



NHS Tayside Child Protection Service

Communication Strategy

Policy Manager Joan Wilson/Joy Mires	Policy Group CPEG
--	-----------------------------

Policy Established September 2012	Policy Review Period/ Expiry 3 years	Last Updated November 2013
---	--	--------------------------------------

**This policy does / ~~does not~~ apply to Medical/Dental Staff
(delete as appropriate)**

UNCONTROLLED WHEN PRINTED

Background

As an organisation, NHS Tayside requires to assure itself that no act or omission on its part or that of its staff puts a child inadvertently at risk and therefore must ensure that systems which underpin this responsibility are firmly embedded across the organisation

NHS Tayside works in collaboration and at all levels with the 3 local authorities in the region (Dundee, Angus and Perth & Kinross) and a wide range of other stakeholders in the implementation and progression of GIRFEC and agenda's for the care and protection of children

Effective interagency working involves agencies and staff working together to protect and promote the welfare of children and young people in accordance with local and national guidance.

It is essential that there are clear communication channels between all agencies and staff working in relation to child protection arrangements within NHS Tayside.

The Child Protection Service within NHS Tayside is made up as follows:

- Nominated Lead for Child Protection – delegated responsibilities including leadership, management and governance
- Designated Doctor and clinical leads across the CHP areas – providing a 24/7 response to child protection cases
- Designated Nurse – provide high level expertise, advice, supervision and support to staff working with child protection/welfare issues across Tayside
- Nurse Advisors – Child Protection (managed locally within each area)
- Training and Development Manager
- Administration Support

Contact details for staff working in the service are attached as Appendix I.

The role of the service is to ensure that:

- All policies and procedures relating to child protection are current and up to date
- Formal supervision is available to staff across Tayside with specific role in Child Protection
- Contribution is made to the NHS Tayside Child Protection Training Strategy
- Comprehensive training is available and provided for all staff
- Representation is available on each of the 3 areas child protection committee training sub groups
- The reporting of Local Enhanced Service (LES) for Protecting Vulnerable Children is monitored

Stakeholders

Audience	Internal/ External
All staff that work across NHS Tayside	Internal
Community Pharmacists and staff across Tayside	Internal
General Medical Practitioners & practice staff across Tayside	Internal
General Dental Practitioners & staff across Tayside	Internal
General public and patients across Tayside	External

Local Authorities across Tayside	External
Public Partnership Groups (PPGs)	External
Voluntary Organisations	External
Other Health Boards	External
Tayside Police	External
Scottish Children Reporters Administration	External
Scottish Government	External

Aim

This strategy aims to reinforce the message that communicating with our patients, public, staff, colleagues, managers and other stakeholders is part of our everyday work. The strategy sets out the principles and refers to the standards of communication we should all be using.

Good quality communications is central to every organisation. Communication is more than an exchange of information. It involves two-way written and verbal communications and managing relationships. Communication is as much about attitude and behaviour as it is about the message.

Key Objectives

1. High quality and effective communications will be normal practice across NHS Tayside Child Protection Service. We will achieve this by:

- Promoting the need for good communication skills and provide training when a need is identified
- Promoting and celebrating achievements locally and nationally
- Promoting a culture of openness
- Ensuring patient/public information is accessible, understandable and available in alternate formats to meet the needs of all of our communities
- Ensuring all levels of staff are fully aware of on-going implementation of any strategies and the relevance and potential impact for their area of practice
- Ensuring all proposed service changes are supported by proactive, clear communications

2. All staff will be well informed and have understanding and access to information. We will achieve this by:

- Ensuring planned use of written communication
- Ensuring individuals' responsibilities across and within teams for cascade of information are clear
- Ensuring role and remit of any working groups/meetings are clear and roles of individuals attending and representing colleagues are explicit
- Ensure timely distribution of agendas and action notes of meetings
- Working to ensure the format, style, content and language of communication meets the needs of staff

Principles and Standards

As part of this strategy the following key principles and standards will underpin communication within NHS Tayside Child Protection Service. In addition, Acceptable Behaviours (Appendix II) as described in NHS Tayside Dignity at Work Policy will be expected as the norm throughout all forms of communication. Any manager/staff member can expect to be challenged if it is considered they are in breach of acceptable behaviours, principles and standards.

- Openness** The reasons for decisions are available, decision-makers are accessible and willing to discuss why and how the decisions were made. When information cannot be made available the reasons for this are given. Questions and requests for information are welcomed and answered promptly.
- Two-way** Systems exist to support communication at all levels of the service as well as across teams, departments, services and directorates. Staff, patients and the public are encouraged to contribute ideas and opinions and give and receive feedback.
- Timely** Information is provided at the time it is needed, is relevant and is capable of being interpreted in the correct context.
- Clear** Information and responses are in plain English, without jargon and with minimal use of acronyms, which are always explained. Patient leaflets etc are developed with the public, staff and, where appropriate, Local Authority partners and voluntary organisations.
- Targeted** The right messages reach the right audiences, in the right format, at the right time.
- Credible** Trust is earned by responsible, open, honest and timely communication, promoting a culture of understanding and realism. Recipients of information can trust it and can expect to be advised of any change that might cause the information to be invalidated.
- Planned** Where possible all communications are planned and communication activity is appropriate and timely.
- Consistent** Messages are delivered in a co-ordinated fashion, without contradictions. Communication issues are anticipated and planned processes are applied to deal with them.
- Integrated** Internal and external communication is consistent and clear.
- Evaluated & Reviewed** Communications activity is evaluated and reviewed based on feedback and evaluations
- Accessible** Patient information will be available in different languages, large print, Braille (English only), audio tape or other format of choice.

Challenges

Working across 3 different local authority areas proves to be challenging for the service.

Communication Plan

Within NHS Tayside Child Protection Service the following methods of Communication are/will be used:

Internally within the Child Protection Service:

- Regular staff meetings
- Email of information with subject heading clear regarding content of email
- Regular 1 to 1 meetings with line managers

Internally with the rest of NHS Tayside

- Utilisation of Spectra, the staff magazine to highlight success stories and practice improvements
- Utilise homepage of Staffnet to share up to date, appropriate information
- Attendance at multi-professional/organisational wide meetings
- Use of the designated Child Protection Service generic email account
- Utilisation of the Child Protection Staffnet page to post newsletters generated by the Child Protection Service, locally generated by our CHP area and multi-disciplinary/multi-agency generated by our partner agencies.

External

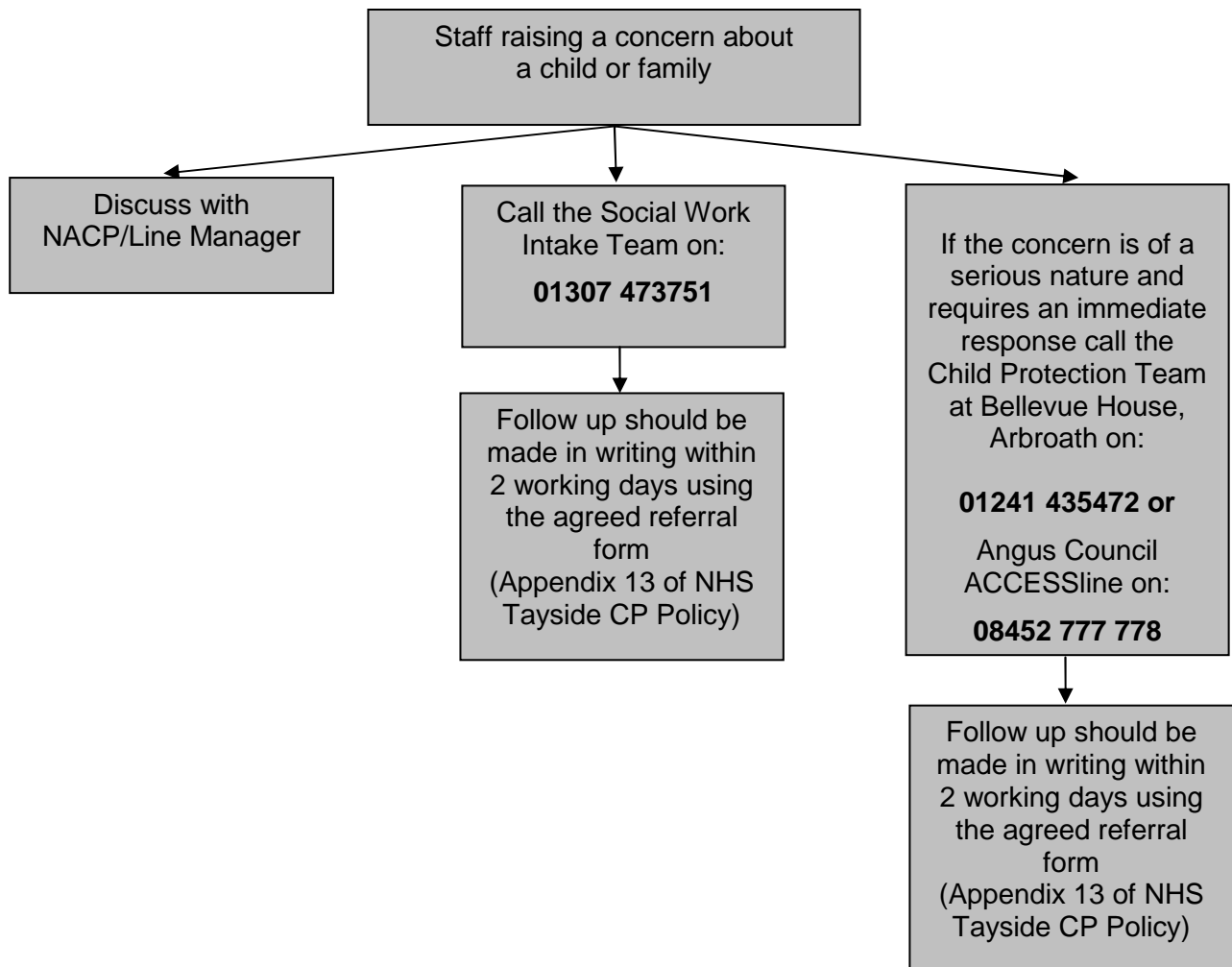
- Presentations at conferences, national events
- Attendance at multi-disciplinary/multi-agency meetings
- Publications in journals
- In collaboration with Communication's department, media releases highlighting key developments/successes

NHS Tayside Child Protection Service Contact Information

Dr Joy Mires	NHS Tayside Designated Doctor (Dundee)	01382 307971
Joan Wilson	NHS Tayside Chief Nurse - Children and Families	01382 443502
Deborah Balshaw	NHS Tayside Designated Nurse for Child Protection	01382 443514
Dr Katherine Lawlor	Consultant Paediatrician (Angus)	01307 475260
Dr Ben Colvin	Consultant Paediatrician (Perth & Kinross)	01738 564215
Nurse Advisors – Child Protection (NACP)		
Angus		
Linda Riddell	Bellevue House, Arbroath	01241 435472
Acute		
Jane Forbes	Tayside Acute, Ninewells Hospital	01382 632716
Helen Grady	Tayside Acute, Ninewells Hospital	01382 740278
Dundee		
Dundee MASH	Seymour House	01382 307967
Pam McKenzie	Ryehill Health Centre	01382 647750
Gillian Lauder	Ryehill Health Centre	01382 647756
Sue Simpson	Ryehill Health Centre	01382 647756
Therese Duignan	Ryehill Health Centre	01382 647750
Allison McGurty (TSMS)	Constitution House	01382 318990
LAC Nurse/NACP School Health Service		
Pam Fowlie	Ryehill Health Centre	01382 647773
Moyra Ogilvie	Ryehill Health Centre	01382 647773
Perth & Kinross		
June Doull	Drumhar Health Centre	01738 564295
Training and Development Manager		
Dr Sharon Robertson	Wallacetown Health Centre	01382 443522
Administration Support	Seymour House	01382 307970
	Wallacetown	01382 307972 01382 443513
Other Contact Details/ Information	NHS Tayside Internet	http://www.nhstayside.scot.nhs.uk/
	NHS Tayside Intranet (Staffnet)	http://staffnet.tayside.scot.nhs.uk/OurWebsites/ChildProtection/index.htm
	Email Address	TAY-UHB.cpservices@nhs.net

Raising a Child Protection Concern in Tayside

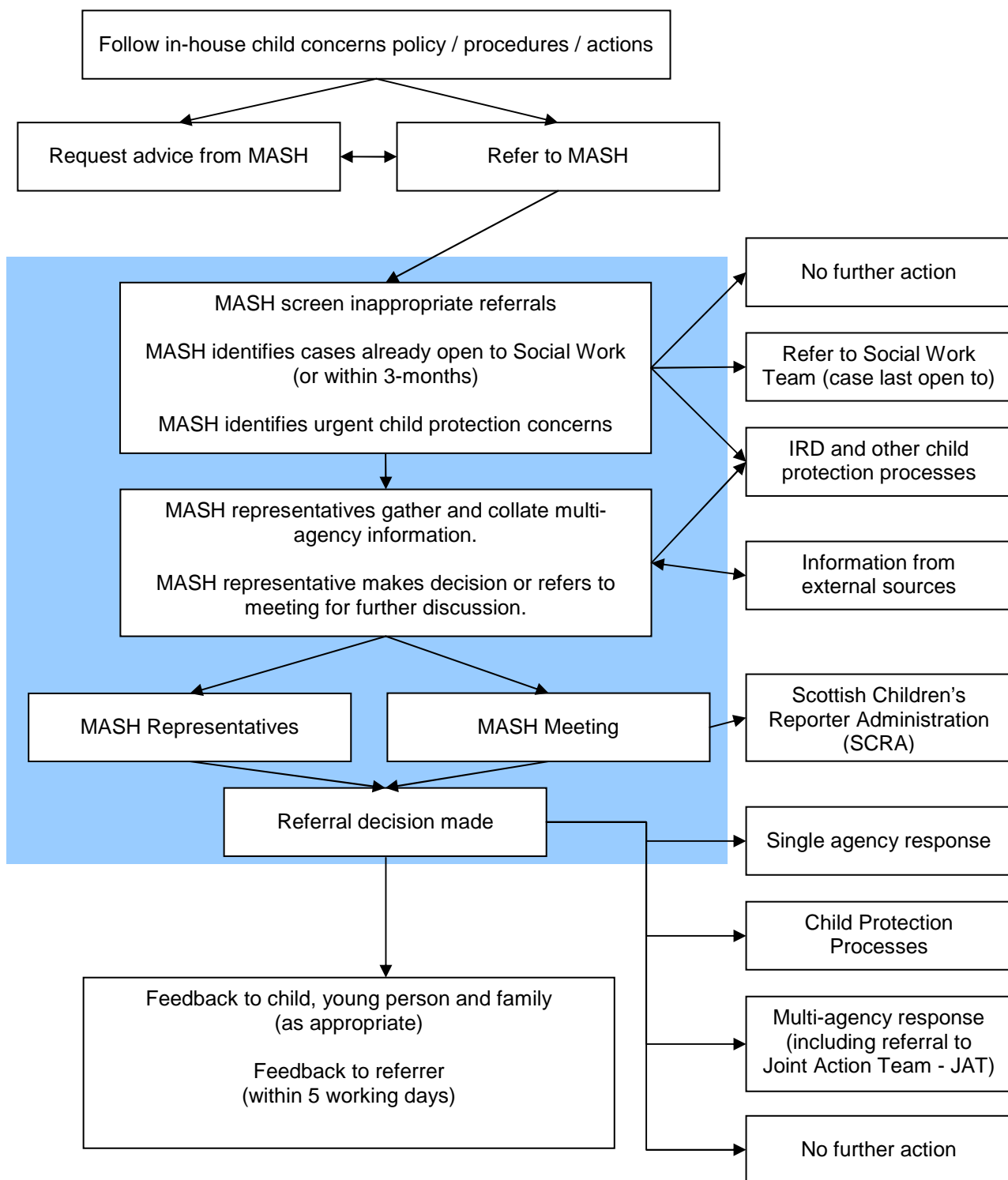
Angus CHP Area



It is good practice to inform the child/family if safe to do so.

A copy of the referral can be attached to the MIDIS record

Dundee CHP Area

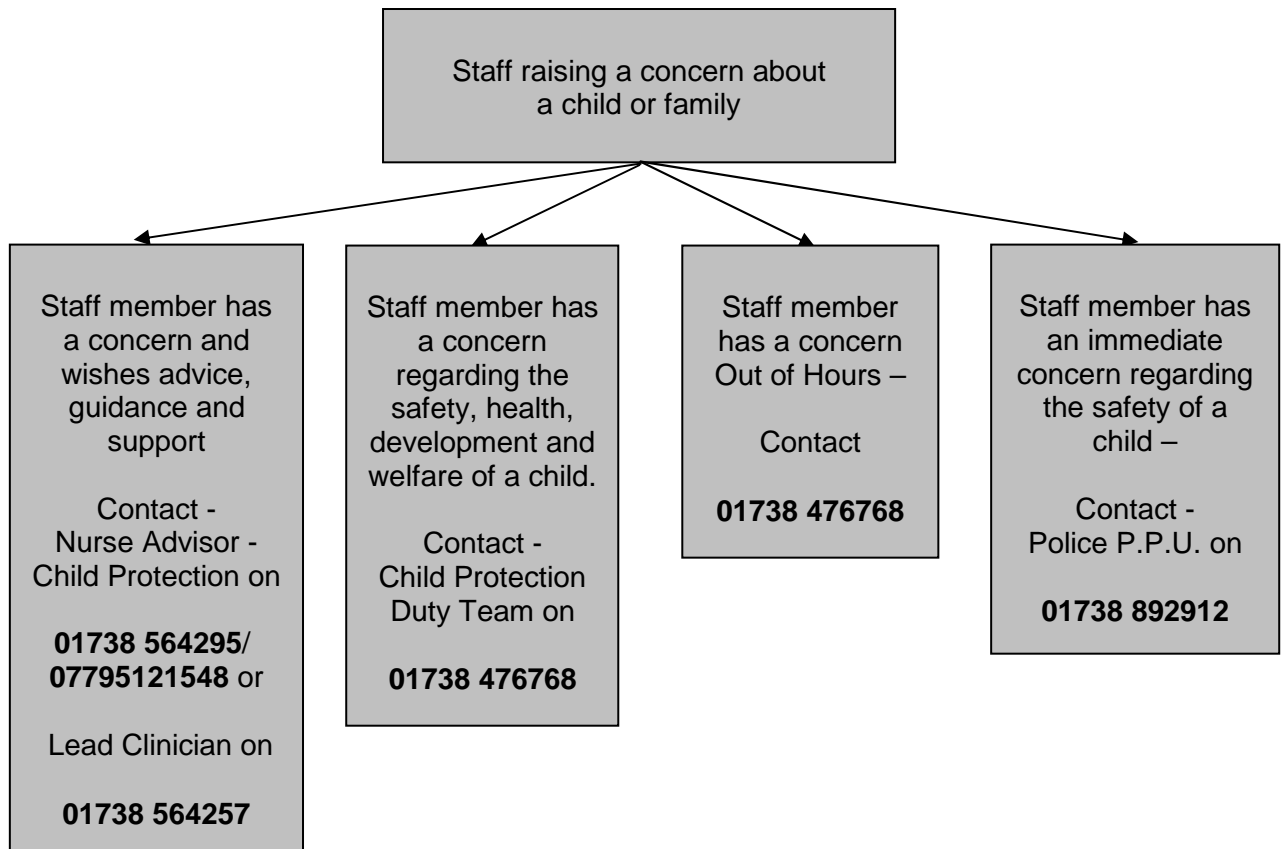


To contact MASH regarding a child protection issue telephone **01382 307967** or **07823536987**. The MASH operates Monday to Friday, 0900 - 1700. If the matter is urgent and you are unable to contact the health representative you should use any of the other MASH numbers - Police (01382 307981), Social Work (01382 307969 or 07985872675) or Education (01382 307966).

Outside of the hours of 0900 – 1700, care and welfare concerns about children and young people that require immediate attention should be reported to the Out of Hours Social Work Service on 01382 307964. If there are medical concerns call Ninewells Hospital on 01382 660111 and ask for Consultant Paediatrician on call.

Where an emergency response is required Tayside Police should be contact by dialling 999.

Perth & Kinross CHP Area



All telephone referrals should be followed up in writing using the Child Protection referral to Social Work Template available on Staffnet.

ACCEPTABLE BEHAVIOURS (as agreed by the Area Partnership Forum)

The following are agreed as important standards of behaviour to adopt:

Respect / Equality

- Treat each other at all times with the same respect as how we ourselves would like to be treated - this includes communication via email
- No bullying or harassment or condoning of such behaviour
- Not embarrassing each other in public
- Politeness to each other at all times
- Professional respect for each other and valuing each other's contributions

Working Together

- Share information between individuals regularly
- Develop open and honest relationships
- Understand the daily pressures that colleagues are working under
- Find new ways to improve our day to day working with others
- Realistic targets about what can be achieved

Communication

- Use appropriate language – use plain English – no jargon or abbreviations
- Encourage open discussion of problems between staff and their supervisors / managers
- Constantly develop improved communication
- Communication should involve all staff
- Staff should know the communication networks
- Communication is a two-way process
- Confidentiality is critical and sharing / communication of information must be agreed between the partners according to the issue under consideration and the sensitivities involved

MEETINGS STRUCTURE OF NHS TAYSIDE CHILD PROTECTION SERVICE

