



East Lothian and Midlothian Public Protection Committee

Engagement and Communications Strategy

Communication & Engagement Strategy

This document sets out the principles and methodology underpinning the communications strategy of the East and Midlothian Public Protection Committee (EMPPC) and Critical Services Oversight Group (CSOG) and is an operational link into the Mid and East Lothian Drug and Alcohol Partnership (MELDAP) which aims to communicate effectively with its users, carers and all internal and external partners. The strategy will be reviewed and updated annually by the East and Midlothian Public Protection Office (EMPPO).

The main objectives of a communication strategy are to:

- Communicate relevant, clear, accurate and timely information;
- Raise the awareness and understanding of the role and function of Public Protection issues;
- Ensure that the target audience are involved in the implementation process and that communication is a two way process.

Who is this strategy for?

This strategy is for everyone. It is everyone's responsibility to make sure that people at risk from harm are alright.

Target audience:

- **Public** – potential service users, parents and carers, community groups, general public, media;
- **Agencies** – health, police, social work, community services, housing, care providers, legal services, voluntary sector, elected members;
- **Service users** – both current and those previously involved;
- **National links** – other relevant Committees, Scottish Government, partner authorities.

Key Messages

- 1) To raise awareness and understanding of the East and Midlothian Public Protection Committee and East and Midlothian Critical Services Oversight Group;
- 2) To provide clear and relevant information, where appropriate, on Public Protection processes;
- 3) To provide information on how to access help relating to Public Protection matters;
- 4) To be aware of national and local developments.

Key Message 1

Aim: To raise awareness and understanding of the East and Midlothian Public Protection Committee and East and Midlothian Critical Services Oversight Group.

- Distribution / dissemination of information on Public Protection issues;
- Develop newsletters as relevant;
- Develop a training calendar and distribute as appropriate;

- Develop a public awareness campaign following consultation with who may be at risk from harm.

Key Message 2

Aim: To provide clear and relevant information, where appropriate, on Public Protection processes.

- Ensure that guidelines, procedures and other relevant information is on the Public Protection website;
- Regularly review and update the information on the webpage;
- Consult with relevant stakeholders to ensure that the website is accessible;
- Develop a quality control mechanism to ensure that materials and information are available to intended recipients (e.g. telephone survey, brief questionnaire).

Key Message 3

Aim: To provide information on how to access help relating to Public Protection matters.

- Information will be offered in a variety of media:
 - Training at all levels;
 - Dissemination of guidelines;
 - Development and distribution of relevant information leaflets;
 - Articles / features in publications / press / media as appropriate.
- This will be provided through existing mechanisms:
 - Community Care Forums;
 - Community Safety Forums;
 - Community Councils;
 - Other Community Groups;
 - Voluntary Sector Forums;
 - Carers Groups;
 - Staff Groups.
- Developing new mechanisms where necessary:
 - DVD;
 - Social Networking.
- Through website and any associated hyperlinks.

Key Message 4

Aim: To be aware of national and local developments.

- Sharing good practice examples;
- Distribution of relevant information as it becomes available by means of agreed distribution mechanisms;
- Action plans from any external reviews and inspections;
- Maintain links with Scottish Government and other networks;

- Reviews of research, current literature and media;
- Established links;
- Reviews of local research, current literature and media.

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Who needs to be told?



