



Dumfries and Galloway

Public Protection Partnership

Communication Strategy 2023 - 2025

PUBLIC PROTECTION COMMITTEE



Vision

To prevent harm and help support those who have or are experiencing harm by raising stakeholder awareness and understanding of public protection issues and services through the development of a collaborative and coordinated communication strategy.



Strategic aims

1. Identify those at risk of harm in our community through effective communication and awareness raising of Public Protection with the public, community and practitioners.
2. Coordinate and develop communications to help protect those experiencing harm or at risk of harm.
3. Work with local partnerships within public protection to identify and develop communication priorities and shared outcomes.
4. Collaborate across the Dumfries and Galloway Public Protection Partnership agencies to learn and share best practice to continually improve services.



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Introduction

The Public Protection Partnership and the Public Protection Committee (PPC) acknowledge the need to continue to increase public awareness and understanding of public protection issues across the region, in line with current local and national objectives.

Partners to the strategy will be proactive in developing an accessible and consistent series of key awareness and prevention messages about public protection issues using traditional and modern media channels. These key messages will be used to communicate to all stakeholders across Dumfries and Galloway.

This strategy covers the overarching strategy for three public protection workstreams:

- **Child Protection**
- **Adult Support and Protection**
- **Violence Against Women and Girls**

All partner represented on the Public Protection Committee have their own communication activities, and reporting mechanisms. Through this strategy, the Partnership will ensure a single strategic approach to public protection communication. This will support prioritisation and co-ordination of communication activity and avoid duplication.

It is acknowledged that there are very strong links between communication and engagement and the two are interconnected. This strategy focuses on communication as outlined in the objectives below. Please refer to Dumfries & Galloway Public Protection Partnership Engagement Strategy for further details.



Communication Objectives

Partners will:

- Publicise and detail the work of public protection services to help stakeholders identify when they or others may be at risk of harm and support them to report any form of violence, abuse or neglect and to seek help and support
- Collaborate to agree and develop consistent communications using local, national, and international information and key messages
- Improve access to information, eliminating barriers to communication that could prevent anyone from participating, by using a combination of print, broadcast and digital communication channels
- Develop the Partnership website to become the “go-to” resource for professionals involved in the delivery of public protection services in Dumfries and Galloway.



Key Messages

Through a series of collectively agreed key messages, Dumfries and Galloway Public Protection Partnership (through the Communication and Engagement Subcommittee) will deliver consistent communications around public protection issues.

The key messages will reinforce that Dumfries and Galloway Public Protection Partnership works together to protect the region's vulnerable people from harm.

Key messages will explain the systems and processes involved in public protection that assist the most vulnerable and will be conveyed in a positive, professional and accessible manner.

The key messages are based on the following aims of Dumfries and Galloway Public Protection Committee:

Encourage children and adults to have the confidence to speak up and out, and to act if required.

Outline the kinds of services working with children, young people, adults, and their families to ensure that they are safe.

Use plain language to highlight public protection issues.

Communicate consistently about how everyone is responsible for protecting those at risk.

Increase understanding that anyone from any background or community can be at risk of harm or neglect, not just those living in poverty or disadvantage.

Raise awareness that some people can become isolated and particularly vulnerable because of a range of circumstances and or previous adverse events and trauma.

Set a consistently high standard for delivering public protection services across Dumfries and Galloway.

Challenge cultural norms and expectations that justify certain forms of violence and abuse, such as domestic abuse, child sexual exploitation, commercial sexual exploitation, financial harm, older adult abuse, etc.

Talk about public protection issues in a way which emphasises the perspective of those at risk and avoids unconscious bias.

Encourage everyone, including professionals, individuals, and communities, to listen carefully, take concerns seriously, and act timeously where required.

Raise awareness of the causes of violence, harm and abuse and make links with culture, society's structure, gender, and stereotypes.



Target audiences, platforms and channels

To achieve these communication objectives, action plans must be implemented in a coordinated way. This will need specialist support from partner communication and engagement teams, including Police Scotland, NHS Dumfries and Galloway, Dumfries and Galloway Council, and the Scottish Government. The Public Protection Committee will have oversight of:

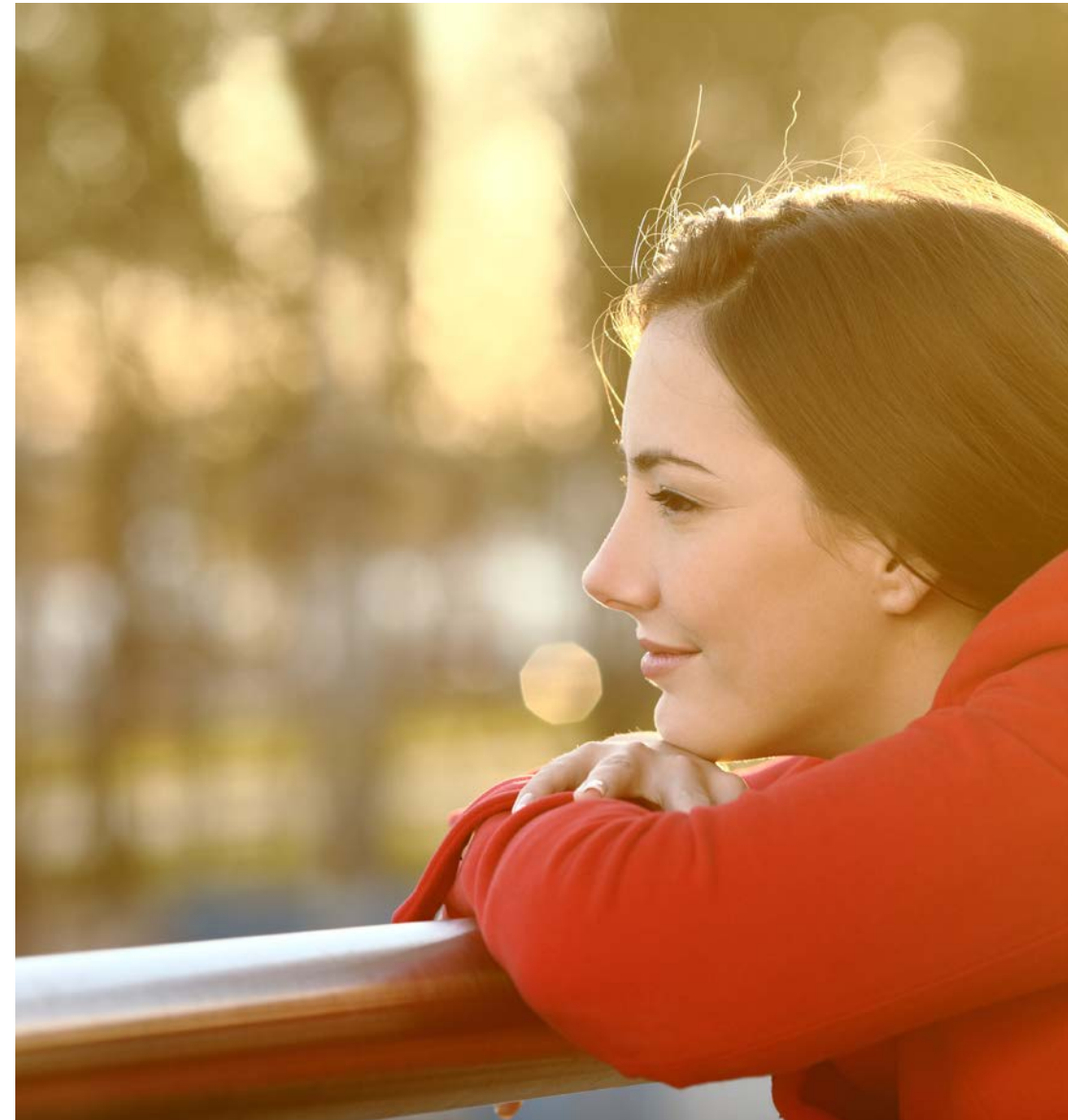
- any further development of this strategy, such as developing the local public protection website
- multi-agency collaboration to produce public protection marketing and publicity materials

Target Audiences

As public protection issues must be promoted across all communities in Dumfries and Galloway, the target audiences will be many and varied. Identifying and reaching all these audiences will require a range of inclusive and accessible communications.

The strategy seeks to communicate its key messages to:

- children, young people, and adults
- victims/survivors/those with lived experience
- carers
- staff within collaborative partners, including NHS Dumfries and Galloway, Health and Social Care Partnership, Police Scotland, Dumfries and Galloway Council, Scottish Fire and Rescue Service, Scottish Ambulance Service, Community Justice, Scottish Prison Service, education providers, including schools, colleges and universities and other agencies/ professionals in the third and independent sectors.
- communities
- perpetrators





Platforms and Channels

The Media

Public awareness will be raised through mainstream and social media. Through communications, the partnership will develop public trust, promote accountability, and provide public assurance by promoting the positive work underway to protect vulnerable people and explain how it aims to prevent violence, abuse, and harm.

Dumfries & Galloway Public Protection Committee will develop and continue to improve public awareness of the complexities of public protection issues by communicating key messages in an accessible manner. For example, 'Easy Read' documents, 7-minute briefings and recorded presentations/webinars.

Proposed media outlets/platforms to target through the strategy's action plan will include:

- Local and regional press
- Single agency / specific sector publications
- Posters
- Leaflets
- Online
- Other marketing materials



Social Media

As we continue to develop an active social media presence, we will be able to raise public awareness, as well as communicate with interested parties, quickly and effectively.

Facebook, Twitter and Instagram have been identified as the main social media platforms for ‘spreading the word’ about public protection issues. The Public Protection Committee’s use of social media streams may be most effective when acting as pointers to existing material, news, and research.

The continued development of the successful social media presence has been supported by the Communication and Engagement Subcommittee. Members of the group use their multiagency expertise to maximise the reach of the Public Protections communications.

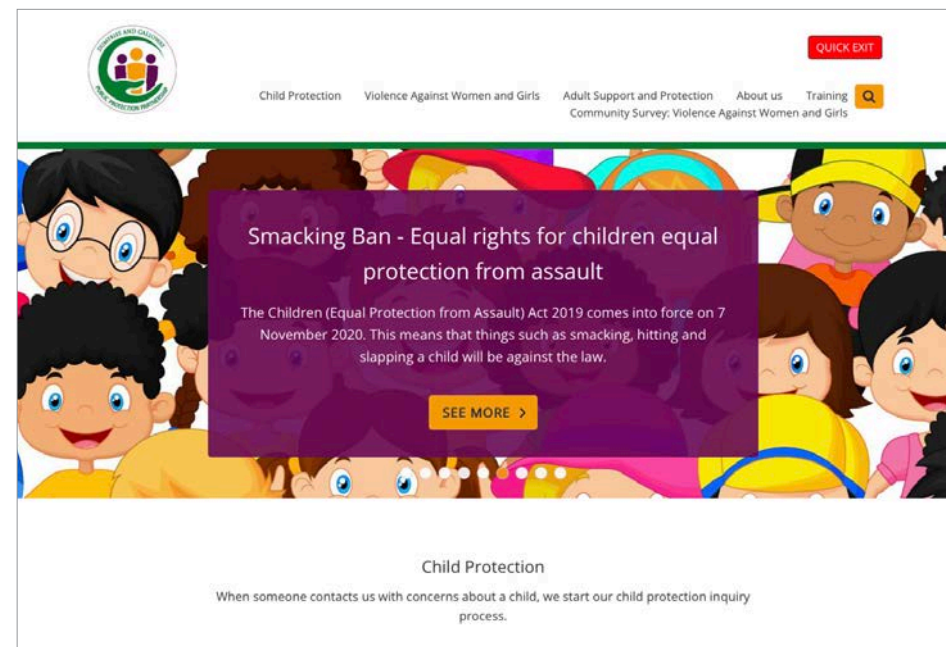
Internal Communications

Dumfries and Galloway Public Protection Committee communicate to staff across all partner agencies and elected members, largely by electronic means such as intranet, email, and newsletters.

There will also be limited printed materials, alongside hybrid online and in-person communications, including workshops, webinars, presentations, events and focus groups.

PUBLIC PROTECTION WEBSITE

The Dumfries and Galloway Public Protection Partnership website provides a platform for all multiagency public protection information. Dumfries and Galloway Public Protection Committee, and Communication and Engagement Sub Committee, have promoted the website as a “go-to” place for contact information for anyone concerned about a child, young person, or adult for guidance, information and signposting to local and national campaigns.





MONITORING AND EVALUATION



The partnership will evaluate the success of our Communications Strategy through focus groups, engagement, media monitoring, feedback and digital analytics. Success will be benchmarked against other partnerships in order to learn from best practice. The Public Protection Committee Policies and Procedures Subcommittee will have oversight of the strategy and the review dates required to ensure it is up to date and fit for purpose.

PROGRESSING THE STRATEGY

The objectives set out in this Communications Strategy will be taken forward through a continually updated action plan overseen by the Public Protection Committee. All actions will be carried out in collaboration with partners to ensure the strategic plan is the 'golden thread' that runs through all our consistent public protection messages.