

Hampshire Safeguarding Adult Board

Communication Plan April 2017 – April 2018



What	Who by	Who to	When	How
Financial Abuse Campaign.	Stakeholder Group members.	Hampshire Residents.	Group Members attend local events – completed by Sept 17. Supported by Mapping Doc and diary of events.	Using publicity materials obtained from the HSAB Business support team.
HSAB Simple Newsletter.	Stakeholder Group members.	Hampshire Residents.	Sept 2017 and then every 3 months.	Group Members feed back intelligence regarding issues of concern to be included. To be produced by the HSAB Business Team.
Review of HSAB Publicity Materials.	Stakeholder Group members.	N/A	Feb – Aug 17.	Group members.
Development of Social Media.	Stakeholder Group members	Hampshire Residents.	Sep 17	Group members
Calendar of events	Stakeholder Group members	4LSAB	Jun 17	Group members
Engage with community levels – Neighbourhood Watch, CAB etc	Stakeholder Group members	Hampshire Community level organisations	March 17	Group members

Awareness and prevention – underpinning principles

The Stakeholder Sub Group will advise HSAB on:

1.1 The development of strategies to raise awareness of abuse as well as educate local people on the fact that abuse does happen across Hampshire, what to look out for and the steps to take if it is suspected that abuse is happening.

1.2 The updating and dissemination of information and promotional material on safeguarding adults and the role of the HSAB across local communities in Hampshire.

1.3 Identifying the most effective ways to reach all communities and provide advice on appropriate strategies to raise awareness and reporting amongst these groups and communities.

1.4 Activities to engage and get feedback from local communities and other stakeholders to inform the development of the Hampshire Safeguarding Strategic Plan.

1.5 The development of a Calendar of Stakeholder Events, where information and promotional material on safeguarding adults, as well as the role of the HSAB can be promulgated across local communities in Hampshire.

1.6 The development of Theme based awareness campaigns to develop community awareness and engagement of abuse and neglect and its impact.

1.7 Take advantage of other activities to raise awareness of safeguarding adults' issues including:

- Local events which group members are attending already, on behalf of their own organisation.
- When possible to include HSAB campaign information within the group member's own social media.
- 'Spreading the work' and encouraging other local groups to join and grow the Safeguarding Adult Lead network.
- Joint work to raise awareness of HSAB campaigns with other organisations when appropriate.
- Submissions when requested or appropriate on adult safeguarding in other strategic plans.
- Hosting HSAB seminars and conferences.

1.8 Activities designed to disseminate and promote learning from serious cases.

1.9 The setting up of conferences and other events to share good practice and expertise as required.