

SANDWELL MULTI AGENCY CHILD SAFEGUARDING PRACTICE REVIEW (CSPR) COMMUNICATIONS STRATEGY



Document Control

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Sandwell Multi Agency Communications Strategy	V1 Dec 2021	Dec 2021	Dec 2023

Introduction

This document sets out the Communications Strategy for Sandwell Children's Safeguarding Partnership (SCSP) and relates to the communication processes for publishing Local Child Safeguarding Practice Reviews (LCSPR), and also sets out the arrangements for embedding the learning from all reviews across partner organisations and agencies in Sandwell.

In line with Chapter 4 Working Together 2018¹ CSPRs will be undertaken in cases where:

- a) abuse or neglect of a child is known or suspected; and
- b) the child has died or been seriously harmed.

The 'Sandwell Learning from Practice Reviews' (SLPR) subgroup will act on the behalf of the SCSP for the implementation of this strategy, including undertaking all CSPR related functions such as Rapid Reviews of each serious incident referred; responsibility for commissioning and overseeing any Local Child Safeguarding Practice Reviews, monitoring case progression, quality assurance and publication of final reports, and ensuring effective oversight of the implementation of learning.

Through the governance arrangements, the SLPR subgroup via the Chair and Priority Lead will deliver the workplan for this function on behalf of the SCSP.

The practice guidance and framework used for undertaking CSPRs by the SCSP have been formalised by the West Midlands Regional MASA Network and endorsed by the National Safeguarding Practice Review Panel,² which specifies the stages and standards required for the commissioning, publishing and dissemination of learning from Local Child Safeguarding Practice Reviews.

The SCSP are required to publish CSPRs. In complying to the standards outlined in the Regional Guidance and Practice Framework, prior to publication CSPRs as a minimum should:

- Satisfy the requirements as specified in the agreed Terms of Reference for the review as agreed with the National Safeguarding Practice Panel;
- Include a brief overview of what happened and the key circumstances, background and context of the case. This should be concise but sufficient to understand the context for the learning and recommendations;
- Cover a summary of why relevant decisions were taken by professionals;
- Critique how agencies worked together and any shortcomings in this;
- Identify any shortcomings and themed features of practice in general;
- Define what needs to be done differently to prevent harm occurring to a child in similar circumstances;
- Highlight examples of good practice;
- Outline what needs to happen to ensure that agencies learn from this case;
- Be written in a way that avoids identification of any children or adults in the case, with information being appropriately anonymised to reduce the sensitivity of publication;
- The final report must have been formally approved and recommendations accepted by the SCSP.

¹ <https://www.gov.uk/government/publications/working-together-to-safeguard-children--2>

² <https://lscpbirmingham.org.uk/recent-publications/local-child-safeguarding-practice-reviews>

The details below outline the areas for consideration and action to be taken following successful completion of the above standards. This will ensure there is a clear and consistent approach taken for publishing and disseminating the learning from all statutory reviews using the following headings:

- CSPR Reports
- Preparing for Publication
- Media Strategy
- Formalising Publication
- Publication
- Managing the impact of Publication

Completed CSPR Reports

The SCSP are required to publish all CSPRs, unless it is considered inappropriate to do so. In such a circumstance, learning/briefing notes will be published to share learning and any information about improvements made following the review.

CSPRs cannot be published until any criminal proceedings have been completed, which can be some time after the review itself is completed. It must be noted that an embargoed review should never impact on the sharing and implementation of learning, as well as the embedding and monitoring of recommendations/actions and their impact on outcomes for children.

Where possible and appropriate to do so, a 'child friendly' version summarising the learning from the report should be prepared, tailored to the needs of the subject child. This should be carefully planned and considered between the SCSP Business Unit and CSPR Panel representatives, who should assist in identifying the most appropriate professional to liaise with the child and family to produce this.

Preparing for publication

Publication and media planning will commence once the final report (including the agreed recommendations) have been formally endorsed by the SCSP and all parallel processes are completed. Publication planning will bring together strategic and media/communication leads from the agencies involved in the review.

The wishes of the child's family will always be considered as part of the publication and media planning however it must always be made clear that the SCSP is duty bound to publish the CSPR and learning in full. Publication will have been considered throughout the production of the CSPR and the SCSP must ensure the right balance is met between potential impact on the family and ensuring learning is shared.

The proposed publication arrangements will be discussed with the family and appropriate steps will be taken to minimise the disruption and distress that any media attention surrounding the publication may cause to family and friends.

The arrangements for informing practitioners who were involved with the subject child and family will also be considered. It is likely that the senior managers from each agency will take responsibility for informing frontline staff of the date of publication and ensure they have appropriate support.

Media Strategy

The central point of contact and lead for all media enquiries in relation to CSPRs in Sandwell will be the Communication Lead from Sandwell Council who will co-ordinate all media

enquiries on the behalf of SCSP during the publication phase and ensure effective liaison is maintained with each organisation's strategic and press leads.

Formalising Publication

The SCSP Business Unit will send a copy of the full report to the National Panel, Ofsted and the Secretary of State **no later than seven working days before the date of publication**. This will summarise the recommendations and report on the progress made against the recommendations.

Publication

Published reports will be made available to read and download from the SCSP website where they will be available for **at least one year**. Published reports will also be submitted to the NSPCC to be included on the National Repository of Safeguarding Case Reviews³.

The SCSP Business Unit will ensure strategic leaders and key stakeholders in partner agencies, including Cabinet Members, are briefed as appropriate regarding publication plans.

Managing the Impact of Publication

Consideration will be given as to how best to manage the impact of the publication on surviving children, family members, practitioners and others closely affected by the case.

The SCSP Chair should be the only representative to speak to the media about a CSCR and any actions following that review on behalf of the partnership. Agencies should avoid responding independently to any enquiry relating to the SCSP and make contact with the Sandwell Council Press Office and the SCSP Business Manager to notify them immediately should any such enquiry be made and to agree any response and the process for responding.

There could be occasions where a partner agency is authorised to speak to the media independently – this should always be considered on a case by case basis as part of publication planning. Any response to media requests by partner agencies must always be sighted and agreed by the SCSP Chair and Sandwell Council Press Office in the first instance.

It is important to note that any press release will only be made once the CSCR has been completed and published. If a media request for a statement is received prior to completion of a review, the SCSP Chair will provide a holding statement on the case.

Any press releases will be coordinated and drafted within the SCSP Business Unit in collaboration with Sandwell Council Press Officer and leads from relevant agencies.

Disseminating and embedding the learning from CSRs

CSRs will vary in their breadth and complexity but in all cases, learning should be identified and acted upon as quickly as possible. This can be before the review has formally commenced and during its' progress; such progress will be referenced in the final report and incorporated and communicated within the dissemination of learning.

³ : information@nspcc.org.uk

The SLPR subgroup have agreed multiple approaches to ensure maximum reach for sharing and embedding the learning from all reviews across partner agencies in Sandwell. This extends to the support of other SCSP subgroups to cascade leading and to monitor the arrangements within agencies to incorporate and implement the learning from reviews, as well as the impact and improvements to local practice.

Every opportunity will be used to share the outcomes of CSPRs including:

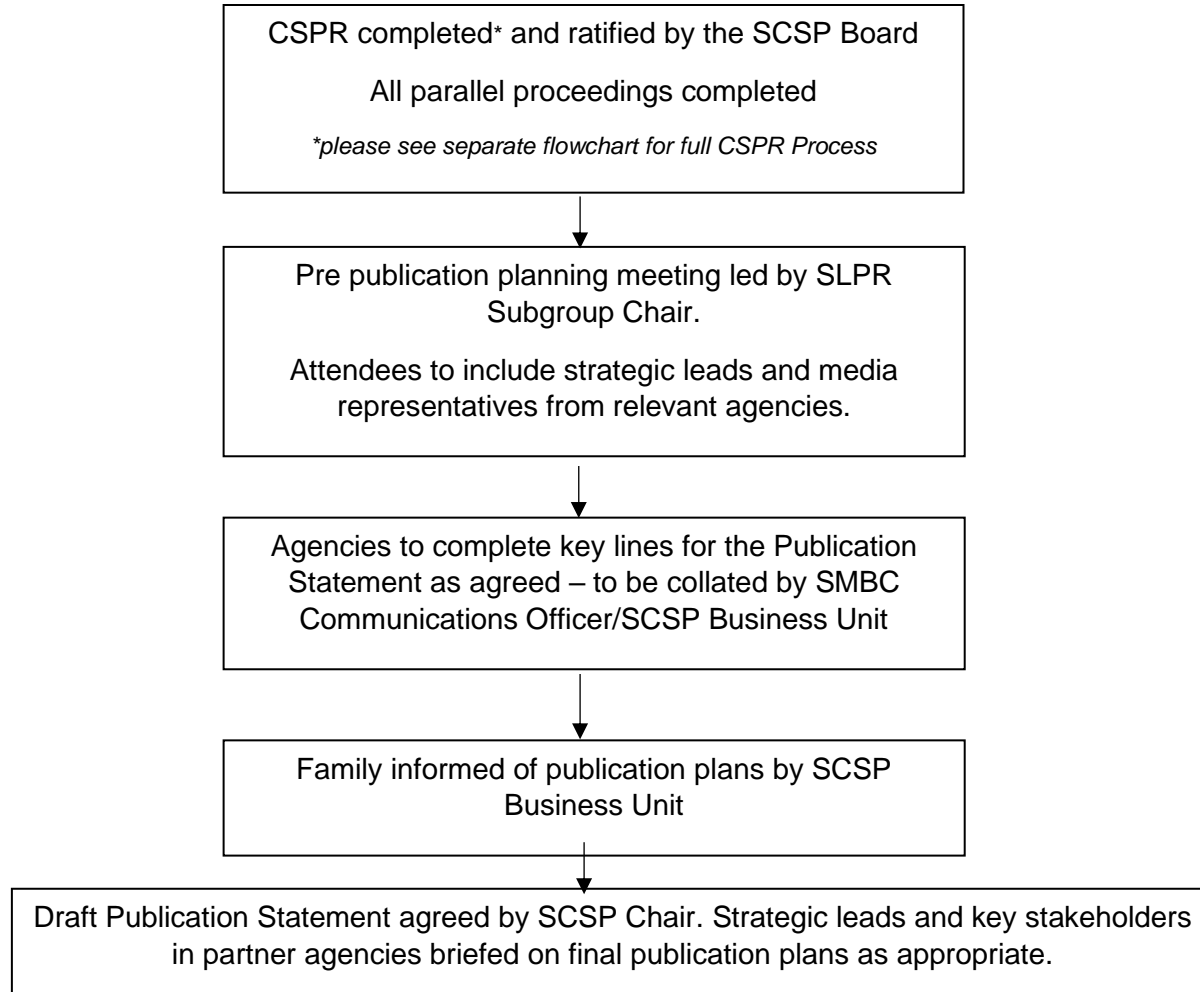
- Newsletters - issued quarterly, containing news and links to reports relevant to partner agencies (including schools and Early Years settings)
- 7 Minute Briefings - CSPR specific e-Learning Note as an informative bulletin sent out to practitioners across the partnership (including schools and Early Years settings) to share key messages and learning from CSPRs and other learning reviews.
- SCSP Website - a central hub of information documents, links, policies and procedures for all target audiences
- Annual Report
- SCSP Practitioners Forums
- SCSP Events/Conferences
- Multi-Agency Training
- Press Releases (and Press Briefings where appropriate)
- Publication workshops – upon publication, an event open to all multi agency practitioners will be held (virtually or in person) led by the author and co-ordinated by the SCSP Business Unit. This will be an interactive session to include a summary of the case and the key learning for practitioners to use to inform their practice. A Recall Event, inviting the same attendees as the original event, will be held 6 months after publication to evaluate how the learning has been translated into practice by practitioners, to celebrate good practice and identify any barriers or challenges to implementation of the recommendations.

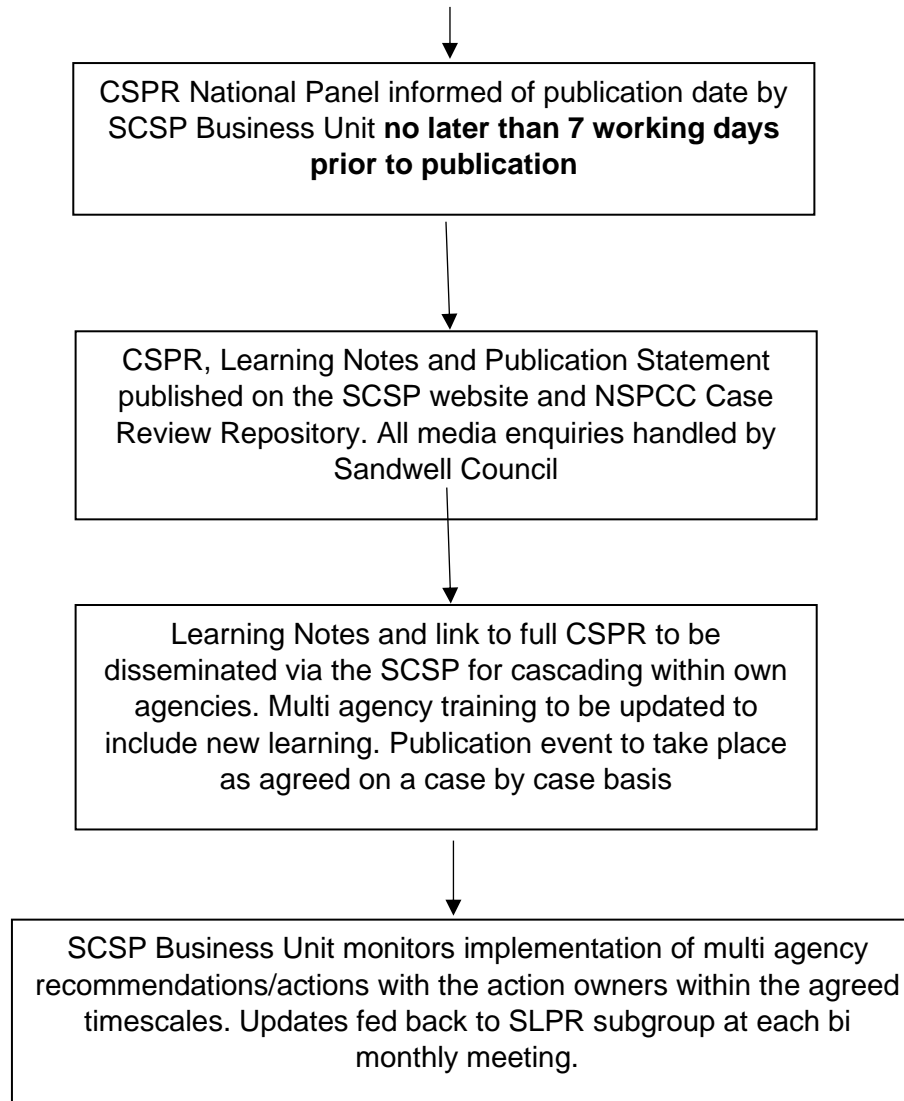
Additional planned communications channels available

- Social Media for the SCSP and partner agencies – primarily aimed at parents/carers and general public
- LinkedIn - aimed at professionals
- Leaflets/posters
- E-newsletters (external and internal)
- Sandwell Herald local newspaper – council newspaper sent to all households in Sandwell

Please see summary CSPR Publication Flowchart on pages 5-7.

CSPR Publication Process Flowchart






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graph TD; A[ ] --> B[SLPR subgroup members to provide scrutiny to responses/sign off actions when complete. Separate timescales for evidencing of impact which will also be monitored by SLPR subgroup.]; B --> C[SLPR subgroup to signpost key learning themes and single agency actions to Quality of Practice, Performance and Assurance (QPPA) subgroup to inform the Multi Agency Case File Audit plan and continuous quality assurance cycle of activities.];
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