

COMMUNICATIONS & MEDIA STRATEGY GUIDANCE



VERSION: 1

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1 Introduction

Stockton on Tees Local Safeguarding Children Board (LSCB) has been set up under Section 13 of the Children Act 2004, replacing the Stockton-on-Tees Area Child Protection Committee, the predominant remit of which was child protection.

SLSCB's remit is wider in that it includes prevention as well as protection for all children, not just those who are known to be vulnerable.

It is the key statutory mechanism for agreeing how the relevant organisations in the borough will co-operate to safeguard and promote the welfare of children in Stockton on Tees and for ensuring the effectiveness of what they do.

This strategy has been written by the media strategy task group and is designed to support the Business and Action Plan 2006-8 and beyond.

The terms of reference for this short life media strategy task group are as follows:

Function

The function of the Media Strategy Task Group in relation to the SLSCB, and in accordance with the SLSCB, is to work with the Business Unit to:

- a) Initiate and co-ordinate publicity and information in relation to the SLSCB in accordance with the instructions of the SLSCB.
- b) Inform the SLSCB of the activities undertaken by the Task Group.
- c) On behalf of the SLSCB to manage the information about the SLSCB so that it is relevant, widely available and appropriately accessible to the wider community and relevant organisations.

Purpose

- i. To generate and develop ideas about what information is needed and how that information should be communicated.
- ii. To set a standard for information and publicity ensuring that it is clear and acceptable.
- iii. To set a common standard and communication process for engagement with and from the media.
- iv. To co-ordinate response on behalf of all agencies to any media enquiries following Serious Case Reviews.
- v. To take responsibility for raising awareness of the role and function of the SLSCB, both in relation to Prevention and Safeguarding.
- vi. To respond in a timely manner to current and emerging themes and issues with a view to promoting and maximising the work of the SLSCB.
- vii. To link with other Task Groups to identify priorities for media publications.
- viii. To liaise with other neighbouring and regional LSCBs in identifying key media strategies to be published.
- ix. To operate in accordance with Working Together to Safeguard Children 2006.

2 Actions

There are a number of actions for the media strategy task group set out in the Business and Action Plan 2006-8 that will also, following a review carry forward to future years.

Priorities <i>Key task</i>	Key actions <i>What are we going to do and by when?</i>	Outcome <i>How will we know what we have achieved?</i>
3.5.1	Develop a media strategy that promotes safety and well-being (2006/7)	Awareness of the work of the SLSCB throughout member agencies, voluntary, statutory and community sector within the borough is increased
3.5.2	Develop identity branding for SLSCB as an independent body (September 2006)	As a new statutory body SLSCB has a visual image for publicity and identification
3.5.3	Develop SLSCB website (2006/8)	Website available to public and staff
3.5.4	Update task group action plan and summarise business undertaken (bi-monthly and annually)	Summary report presented to the Board of recent developments and actions

This document deals with the media and communications strategy outlined in 3.5.1 of the Business and Action Plan.

3 Developing a media and communications strategy

Developing both a media and communications strategy is an integral part of the work of the SLSCB. The strategy will support the aims and objectives of the board and will secure buy in from its stakeholders.

The primary aim is for the media and people working for member organisations to understand what the SLSCB is, who its members are and what it aims to achieve.

Following on from that people working for member organisations should be informed about the progress of the SLSCB and should be aware of items of interest and relevance.

3.1 Communications in partner organisations

The SLSCB's member organisations are

- The local authority
- Police
- Local probation board
- The strategic health authority and NHS trusts
- Connexions

- CAFCASS (children and family courts advisory and support service)
- Barnados
- Schools, colleges and further education
- NSPCC (National Society for Prevention of Cruelty to Children)

Each organisation will have known and understood communications systems already in existence. It is important use these existing mechanisms to communicate messages, rather than reinvent the wheel.

Raising awareness of the SLSCB in partner organisations can be achieved by providing a syndicated article for use in members' own in house publications.

Member organisations should be encouraged to make use of these articles, amending them with quotes etc where appropriate.

Similarly, when there is progress to report or items of interest and relevance to member organisations on the work of the SLSCB future syndicated articles can be made available and their use monitored by the media strategy task group.

The media strategy task group will ensure syndicated material is distributed, monitor the use of these articles (by asking for copies of in-house publications) and report progress to the Board.

Contact details for all member organisations are listed below.

Agency	Title	Tel:	Fax	E-mail
Barnados	Media Officer	01912404800	0191 2404801	Angela.robinson@barnardos.org.uk
CAMHS Tees, Esk & Wear Valleys NHS Trust	Press Officer	01642 516461	01642 516460	Caroline.parnell@tney.northy.nh.uk
Cleveland Police	Media Manager	01642 301789		
Fire Service	Public Relations Officer	01429 872311 ext 4034	01429 874072	jgough@clevelandfire.gov.uk
North East Strategic Health Authority	Communications Manager NHS North East	0191 210 6464	0191 210 6401	Julie.Marsh@northeast.nhs.uk
North Tees and Hartlepool NHS Trust	Head of Communications	01642 624339 or 07878 807405		Claire.Young@nth.nhs.uk
Teesside Probation Service	Chief Officer	01642 230533	01642 220083	Elaine.lumley@teesside.probaton.gsi.gov.uk
NSPCC	Area Manager	01912260155	01670 738701	iporter@nspcc.org.uk
PCT North Tees	Communication Manager	01642 352370	01642 352380	Mary.bewley@hartlepoolpct.nhs.uk
Riverside College, Stockton	Communications Officer.	01642 865532	01642 865470	Sarah.kirkman@stockton.ac.uk
Stockton Borough Council	Public Relations Officer	01642 526097	01642 526166	Vince.rutland@stockton.gov.uk

3.2 Media strategy

Engagement with the media has already started and the Chair of the Board has been interviewed by the Evening Gazette in relation to a Serious Case Review carried out by SLSCB, so the media relations have already begun.

It is essential for the SLSCB to have a single point of contact for the media. Logically this should be the press office of Stockton Borough Council. The press office will send an email to the relevant media, confirming who the contact point is and requesting that all media enquiries for the board should be directed to Stockton Borough Council's press office.

Members of the Board and the wider SLSCB should only talk to the media when they have cleared this with the press office and they are clear about what they want to get over to the media.

The key local media are:

Daily Newspapers:	The Evening Gazette, The Northern Echo, The Hartlepool Mail
Weekly Newspapers:	The Herald & Post Group, The Darlington & Stockton Times, The Circuit
Local Radio:	BBC Radio Cleveland, TFM Radio/Magic, Radio Hartlepool
Regional TV:	Tyne Tees TV, BBC TV North East

Stockton Council's Communications Unit will provide contact details for these where necessary on request.

Any member speaking on behalf of the SLSCB should ensure the media knows who they are representing.

The press office will collate any relevant press cuttings and include them in regular reports to the Board via the SLSCB Business Manager.

4 Developing the Branding and Style Guidelines

The Local Safeguarding Children Board is a multi-agency partnership formed to safeguard and promote the welfare of children in accordance with the Children Act 2004.

There are a number of partners but it is important that the collective work of this Board stands out alone, can be easily identified and easily recognised.

4.1 Logo & Branding

The group has a distinctive logo with a design featuring children's building blocks. This has been used on correspondence and should remain along with the associated typefaces for: Local Safeguarding Children Board Stockton on Tees. The preferred typeface option is Arial 11.

This logo should be used as a letter-memo head and be displayed at the top of any poster / document designed to promote the work of the Board

The blue corporate colours should remain or if this is not possible black should be used.

For consistency the logo should be on at least the first page of all documents - as on the current letterhead.

The caption: Stockton-on-Tees Local Safeguarding Children Board is a Statutory Partnership of agencies working together to Safeguard and Promote the Welfare of Children or Safeguarding Children is My Business, Your Business, It's Everyone's Business, should be at the foot of the first page of a press release and all other documents.

To endorse the emphasis of working together in Stockton the children and flower design used by the Children's Trust should be incorporated into designs; leaflets, certificate etc produced by the Stockton-on-Tees Local Safeguarding Children Board. This does not detract from the Stockton-on-Tees Local Safeguarding Children Boards identity but reinforces the wider partnership work linked to the Children's Trust.

4.2 Press Releases

All press releases should bear the logo - with the words "NEWS RELEASE" in bold capitals to fill the top of the page.

News releases should contain the name of the writer, a date the press release is sent out and contact number should there be queries.

All members of the Media Strategy Task Group should be provided with an electronic Press Release heading

5 Procedures for Working Together to Safeguard Children in Stockton'

5.1 The following is an extract from the multi agency procedures used to safeguard children in Stockton

Public And Media Interest In Child Maltreatment

13.2.1 It is the responsibility of Designated Senior Managers in each agency, alongside the Chair of Stockton-on-Tees LSCB to anticipate public and media interest in the death or serious injury of a child, or in the investigation of organised abuse under the umbrella of Stockton-on-Tees LSCB Safeguarding Procedures.

13.2.2.1 The Chair, together with the Designated Senior Managers in liaison with their press officers, must consult to formulate and agree a strategy for managing public information and make the necessary and timely arrangements for any press releases. When agreeing a strategy for managing public information consideration must be given to the following:

- The need to maintain confidentiality in respect of personal information contained within reports on the child, family members and others;
- The accountability of public services and the importance of maintaining public confidence in the process of internal review;
- The need to secure full and open participation from the different agencies and professionals involved;
- The responsibility to provide relevant information to those with a legitimate interest;
- The constraints on sharing information when criminal proceedings are outstanding, in that access to the contents of information may not be within the control of Stockton-on-Tees LSCB.

13.2.3 It is the duty of the Senior Managers to ensure that all staff undertaking enquiries are aware of the agreed strategy and response to approaches by the public and media

representatives, and are enabled to proceed with their work without excessive public pressure and exposure.

6 Specific Media Enquiries

(This relates In particular to cases which are the subject of a Serious Case Review)

The following provides more detailed guidance, which due to the nature of Serious Case Reviews is essential.

The local authority press office (in his / her role outlined in 3.1) will initiate a dialogue with key contacts to establish which organisation will take lead responsibility for responding to media enquiries on which aspects of a particular case.

This initial dialogue will establish which matters, if any, will be handled collectively by the Board and which will be handled by individual Board partners.

Ongoing responsibility for co-ordinating this activity will remain with the local authority press office, except where the key contacts agree that the press office of another Board partner will take the lead in a particular case.

The LSCB Business Unit will be kept informed of all actions undertaken and will be sent a copy of all communication with the media for inclusion in the audit trail.

For those cases which are the subject of a Serious Case Review a checklist of the respective responsibilities of the key contacts of the Board partners is set out below

6.1 Serious Case Review Checklist

The local authority press office will maintain an ongoing dialogue with the Chair of the Local Safeguarding Children Board Serious Case Review Task Group in order to maintain awareness of all cases that are being considered against the relevant criteria to trigger a Serious Case Review.

6.1.2 Creation of case media leads group

Following a decision to conduct a Serious Case Review the local authority press office will convene an early meeting of the key communications contacts of all relevant Local Safeguarding Children Board (the Board) partners (or will liase directly outside a meeting if more urgent) to form a Case Media Leads Group. There shall be separate Case Media Leads Groups for each separate Serious Case Review. Its membership will be drawn from the agencies represented on that particular Serious Case Review Committee.

6.1.3 First meeting of case media leads group

At the first meeting of each Case Media Leads Group a decision will be taken to establish which Board partner is best placed to take lead responsibility on an ongoing basis (and hence chair, service and convene future meetings of that group). This decision may be provisional and reviewed later as further details emerge. If there is not a clear lead Board partner the local authority press office will continue to co-ordinate this work. If there is insufficient capacity or resilience, this work will be shared as agreed between the Board partners.

Even where the local authority is not a significant player in relation to a specific case, the local authority press office will remain a member of the Case Media Leads Group in order to provide co-ordination and learning between different cases.

Notes from the meeting setting out agreed action will be given to the Chair of the Board, LSCB Business Manager and the Director of Children's Services.

6.1.4 Subsequent meetings of case media leads group

Later meetings of the Case Media Leads Group will consider and advise upon the release of information into the public domain in line with guiding principles set out in strategy.

In so doing the Case Media Leads Group will: -

- Agree and thereafter monitor and amend the overall communication strategy for the case;
- Identify any tensions between the agencies (which might, for example arise because of different reporting systems), and where these are not readily resolved, escalate as appropriate and manage around them;
- Consider the timing and content of any joint press statements;
- Consider whether and if so when to hold a press conference;
- Consider the need for any related communication activity in support of the release of the Serious Case Review Executive Summary, and any associated Action Plans and
- Ultimately, hold a suitable debrief, identifying lessons learnt, and report back to the Local Safeguarding Children's Board

6.5 Activity of lead partner outside meetings of the case media leads review group

Outside meetings the agreed lead Board partner will: -

- Draft a holding statement for the Board (and agree it with the Chair of the Board), and co-ordinate draft statements prepared by each agency;
- Put in place agreed media monitoring arrangements, and co-ordinate media activity by the relevant agencies;
- Draft a communication strategy for the case;
- Convene further meetings of the Case Media Leads Group as necessary (and liase directly outside those meetings as necessary) and
- Brief the Chair of the Board, the Chair of the Serious Case Review Committee and the Executive Director of Children's Services on an ongoing basis.

6.6 Activity of board partners outside meetings of the case media leads review group

Outside meetings each Board partner member of the Case Media Leads Group will: -

Liase internally within the partner organisation to ensure they are suitably briefed (including for example being briefed on any Single Agency Reports available);

Draft a holding statement for that agency and share it with the lead agency key contact.

Respond to any media enquiries relevant to their organisation (or refer on others as appropriate) and promptly advise the other agency leads.

Collate their own agency's needs and information for integration into the collective communication strategy including: -

- Identification of key audiences;
- Identification of key dates;
- Deadlines and processes;
- Identification of key messages and Quad's
- Identification of spokespeople & media train as necessary

Liase as appropriate with key liaison contacts for family members, to ensure that family members do not learn distressing news for the first time through the media and liase as appropriate with appropriate contacts in regulatory bodies, Government departments etc.

7 SLSCB Website & Information Leaflets

The SLSCB Business Manager will oversee the development of the website, leaflets, posters etc to ensure the information provided is relevant in respect of the work of the Stockton-on-Tees Local Safeguarding Board.

8 The Freedom of Information Act 2000

The agencies that make up SLSCB aim to operate transparently and therefore believe it is therefore good practice to make as much information as possible available to the public and its partners. Any requests for information received from the press or media will be handled in accordance with section 10 *Freedom of Information*.

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