



Wigan Safeguarding Children Board

Communication and Awareness Raising Sub-group

Terms of Reference

Purpose of group

On behalf of the WSCB, the Communications and Awareness Raising sub-group will co-ordinate and facilitate effective communication to a range of audiences about issues related to safeguarding children and young people in Wigan Borough.

The work of this group will reinforce the message to professionals, politicians and the wider community of Wigan Borough, that safeguarding children is everyone's business.

In communicating safeguarding messages and raising awareness of the roles of individuals, agencies and organisational structures, the work of this group will empower each of these audiences to maximise their contribution to keeping children and young people in Wigan safe.

Structure of group

The group will be chaired by Kara Haskayne, Business Manager for Wigan Safeguarding Children Board (WSCB) and the vice-chair is *****

Members of the group will be drawn from:

- Local Authority Press Office
- Police
- Children's Social Care
- Health
- Education
- VCS
- Faith groups
- Adult services
- DV co-ordinator
- Children's rights officer/link with WSCB's young people's reference group

Other people will be invited to advise the group on specific issues related to safeguarding children and/or to join the group to assist with specific pieces of work e.g. animal welfare groups, commercial providers of services to children and young people.

Workplan

The group will develop a WSCB Framework for Communication Strategy, based on guidance provided by GONW. This plan will be implemented by the group, using short, medium and long term objectives. These objectives will include:

- communicating key messages from the CDOP and any SCRs to appropriate audiences, in order to improve practice based on lessons learned
- to promote best practice among members of WSCB by facilitating inter-agency communication
- following consultation with members of WSCB and children and young people, to recommend at least one public awareness campaign Boroughwide each year
- to facilitate the promotion of positive safeguarding messages via local press and media in order to raise the profile of WSCB, its commitment to safeguarding children and young people and to highlight the message that safeguarding children is a responsibility shared by the whole community. This will include both reactive and proactive media activity.
- to ensure the maintenance of an accessible and up to date website for WSCB

Accountability

The mandate for the sub-group will be given by WSCB, through approval of its Terms of Reference.

The Chair of the sub-group is accountable to the WSCB Executive Group and ultimately to the main board of the WSCB and its Chair.

Kara Haskayne March 2009