



TASP B Communication and Engagement Strategy

1. Introduction

Tameside Adult Safeguarding Partnership Board overarching aim is to help and safeguard adults with care and support needs to ensure these adults are free from abuse and the fear of abuse. TASP B also has a role to ensure Safeguarding Adults is everybody's business. Key to the success of this work is effective communication and engagement across the local sector including the Workforce, Members and the Community. Collectively this work will contribute to the wellbeing of Adults in Tameside and collaborative work to prevent abuse and neglect. TASP B Communication and Engagement Strategy provides a framework for the Board to facilitate this role.

The six safeguarding Principles will be applied to TASP B Communication and Engagement:-

- **Empowerment**
People being supported and encouraged to make their own decisions and informed consent
- **Prevention**
It is better to take action before harm occurs.
- **Proportionality**
The least intrusive response appropriate to the risk presented.
- **Protection**
Support and representation for those in greatest need.
- **Partnership**

Local solutions through services working with their communities. Communities have a part to play in preventing, detecting and reporting neglect and abuse.

- **Accountability**

Accountability and transparency in safeguarding practice.

2. Objectives of the TASP B Communication and Engagement Strategy

To ensure that the Voice of the Adult is evident in publications and activities to promote awareness of Adult Abuse

Engage with all Stakeholders to promote a culture of continuous learning and improvement across organisations who work together to safeguard adults

Promote and raise awareness of Adult Abuse

To inform and maintain a Board Website that is current and relevant to meet the needs of the target audiences

Develop effective engagement with the Community to deliver key messages and co-produce publications and activities to promote awareness of Adult Abuse

2. Communication and Engagement with our audiences

TASP B will communicate with our audiences to raise awareness of adult abuse, recognise the signs and symptoms of abuse and know what to do to respond to this. The Communication and Engagement Strategy will employ various forums and formats which will have a focus on:-

- opportunities to promote safeguarding strategies and joint campaigns to safeguard adults and children at risk of abuse
- information that is relevant to our strategic priorities
- engaging with the community to raise awareness of adult abuse
- participation and listening and learning with all stakeholders

Communication and Engagement will be:-

- appropriate for the target audience
- timely and relevant
- up-to-date
- available in various formats to meet the needs of the Community in Tameside
- equality and inclusion underpin all aspects of communication

3. Responding to Media Enquiries

On occasions the Board are approached by the media for comment or for information that they feel is in the Public interest. All enquiries of this nature will be directed to the TMBC Communications Team.

Liaison with the media regarding the publication of Safeguarding Adult Reviews will be directed by the TASPb Publication Strategy for the relevant review.

4. Implementation and Resources

TASPb Communications sub group will progress the Communication Strategy in response to the sub groups Terms of Reference (TOR). This subgroup will provide a quarterly update to the TASPb.

5. Outcomes of the TASPb Communication Strategy

TASPb want assurance that the Communication Strategy is successful and remains fit for purpose. Work to inform this will include:-

- Information recorded in evaluations
- Feedback from Adults involved in the Safeguarding Arrangements
- Action taken in response to evaluations and feedback that will promote a culture of continuous learning and improvement across organisations who work together to safeguard adults
- Number of visitors to the Boards website
- Number of Campaigns TASPb are involved in to raise safeguarding awareness
- Knowledge of our audience who visit our social media sites

6. Priorities for 2025-28

- Gaps in TASPb Communication to promote Adult Safeguarding are identified and challenged
- Campaign for World Elder Abuse Awareness Day (WEAAD)
- Campaign for National Adult Safeguarding Week (NASW)
- Engagement with the third sector, local communities and faith groups to inform and strengthen the safeguarding agenda in Tameside
- Co-produce communication and engagement across various forums in Tameside to promote action in response to Adult Safeguarding