by individuals and groups. Once a general consensus has been reached, the group start to take decisions on how things will happen and share responsibility for tasks.

***Consensus building:*** Here stakeholders interact in order to understand each other and arrive at negotiated positions which are tolerable to the entire group.

***Placation:*** Here, community reps are often outnumbered by agencies and organisations who have an idea of how they want things to go, or who are unable or unwilling to change the traditional ways in which they operate.

***Consultation:*** This level involves two-way communication, where stakeholders have the opportunity to express suggestions and concerns, but there is no guarantee that what they say will be acted on.

***Information:*** When stakeholders are informed about their rights responsibilities and options, the first important step towards genuine participation take place.

***Manipulation:*** People aren’t actively involved – their participation and actions are steered by the organisation, who manipulates them into decisions and actions.

***Fully Engaged***

***Communities***

***Partnership***

***Decision***

***Making***

***Consensus***

***Building***

***Placation***

***Consultation***

***Information***

***Manipulation***

Strategic Plan 2020-21

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| **Outcome 1 – We effectively communicate and engage with people in our communities** | | | | | |
| Priority 1.1: Awareness and understanding of the ethos of *it’s everyone’s responsibility to keep children safe* is promoted across our communities | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| CPC child protection posters displayed in public places across Argyll & Bute. | 6.3 | Posters displayed | Completed | CPC L&D Group | Information |
| Engage children and young people in the re-design of CPC child protection posters. | 6.3 | Posters produced and displayed | September 2020 | CPC Comm. & Eng. Group | Partnership |
| Priority 1.2: Members of the Community know where to seek help and advice regarding concerns about children and young people, and how to report concerns | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Annual thematic public awareness campaign linked to CPC priorities   * Covid-19 crisis response via media, Eyes and Ears, and Stop it now, Online Safety campaigns * Public Protection module available to public. | 6.3 | Media & public information campaign complete | Annually  Complete  July 2020  Complete June 2020 | CPC  Communication Sub Group | Information |
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| Priority 1.3: There is awareness and understanding of the work of Argyll and Bute CPC across communities | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Identify opportunities to raise awareness and understanding of work of the CPC across communities. | 6.3 | Actions identified and plan produced | Reviewed annually | CPC Comm. & Eng. Group | Information |
| Priority1.4: Members of the community are given opportunities to become involved in policy, planning and service development. | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
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| Outcome 2 – We effectively communicate and engage with people who use our services | | | | | |
| Priority 2.1: Children, young people and families who use our services can easily obtain information about child protection services. | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Review of information leaflets for children and young people, and parents/carers involved in CP processes | 5.4 | Leaflets reviewed | April 2021 | CPC Comm. & Eng. Group | Information |
| Re-design information leaflets for children and young people, and parents/carers involved in CP processes in consultation with people who use our services. | 5.4 | Children, young people and parents/carers consulted with. | April 2021 | CPC Comm. & Eng. Group  Throughcare and Aftercare team | Consultation |
| Priority 2.2: We use feedback from children, young people and families who use our services to help us plan, improve, and develop our policies and services. | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Advocacy service reports to CPC on messages from children and young people who have been on CP Register | 5.4 | Key messages from reports communicated to staff and used to improve outcomes | 6 monthly report to CPC | Gill Gawish | Consultation |
| Consult children on how well Viewpoint works and consider changing to MOMO | 5.4 | Key messages from reports communicated to staff and used to improve outcomes | 6 monthly report to CPC | CARO Manager/ Jill Gawish | Consultation |
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| Priority 2.3: Children and young people’s views, wishes and experiences are taken into account in our assessments, plans and decision making | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Analysis of the extent to which Advocacy reports are taken into account in review case conferences | 5.4 | Report on analysis presented to CPC | 6 monthly reports to CPC | CAROs | Decision making |
| Identify barriers to participation for children, young people and parents/carers in CP case conferences. | 5.4 | Barriers identified and Improvement plan produced. | April 2021 | CAROs  CPC | consultation |
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| Outcome 3 – We effectively communicate and engage with people who work with children, young people and families | | | | | |
| Priority 3.1: Staff across all agencies have an understanding of CPC activity and priorities | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Staff Notice board now operational | 6.3 | Number of hits on website | Pre Agenda PQA | Web Team | Information |
| Priority 3.2: All staff are aware of their duties and responsibilities in keeping children and young people safe | | | | | |
| **Actions** | **Quality Indicator** | **Measures** | **Timescale** | **Lead** | **Level of Participation** |
| Multi-agency CP training programme is promoted | 6.3 | Attendance figures | 6 monthly report to CPC | CPC L&D Group | information |
| All CPC multi-agency policies and protocols are available on professional section of CPC website  Measure staff awareness of multi-agency policies and protocols | 6.3 | Policies and protocols on CPC website  Base line identified and any awareness raising improvements are implemented | April 2021  April 2021 | PQA  L&D group | Information  information |
| Priority 3.3: People who deliver services are consulted and involved in CPC strategic and operational service planning, prioritisation and delivery | | | | | |
| CPC practitioner engagement :   * Locality Events * Named Person/Lead Professional survey * Self-evaluation event | 6.3 | Views gathered and reported to CPC | Annually | CPC | consultation |
| Priority 3.4: We use feedback from stakeholders to inform continual improvement | | | | | |
| Views of practitioners inform CPC improvement plan | 6.3 | Evidence of views contained in CPC improvement plan | Annually | CPC | Decision-making |

1. Arnstein, Sherry R. “A Ladder of Citizen Participation” JAIP Vol. 35, No.4, July 1969, pp216-224 [↑](#endnote-ref-1)