



Communications, Engagement and Prevention Group Terms of Reference

Purpose

To act, with delegated responsibility, on behalf of the Bracknell Forest Safeguarding Board (BFSB) to:

- Identify key communications, engagement and prevention activities and opportunities
- Develop, implement, monitor and evaluate communications, engagement and prevention strategies

Objectives

- To develop, implement, monitor and evaluate the BFSB communications and engagement strategy and work to ensure communication, raising awareness of safeguarding children and adults at risk, and engaging and involving partners, service users and carers in the work of the Board is accessible, targeted and equal.
- To review and advise on prevention and community engagement information and materials. This will include the voluntary sector in recognition of its role in safeguarding, early intervention and prevention and community resilience.
- To make suitable application to the BFSB, in liaison with the Business Unit, for appropriate budget allocation to support the work of the sub group.

Communication

- To establish clear links and communication systems with local Service User and Carer groups
- To encourage and promote the wider BFSB membership to be engaged in the work of the BFSB utilising their own communications channels.
- To oversee the development of the Board website, use of social media and newsletter to support communication, engagement and prevention activity to support increased public awareness.
- To ensure that partner's work collaboratively to disseminate best practice including 'on-line safety' ensuring that the sub group is informed of emerging opportunities and threats.
- Contribute to the development of county wide communications strategies, including public campaigns and peer to peer awareness raising models.

- To support partners in their development of media strategies that identify opportunities to promote positive work to safeguard individuals and to anticipate a response to potentially adverse incidents or reports.
- To offer challenge and advice to partners regarding their communications promoting appropriate targeting, equality/ diversity messaging and clear and simple messages.

Engagement

- To receive assurance that all relevant partners have developed mechanisms that actively seek feedback from individuals who have experienced abuse and exploitation to ensure that such feedback informs practice.
- Capturing the voice of service users through feedback gained from individual partner organisations' community engagement activities and existing forums
- Developing and implementing specific community engagement forums as required to ensure that people who may be in need of safeguarding services can engage with the Board

Prevention

- To consider areas where safeguarding issues are commonly occurring seeking assurance that preventive measures are being put in place by partners
- To encourage the promotion of individual partner organisations safeguarding-related prevention and awareness campaigns, and support joint partner participation in local and national campaigns as appropriate
- To promote awareness of indicators of risk and awareness of referral routes to support adults at risk; evaluate targeted campaigns as required

Reporting and Governance Arrangements

The subgroup, through the Chair, will:

- report to the Board on a quarterly basis
- review the group's work plan annually
- contribute to the SB Annual Report
- review the Terms of Reference annually and propose amendments to the Board

Membership

Membership will consist of a core group with the ability to co-opt associate members for specific areas of activity. Members will include representatives from:

- Thames Valley Police
- Healthwatch
- BCA

- Involve
- Bracknell Forest Council
 - Communications and Marketing
 - Early Help and Communities
 - Education and Learning
 - Adult Social Care
 - Children's Social Care
- Community Cohesion & Consultation Partnership
- Fire and Rescue
- Public Health
- NHS England
- BHFT
- CCG
- SB Business Manager(s)

Virtual Comms Membership links to comms teams to support the groups aims

Frequency of Meetings

Quarterly with additional meetings as required. Meetings will be scheduled to ensure work feeds into the BFSB Board meetings in a timely manner.

Quoracy

A minimum of three sub group members including the Chair. Members are to aim to send a deputy if they are unable to attend.

Links to other Groups

The sub group will link to other BFSB sub groups where they have an important role to play in matters such as:

- Sharing and distributing learning from case reviews and wider quality assurance activities linking with those responsible for the publication of reports in respect of Safeguarding Adults Reviews and Children's Safeguarding Practice Reviews