



## **Communication and Publicity Subgroup**

### **Terms of Reference**

#### 1. Purpose

The West of Berkshire Safeguarding Adults Board (SAB) is committed to ensuring that all agencies work together to minimise the risk of abuse or neglect to adults at risk and to safeguard effectively where abuse or neglect has or may have occurred.

The Communication and Publicity Sub-group's purpose is to:

- Improve communication from and to the Board and establish a consistent approach across the West of Berkshire.
- Raise the profile of Board, its function and purpose.
- Improve engagement with a wider range of stakeholders, service users and carers on behalf of the Board.
- Assure the Board that partners are aware of the need to promote awareness and that opportunities are taken to prevent abuse.

#### 2. Functions of the Group

- Assure the Board through the Self-Assessment Audit Tool, that each partner organisation has a strategy in place to disseminate communications from the Board.
- Develop and maintain an up to date list of key safeguarding contacts across partner agencies.
- Assure the Board that a range of accessible information in a variety of formats is available, to raise awareness about adult safeguarding, targeting local communities, professionals, service users and carers.
- Ensure that effective mechanisms are in place for service user and carer feedback to inform improvements to policy, practice, commissioning and service development.
- Develop a calendar of opportunities to routinely and strategically disseminate information for local communities and providers.
- Research and evaluate the work of the Subgroup against good practice.

### 3. Membership

Membership of the Communication and Publicity sub-group includes:

- Publicity officers from Wokingham, Reading and West Berkshire unitary authorities.
- Safeguarding Adult Lead from at least one unitary authority
- HealthWatch Development Officer

Virtual membership:

- Berkshire Healthcare Foundation Trust Safeguarding Lead

### 4. Frequency

To meet at least quarterly, with special meetings as required. Meetings will be scheduled to ensure work feeds into the SAPB meetings in a timely manner

### 5. Reporting and Governance arrangements

The sub group through the Chair will:

- Receive reports from agencies, organisations and other sub-groups as appropriate.
- Report to the SAB on a quarterly basis (including identified risks).
- Review the sub-group's work plan annually and ensure work programme is integral to the SAB's Business Plan.
- Contribute to the SAB Annual Report.
- Review the Terms of Reference annually and propose amendments to the SAB.

To be reviewed December 2015