1. **Statement of Purpose**

1.1 The Communications and Engagement Working Group (CEWG) is a working group of the multi-agency Safeguarding Adults Board for Kent and Medway. The CEWG reports to the Kent and Medway Safeguarding Adults Board (KMSAB) Business Group.

1.2 The main purpose of the Group is to develop and ensure organisations implement a communication and engagement Strategy in line with KMSAB strategy Objective 2.2:

   “identify learning; raise awareness and focus for prevention and work in collaboration with both statutory and non-statutory organisations who can influence and instigate meaningful change”

1.3 The CEWG will develop and deliver the communications and engagement strategy across the partner agencies with the intention of raising awareness of the Board and Adult Safeguarding issues, both within organisations and with the residents of Kent and Medway to insight change, improve practice and prevent abuse.

2. **Objectives**

2.1 To seek engagement from a wide range of Kent and Medway’s communities.

2.2 To deliver the objectives of the KMSAB strategy.

2.3 To develop a communications strategy that creates awareness of the indicators of harm and improves the knowledge of adult safeguarding within Kent.

2.4 To ensure that learning, key messages and information from the KMSAB is shared effectively with partner agencies.

3. **Responsibilities**

3.1 To develop a communications and engagement strategy.

3.2 To monitor and review the efficacy of the communications and engagement strategy.

3.3 To ensure communications are multi-agency in content and delivery, as well as reflecting the objectives of the KMSAB strategy.
3.4 To collate existing groups in Kent and Medway to disseminate safeguarding information.

3.5 To develop an annual delivery plan.

3.6 To ensure learning and recommendations from Safeguarding Adults Reviews and transferable learning from relevant Domestic Homicide Reviews and Safeguarding Childrens Reviews have been embedded into the communications plan.

3.7 To recognise that the Kent and Medway communities are diverse and have differing needs, therefore requiring a variety of delivery methods utilising varying channels of communication to be adapted.

3.8 To identify resource requirements for the provision of inter-agency communications and engagement campaigns.

3.9 To lead on the annual Safeguarding Adults Awareness Week and ensure that a multi-agency approach is taken to promote and raise awareness.

3.10 To ensure the KMSAB website is up-to-date with relevant information.

3.11 To consider current events when implementing inter-agency safeguarding adults campaigns (i.e. SAR outcomes; national focuses)

3.12 To ensure that partner agencies adapt communications campaigns to internal needs and the needs of their local area, and to involve internal communications teams with the actions.

3.13 To evaluate the impact of engagement activities through monitoring and feedback and make suggestions for continuous improvements.

3.14 Utilise intelligence and data to inform the communications strategy.

4. **Role of the Chair**

4.1 The working group can be chaired by any member, deemed suitably able to do so.

4.2 To oversee the governance arrangements of the CEWG.

4.3 To lead on the implementation of the communication and engagement plan formalised by the working group membership, ensuring that intended outcomes adhere to overarching KMSAB strategy.

4.4 To support members in the delegation of the communications and engagement plan and how this is distributed and applied.

4.5 To work with the CEWG members to identify resource requirements for the provision of inter-agency communications and engagement campaigns, with the support of the KMSAB Business Development and Engagement Officer.
4.6 To ensure that the CEWG monitors and reviews the efficacy of the communications and engagement plan in line with KMSAB strategy objectives (i.e. to raise the profile of adult safeguarding in organisations and for the citizens of Kent and Medway).

4.7 To lead at CEWG meetings, working with the Business Development and Engagement Officer to deliver an agenda 3 weeks in advance of meetings.

4.8 To be the responsible lead in the development of an annual delivery plan and oversee the completion of actions as part of an action log.

4.9 The Chair of the Working Group will report to the Safeguarding Adults Board Business Group, tri-annually, with updates on:

- Meeting attendance
- Minutes and actions
- Progress of the annual delivery plan
- Communications strategy and risks

4.10 The Chair role of the Working Group may be jointly operated between both a communications lead, and a safeguarding lead.

5. **Accountability**

5.1 The Working Group is accountable to the Kent and Medway Safeguarding Adults Board.

5.2 The Working Group will provide the Board with levels of assurance that communications are being sent continuously and in varying formats.

5.3 The Working Group will have autonomy over delegation of the delivery of communications regarding:

- Social Media
- Safeguarding Adults Awareness Week
- Communications in other organisation’s newsletters
- Website Updates

The Working Group must consult with the Independent Chair to approve content regarding individual SAR outcomes ahead of delivery, in order to assess risk and ensure GDPR compliancy.

5.4 The Working Group will contribute to the Kent and Medway Safeguarding Adults Board Annual Report.

6. **Membership and Attendance**

6.1 The Working Group Chair and Deputy Chair will be a nominated representative from the CEWG membership, endorsed by the Board.
6.2 Membership of the Working Group be open to safeguarding leads and media representatives from:

- Kent County Council
- Medway Council
- Clinical Commissioning Groups
- NHS - Acute Trusts
- Kent and Medway NHS and Social Care Partnership Trust
- Kent Community Health NHS Foundation Trust
- Medway Community Healthcare
- Virgin Care
- Healthwatch
- Kent Police
- Kent Fire & Rescue Service
- Kent Integrated Care Alliance
- Voluntary Sector Representation
- District Local Authorities
- Further Education Colleges (as requested)

6.3 Each organisation represented on the Working Group will have a named representative and deputy where possible.

6.4 Members of the Working Group will have sufficient authority within their organisation to inform and influence decision making.

6.5 Members of the Working Group will ensure effective communication between the CEWG and their respective organisations, as well as internal communications teams.

6.6 The Working Group will be quorate with:

- A representative from four agencies
- A minute taker

7. **Sub-Groups**

7.1 The Group may set up time limited sub-groups to deal with specific issues and report back. Terms of Reference for each sub-group will be determined by this Group.

8. **Frequency of Meetings**

8.1 The Working Group will meet on a quarterly basis

8.2 The Working Group will make provisions to meet at regular intervals to keeping the lead up to events (e.g. - Safeguarding Adults Awareness Week.)

9. **Administrative Arrangements**
9.1 Administrative support will be provided by the Multi-Agency Safeguarding Adults Team.

9.2 Minutes/action points will be circulated to members of the Working Group within one calendar month following meetings.

9.3 The agenda and associated papers will be circulated at least one week in advance of meetings.

9.4 Additional agenda items will be sent to the Business Development and Engagement Officer no less than three weeks before meetings.

9.5 The Business Development and Engagement Officer will communicate with the Chair three weeks in advance of meetings to finalise the agenda.

9.6 The Board Administrative Support will maintain an up to date list of members and their contact details. Agencies will be contacted twice a year to confirm membership details.

10. Reviewing the Terms of Reference

10.1 The group will review these Terms of Reference annually.

10.2 Any proposed changes to the Terms of Reference will need to be agreed by the Group and approved by the Kent and Medway Safeguarding Adults Board.

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<td>03/06/2019</td>
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