



Fife Child Protection Committee Communications and Engagement Strategy

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1. Introduction

One of the key functions of the Child Protection Committee as stipulated in Scottish Government guidance is effective communication and engagement amongst professional, with the public and communities. This Communications and Engagement Strategy is set within this context and its main purpose is to promote the protecting of children and young people through raising awareness, engagement, and effective communication on key safeguarding issues. This strategy ensures that all communication activities reflect the CPC's commitment to multi-agency collaboration, public protection, and safeguarding.

It aligns with national frameworks such as *Getting it Right for Every Child (GIRFEC)* and the *National Guidance for Child Protection in Scotland (2021)*. The strategy is mandated through the *Protecting Children and Young People: Child Protection Committee and Chief Officer Responsibilities (2019)* document, which outlines the roles of Chief Officers and CPCs in public engagement and continuous improvement.

2. Mandate

The mandate for this strategy comes from the *Protecting Children and Young People: Child Protection Committee and Chief Officer Responsibilities (2019)*. Chief Officers are responsible for ensuring that the CPC is effective in its public information, engagement, and continuous improvement activity. This strategy is designed to support these functions, ensuring that children, families, professionals, and the wider community are informed and engaged in child protection activities.

3. Objectives

- **Raise public awareness** of child protection issues and the role everyone plays in safeguarding children.
- **Promote multi-agency collaboration** to strengthen the coordinated efforts of all partners.
- **Encourage community engagement**, ensuring families, children, and communities are active participants in protecting young people.
- **Support professionals** by providing clear, accessible guidance on best practices in child protection.
- **Incorporate children's voices** into key decision-making processes, ensuring they are heard in policy, planning, and practice.

4. Key Audiences

- **Internal Stakeholders:** CPC members, CPC working groups, multi-agency partners (NHS, Police Scotland, Fife Council, third-sector organisations), and frontline practitioners.
- **External Stakeholders:** Children and young people, parents and carers, residents of Fife, community groups, the business sector, and the media.

5. Core Principles

- **Consistency and Clarity:** Communications will be clear, consistent, and free from jargon.
- **Inclusive Engagement:** Where possible all materials will be accessible to ensure inclusivity for vulnerable and disadvantaged groups.
- **Collaborative Approach:** Communication will be cross sectorial to ensure coordinated efforts.
- **Proactive and Responsive:** The strategy addresses both proactive communication (planned campaigns and updates) and responsive communication (handling inquiries and media responses).

6. Strategic Actions

A. Digital Presence and Social Media

- **CPC Website:** Expand and maintain an active digital presence through the CPC website, which will serve as a hub for public information and professional resources. Ensure there are separate, easy-to-navigate sections for children, families, and professionals.
- **Social media:** Enhance the use of social media (Facebook, Twitter, Instagram) to engage with the public and disseminate key child protection messages. This will be managed initially through Fife Council and partners established pages.
- **Tracking and Metrics:** Develop mechanisms for tracking engagement on digital platforms, including website traffic and social media interactions, to measure the reach and effectiveness of campaigns.

B. Children's Voices

The importance of Children's voices is fully recognised and integral to the key improvement priorities within the CPC. The **Quality Assurance and Data Group has oversight of this priority area reporting to the CPC**. This includes activity below which is not an exhaustive list:

- **Reviewing Service:** Child Protection Planning Meetings – Children's Views report.
- **Bairns House Report:** Feedback and experiences of children attending Bairns House.
- **Scottish Child Interview Model Report:** Summarised findings from interviews using the Scottish Child Interview Model, ensuring that children's voices inform decision-making.
- **Contextual Safeguarding Engagement:** Insights from engagement activities within the **Contextual Safeguarding model**, where children are consulted on their experiences in extra-familial contexts.
- Connectivity with the **Children's Rights Oversight Group** reporting to Children in Fife.

Reports are submitted to the **Quality Assurance and Data Group** as part of the self – evaluation calendar and also reported to the **Child Protection Committee** on a regular basis to inform practice improvements and ensure that children's voices remain central to safeguarding strategies.

C. Proactive Campaigns

- **Public Engagement Calendar:** Develop a Public Engagement Calendar, aligned with national campaigns (such as those from CPC Scotland) and local safeguarding priorities.
- **Co-Production:** Develop a shared understanding and use of co-production methods, involving children, families, and community representatives to shape campaigns, ensuring they reflect the real concerns and needs of these groups.

D. Community Engagement and Public Awareness

- **Community Events:** Support regular community events and forums in collaboration with third-sector organisations to engage the wider community in safeguarding efforts.
- **Accessibility:** Ensure that public information is available in a range of formats, including printed materials for those with limited digital access.
- **Reporting of Concerns:** Encourage reporting of concerns through clear, accessible information on how the public can raise child protection concerns.

E. Professional and Multi-Agency Communications

- **CPC Newsletter:** Disseminate the CPC newsletter to share updates on policies, procedures, and best practices with partners and professionals. This will also include positive case studies and examples of effective multi-agency collaboration.

- **Cross-Agency Briefings:** Support regular inter-agency activities to promote consistent understanding of child protection responsibilities and provide a platform for shared learning.
- **Consistency of Branding:** Maintain clear branding across all materials to ensure trust, recognition, and authority in messaging, using a professional tone and visual identity.

7. SWAY-Style Post CPC Updates

Objective: After each CPC meeting, a **Sway-style summary** will be produced to summarise key decisions, discussions, and the release of new guidance, frameworks, and decisions. These summaries will be made available on the CPC website, branded according to the CPC style guide.

- **Implementation:** A branded template for Sway summaries will be created, and regular updates will be uploaded to the website following each CPC meeting.
- **Timeframe:** These summaries will be produced following each CPC meeting and posted online within a set timeframe.

8. Measuring Success

- **Engagement Metrics:** Track key performance indicators (KPIs) such as social media engagement, website traffic, and attendance at community events.
- **Children's Voices Metrics:** Monitor the frequency and quality of reports submitted to the **Quality Assurance and Data Group and Child Protection Committee**, ensuring that children's voices are regularly contributing to policy decisions.
- **Feedback Mechanisms:** Use the CPC Website, surveys, and focus groups to gather input from children, families, and professionals on the effectiveness of campaigns and materials.

9. Governance and Reporting

- **Reporting to the Quality Assurance and Data Group and the Child Protection Committee** who retain strategic oversight.

10. Linking to the CPC Improvement Plan (2023-2026)

This communications strategy is aligned with the CPC Improvement Plan (2023-2026), ensuring that actions around public engagement, digital communication, and workforce collaboration are integrated with broader strategic objectives for child protection in Fife.

Outcome 1 We ensure Children's voices are heard and are central in the decisions that affect them, and these voices influence how we support families.				
No.	Actions	Strategic Lead	Timescale	Outcomes
1.1	Review child protection protocols and guidance to ensure that children's voices are actively sought, heard, and considered in all aspects of child protection work, including risk assessment and planning in line with good practice from the national guidance and principles of the Promise.	Lead Officer CPC	August 2024	Fife Child Protection Guidance has systems to gather the views of children and their families as an integral part of their arrangements.
1.2	Develop a systematic approach to involving children and their families in the appraisal, review and development of child protection policies and processes. In conjunction with the strategic partnership groups leading on rights and engagement, develop the business activity.	Lead Officer CPC – in collaboration with wider partners	August 2024	The views of children and families are considered in relation to child protection issues that affect them and inform practice, policy, and service improvements.
1.3	Through the Quality Assurance & Data Group and individual service activity assure key child protection processes, for example, CPPM have the voice of the child at the centre of decision making.	Quality Assurance & Data Group	Ongoing	The CPC and wider partnership are assured that children and their families voices are being gathered, heard, and acted on.

Outcome 4

Our staff have access to high quality training and guidance to support decisions around the timely sharing of information. Our information sharing processes are robust, secure, and user-friendly enabling staff across the partnership to share information swiftly and securely. Children and families benefit from multi-agency plans based on effective information sharing and includes chronologies.

No.	Actions	Strategic Lead	Timescale	Outcomes
4.2	Develop further the use of social media and online activity to raise public awareness of child protection issues including refreshing our CPC website.	CPC Team	January 2025	Our front facing information for children's young people and families is refreshed and user friendly.
4.3	Develop further the use of social media, online and direct briefing to communicate current initiatives within the partnership.	CPC Team	Ongoing	The partnership is well informed and kept up to date with the activity of the CPC.