



Western Isles Child Protection Committee Communications Strategy

The Western Isles Child Protection Committee (CPC) is the primary strategic planning mechanism for inter-agency child protection work in the Western Isles. It is a forum for senior managers and professionals from social work, police, health, education, children's panel, procurator fiscal service and the voluntary sector to achieve the task of developing, monitoring and reviewing child protection policies and practice throughout the Western Isles.

An effective communications strategy should include the following elements:

- Raising awareness of child protection issues within communities, including children and young people;
- Promoting the work of agencies in protecting children to the public at large; and
- Providing information on where the public will go if they have concerns about a child, and what could happen.

The strategy is for everyone, as it is everyone's responsibility to ensure that children are protected from harm. In particular it is aimed at:

- **Public** – parents and carers; children and young people; community groups; general public; media.
- **Agencies** – health; police; social work; education; housing; children's panel; legal services; voluntary service; independent education providers; childcare providers; elected members of the local authority.
- **Service users** – currently involved and those previously involved.
- **National links** – other CPC's, Scottish Government; partner local authorities.

The main objectives of a communication strategy are to:

- Communicate relevant, clear, accurate and timely information.
- Develop and maintain the awareness and understanding of the role and functions of the Western Isles CPC.
- Ensure that customers are involved in the implementation process and that communication is a two way process.

CPC Key Messages

1. To raise awareness of the CPC in the community and to improve understanding of child protection work.
2. To provide clear and relevant information, where appropriate, on child protection processes.
3. To ensure that children, young people and adults have information on how to access support relating to child protection matters.
4. To enhance communication processes relating to child protection between partner agencies as represented on the CPC.
5. To ensure the CPC maintains effective links with both national and local developments relating to child protection

Communication Strategy Action Plan

KEY MESSAGE	KEY MESSAGE 1. To raise awareness of the CPC in the Western Isles and to improve understanding of child protection work.		
AIM	ACTIONS	TASKED TO	TIMESCALE
To raise awareness of agency staff throughout Western Isles CPC area.	<ul style="list-style-type: none"> • Distribution and review of CPC pocket booklet "Protecting Children" • Ensure the roles and responsibilities of the CPC are clearly outlined at all local child protection training events/seminars • Ensure CPC/ child protection information included in local service plans 	<p>CPC members and Lead Officer</p> <p>CPC Members and Lead Officer.</p> <p>Service Managers</p>	Ongoing
To raise awareness of CPC activities	<ul style="list-style-type: none"> • In general working practices relating to child protection • Participate in relevant media events • Dissemination of CPC newsletter and training calendar throughout CPC area by means of agreed distribution list 	<p>CPC Members and Lead Officer</p> <p>CPC Lead Officer.</p>	<p>Ongoing</p> <p>On quarterly basis</p>
To promote general public awareness	<ul style="list-style-type: none"> • Participate in any relevant public fora and promote the CPC • Ensure the CPC pull-up banners are displayed in venues frequented by the public. 	<p>CPC Lead officer and CPC Members</p> <p>CPC Lead Officer</p>	Ongoing
To raise awareness and ascertain views of children and young people	<ul style="list-style-type: none"> • Consult with children and young people as appropriate. • Ensure that Viewpoint is used to its full potential. • Production and distribution of specific child and young person information relating to child protection 	<p>Education and Children's Services Managers</p> <p>CPC Lead Officer and Education QIO's</p>	Ongoing

KEY MESSAGE		KEY MESSAGE 2. To provide clear and relevant information, where appropriate, on child protection processes	
AIM	ACTIONS	TASKED TO	TIMESCALE
To ensure CPC linkage with relevant strategic / practice child protection related groups, agencies and events	<ul style="list-style-type: none"> Attendance and involvement at relevant multi-agency meetings and events. Provide support to the Integrated Children's Services Plan. Maintain links with partner agencies providing services for children. (including the voluntary sector) 	CPC Members and Lead Officer. CPC Members and Lead Officer. CPC Lead Officer	Ongoing
To ensure that child protection guidelines are widely available.	<ul style="list-style-type: none"> To regularly review and update the guidelines on the CPC website 	CPC Lead Officer	Ongoing
To ensure appropriate and agreed information is on CPC website.	<ul style="list-style-type: none"> To consult with key stakeholders to ensure website is fit for purpose. To regularly review and update the website To ensure appropriate information is available from the website in downloadable form. 	CPC Lead Officer CPC Lead Officer CPC Lead Officer	On ongoing basis
To ensure that hard copies of appropriate and agreed child protection information is widely promoted and distributed	<ul style="list-style-type: none"> To ensure partner organisations have internal agency distribution processes for child protection materials / information. To regularly review and update CPC office email / posting distribution lists Explore other mechanisms and routes for distribution of materials / information 	CPC Members CPC Lead Officer CPC Lead Officer	Annual review Ongoing Ongoing

KEY MESSAGE		KEY MESSAGE 3. To ensure that children, young people and adults can access support relating to child protection matters.	
AIM	ACTIONS AGREED	TASKED TO	TIMESCALE
To raise public awareness of Child Protection Helpline	<ul style="list-style-type: none"> Support the national child protection line development and promotion through local media and distribution of promotional materials 	CPC Lead Officer	Ongoing
To ensure that children and parents have the best possible awareness and access information surrounding internet safety.	<ul style="list-style-type: none"> Support the ongoing CEOP initiative currently being delivered to schools 	CPC Lead Officer	Ongoing
To ensure that all information and promotional child protection material is widely promoted and distributed throughout the Western Isles	<ul style="list-style-type: none"> Through CPC website and associated hyperlinks Through already determined distribution routes 	CPC Lead Officer	Ongoing

KEY MESSAGE		KEY MESSAGE 4. To enhance communication processes relating to child protection between partner agencies and representatives on the CPC.	
AIM	ACTIONS AGREED	TASKED TO	TIMESCALE
To improve multi-agency communication in relation to child protection matters as appropriate.	<ul style="list-style-type: none"> • Thorough review of practice via case reviews • Audit of case conference processes. • Action plans from HMIE Inspections • Through distribution of relevant information. • Sharing of good practice. 	CPC Audit sub-group. CPC Members and Lead Officer	Ongoing
To improve communication of relevant child protection messages to all levels of staff within all agencies	<ul style="list-style-type: none"> • Through agreed distribution lists 	CPC Members and Lead Officer	Ongoing

KEY MESSAGE		KEY MESSAGE 5. To ensure the CPC maintains effective links with both national and local developments relating to child protection	
AIM	ACTIONS AGREED	TASKED TO	TIMESCALE
To maintain effective communication with all relevant national groups.	<ul style="list-style-type: none"> • Through Scottish Government links • Through National Lead Officer / Chair groups • Through reviews of research, current literature and media 	CPC Members and Lead Officer	Ongoing
To maintain effective communication with relevant local groups.	<ul style="list-style-type: none"> • Through Chief Officer group, CPC members and other established links • Through reviews of local research, current literature and media 	CPC Members and Lead Officer	Ongoing