



OLDHAM SAFEGUARDING

Communications Strategy

2025-2027



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INTRODUCTION

The Oldham Safeguarding Partnership includes Oldham Council and the partner agencies of Oldham Safeguarding Adults Board (OSAB) and Oldham Safeguarding Children Partnership (OSCP). As the Oldham Safeguarding Partnership we are committed to the effective safeguarding of children, young people and adults who may be unable to protect themselves.

We believe that all children, young people and adults should be able to obtain appropriate interventions, which enable them to live free from fear, harm or abuse. The aim of this communication strategy is to provide a plan of action for improving and strengthening communication to and from the partner agencies, and to ensure that communication is managed effectively and professionally.

To fulfil our objectives and effectively carry out our functions, the Oldham Safeguarding Partnership needs to raise awareness about how everybody can contribute to the safeguarding agenda. This will involve active listening to and consulting with participants, volunteers, and staff, and ensuring their views and opinions are taken into account in the planning and delivering of safeguarding support.

We recognise that people will need information at different stages, in different formats and locations depending on their requirements. We will aim to provide information that is accessible, of high quality and meets the needs of participants, volunteers, all partner agencies and staff working across partner agencies.

Our strategic plan has a strong focus on engagement and communication, and aims to achieve the following outcomes:

- Children, Young People, Adults, staff and volunteers have an improved understanding of the aims and role of safeguarding in Oldham.
- Provision of two-way communication opportunities.
- Increased awareness of the key issues to promote the safeguarding of children, young people and adults.
- To learn lessons learnt from local and national safeguarding reviews, share these with staff and partner agencies to ensure these contribute to improving the safeguarding practice in settings across Oldham.



OLDHAM SAFEGUARDING ADULTS BOARD

2024-27 Vision

“ For Oldham to be a place where safeguarding is everyone’s business, where accountability is in place in order to safeguard people and where people are supported in their right to live safely. A place where partner agencies work together to prevent abuse and neglect and are committed to delivering excellent safeguarding practice through a culture of learning. ”



OLDHAM SAFEGUARDING CHILDREN PARTNERSHIP

2024-27 Vision

“ For everyone to work together to ensure that all children and young people are safe and feel safe within their homes, schools and communities. ”



COMMUNICATION STANDARDS

Our approach will be based on the following principles:

- Making information accessible to everyone.
- Communicating clearly and openly.
- Using plain English (avoiding jargon and explaining acronyms) or giving clear explanations where this is not possible.
- Know who the audience is and what they want to see.
- Identify the key messages to be shared.
- Assess the method of communication.
- Identify where the information is to be shared and in what format.
- Understand how the information will be used.
- Ensure the outcome will be consistent with the objective of learning and improving quality and safeguarding.
- Ensure any service or activity being publicised is aware of the publicity/promotion so that preparations can be made to meet any increase in demand.

OSAB AND OSCP PUBLIC RELATIONS AND COMMUNICATIONS SUBGROUP

This is a joint subgroup with the purpose of ensuring Oldham's multi-agency all-age safeguarding offer has a high profile within the region and issues are clearly communicated across partner agencies and communities in Oldham. The group supports the OSAB and OSCP to create a culture of openness and facilitate effective and regular challenge to all partner agencies.

The group meets every six weeks and reports to both OSAB and OSCP. The group is instrumental in supporting the communication and collaboration of the work of OSAB and OSCP and focusing activity in key areas of both OSAB and OSAB strategies and business plans.



STAKEHOLDERS, KEY MESSAGES AND COMMUNICATION TOOLBOX

Stakeholders consist of a range of groups both within the Oldham Safeguarding Partnership and externally across Greater Manchester. We aim to target and tailor information to the needs of different audiences to ensure that communication is successful. We have three key audience groups with tailored communication channels and messages. The core messaging to all stakeholders will be similar we but need to understand individual audience needs and the best and most appropriate communication tools to utilise.

Messages	Communication Tools
Audience: Oldham Residents	
How to report abuse Different types of abuse What is safeguarding? How to keep safe Access to local health and wellbeing support The roles of OSAB and OSCP	Person centred and tailored to different groups: OSAB, OSCP, and Oldham Council websites Social Media Local Community Networks Information leaflets/posters (faith settings, GP practices, football clubs) Outreach (e.g. food banks) Annual Safeguarding Week campaigns OSAB and OSCP Annual Reports
Audience: Professionals From All Partner Agencies and Independent support charities e.g. Keeping Our Girls Safe (KOGS).	
Where to access training Different types of abuse examples of best practice The role and aims of OSAB and OSCP Raising safeguarding concerns Learning from reviews and audits Changes in local safeguarding processes and procedures	OSAB and OSCP websites professionals' sections Oldham Council website Multi-agency training Oldham Safeguarding Fortnightly Bulletin Partner agency newsletters and social media Annual Safeguarding Week campaigns OSAB and OSCP Annual Reports
Audience: Boards of Partner Agencies, Greater Manchester Safeguarding Partners, Councillors, and wider Greater Manchester politicians	
Key safeguarding priorities Local and national safeguarding news Examples of best practice Learning from reviews and audits Performance data.	OSAB, OSCP, and Oldham Council websites Social Media OSAB and OSCP Strategic Plans OSAB and OSCP Annual Reports Annual Safeguarding Week campaigns.



KEY MESSAGES

- Oldham Council and its partners have a duty to protect our vulnerable children and adults at risk.
- Our social workers and partnership workforce are here to help vulnerable people and will take action when needed.
- If any person has concerns about a child or adults' safety they will be listened to, supported, and believed.
- Our process and procedures for safeguarding are much stronger than in previous years.
- Where failings have occurred, and opportunities have been missed to properly safeguard a person appropriate action will be taken to address this.
- Dedicated work takes place throughout the year to not just keep people safe but to let them thrive in a life beyond care.
- Working in safeguarding can be an incredibly rewarding career journey.
- Support is available from the council, partner agencies and charity support services such as Keeping Our Girls Safe (KOGS).

COMMUNICATIONS APPROACH AND TACTICS

- Case studies – highlighting the great work from of our safeguarding teams.
- Social media, press and online promotion via our networks.
- A focus on the success stories across the Oldham partnership – creating news stories and profiles including those involving children who have been or are in care to show the positive outcomes that can come through being in this system.
- Annual reports, leaflets, workshops, and events.
- Recruitment campaigns, such as the Oldham Social Work Academy, involving social workers talking about their practice – why they work here and what the rewards are.



PRIORITY ACTIONS

- OSAB and OSCP website developments – Ensuring content is accessible and up to date. Developing new content in line with this strategy.
- Utilising our social media and the Safeguarding Oldham Bulletin to increase audience engagement.
- OSAB and OSCP PR & Comms Subgroup establishing and maintaining links with partner Communications teams/ representatives.
- Exploring options to expand our reach within our local Community (e.g., posters in Doctors / Faith settings etc.)
- Evaluation of communications activity.

MONITORING AND EVALUATION

The success of this strategy will be monitored via:

- Number of visitors to the Oldham Safeguarding Partnership website.

- Numbers in attendance at workshops.
- Completed evaluations/feedback from participants and learners.
- Feedback from children, young people and adults involved in the safeguarding process.

This will provide:

- Greater understanding of key messages for all audiences, including learning from cases, audit and research, thus improving safeguarding practice across the Oldham Safeguarding Partnership.
- Improved awareness of safeguarding issues.
- Enhanced knowledge and understanding of the role of safeguarding in Oldham.
- Better outcomes for children, young people and adults involved in safeguarding.



APPENDIX - REGIONAL, NATIONAL AND INTERNATIONAL EVENTS

Oldham Safeguarding Partnership will support raising awareness of wellbeing, safety, and safeguarding through contributions to regional and national awareness events as appropriate. A calendar of awareness events that take place throughout the year is included below.

Event	Occurrence
National Houseplant Week	Early January
Samaritans Brew Monday	Third Monday of January
Dignity Action Month	February
International Day of Zero Tolerance for Female Genital Mutilation	6 February
Time to Talk Day	First Thursday of February
Sexual Abuse and Sexual Violence Awareness Week	First full week of February
NSPCC Number Day	Early February
Children's Mental Health Week	Early February
Safer Internet Day	Early February
Care Day - Celebration of Children in Care Day	Mid-February

Event	Occurrence
Self-Harm Awareness Day	1 March
Safer Sleep Week	Mid-March
Young Carers Action Day	Mid-March
National Child Exploitation Awareness Day	18 March
Family Safety Week	Early April
World Autism Awareness Day	2 April
Mental Health Awareness Week	Mid-May
Foster Care Fortnight	Mid-May
Hoarding Awareness Week	Mid-May
Dementia Action Week	Late May



Event	Occurrence
Carers Week	Early June
Infant Mental Health Awareness Week	Early June
Child Safety Week	Early June
World Day Against Child Labour	12 June
World Elder Abuse Awareness Day	15 June
Learning Disability Week	Third week of June
Samaritans Awareness Day	24 July
World Day Against Trafficking in Persons	30 July
World Suicide Prevention Day	10 September
Greater Manchester Month of Hope	10 September-10 October
World Alzheimer's Day	21 September
International Week of the Deaf	Last full week of September
International Day of the Older Persons	1 October
Silver Sunday	First Sunday of October

Event	Occurrence
National Baby Loss Awareness Week	Early October
Parents in Sports Week	Early October
World Homeless Day	10 October
World Mental Health Day	10 October
Hate Crime Awareness Week	Mid-October
Anti-Slavery Day	18 October
National Adoption Week	Late October
North West Sexual Violence Awareness Week	Early November
National Safeguarding Adults Week	Mid-November
Anti-Bullying Week	Third week of November
White Ribbon Day - End Violence Against Women	25 November
White Ribbon - 16 Days of Action	25 November-10 December
International Day of Persons with Disabilities	3 December
Human Rights Day	10 December