



Children and Young People's Strategic Partnership

Communication Strategy

(2013-2014)

*"Improving knowledge and awareness of the
CYPSP and its work"*

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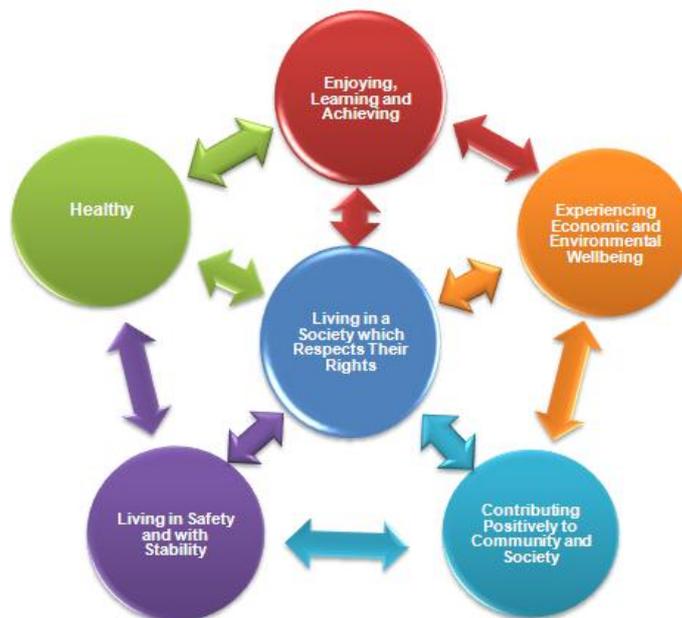
1.0 Overview of CYPSP

In January 2011, the Children and Young People's Strategic Partnership (CYPSP) was established to improve the wellbeing and realisation of rights of children and young people across Northern Ireland.

This new, cross-sectoral, regional group has representation from all key agencies responsible for health, social care, local government, education, policing, youth justice, probation, housing and urban regeneration, as well as including key representatives from community and voluntary sectors who have responsibility for improving outcomes for all children and young people.



The overall purpose of the CYPSP is to lead integrated planning and commissioning of support and services, with a view to achieving six high level outcomes defined in the ten year strategy 'Our Children and Young People – Our Pledge', which was developed by the Northern Ireland Executive. The six outcomes are:



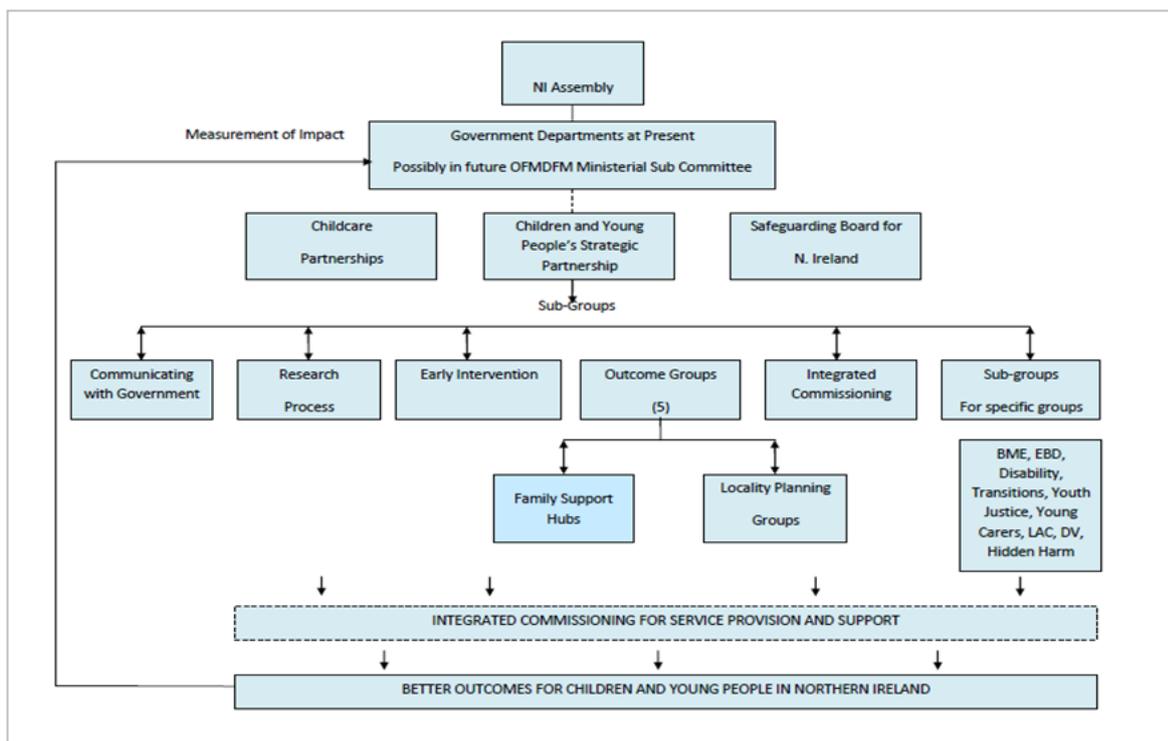
The Partnership aims to:

- Ensure the participation and involvement of children, young people, families and communities in the integrated planning process.
- Ensure an effective and efficient, fully mandated structure which is representative of all key stakeholders is in place to carry out the work of the partnership.

Partnership structure and internal communications

The CYPSP has been established to represent all key stakeholders. They are responsible for:

- Mandating the work of the partnership within their own organisation;
- Engaging with their own organisation and beyond to ensure a change of culture to thinking and practice to encompass a Think Family model;
- Approving the partnerships overall implementation plan including the communications strategy;
- Disseminating information relating to the partnership internally and externally within member organisations.



The **Children and Young People's Strategic Partnership** involves chief executives from community, voluntary and statutory organisations leading the process to improve children's lives

Regional Sub Groups carry out integrated planning and commissioning for specific groups of children and young people at a particular disadvantage. These groups make links with ongoing groups and processes elsewhere which connect to the process of improving children's lives.

Five Outcomes Groups have been established, to cover the geographic areas of the five Health and Social Care Trusts. The role

of the Outcomes Groups will be to be 'local keepers of the outcomes' providing a local focus for tracking of indicators relating to the six high level outcomes of the Children and young people's strategy and contributing to outcomes based integrated planning for children and young people in the area.

Locality Planning Groups have also been set up through each Outcomes Group, based on need and community capacity. **Locality Planning Groups** are at a level of geography that makes sense locally (for example Bushmills or Carrickfergus). Locality Planning Groups are a partnership between children and young people, families, communities and representatives of agencies at locality level which will draw up a locality plan to address priorities identified through outcomes based planning, and to mobilize local resources from the statutory, voluntary and community sectors to address these priorities.

Family Support Hubs are multi-agency networks of organisations that either provide early intervention services or work with families who need early intervention services. Hubs ensure improved access to early intervention family support services by matching the needs of the referred family to the appropriate service provider. The communications strategy and action plan outlined below will support the partnership to achieve these recommendations

2.0 Communications Sub Group

A Communications Sub Group has been established by the Partnership to devise a communications strategy and action plan to support the partnership to achieve its aims. The Group will meet quarterly or as required. (See Appendix 1 for Terms of Reference).

Members of the CYPSP Communications Sub Group have been nominated by partners of the CYPSP to represent their organisation. CYPSP Communications Sub Group attendance will be recorded

Membership of the Group is representative of the various associates on the Partnership as follows:

Member's name	Organisation
Maurice Leeson (Chair)	Health and Social Care Board
Anne Hardy	Health and Social Care Board
Franziska Hewitt	Youth Justice Agency

John Martin	Belfast Education and Library Board, (representing the 5 ELBs)
Jonathan Blease	Northern Ireland Housing Executive
Lee McArdle	Health and Social Care Board (also representing HSC Trusts)
Lisa Maginnis	Probation Board Northern Ireland
Lorraine Wallace	Local Government
Sinead Simpson	CSU, Department of Justice
Stephanie Thompson	Health and Social Care Board
Valerie Maxwell	Health and Social Care Board
Vacancy	Police Service Northern Ireland
Vacancy	Community sector representation
Vacancy	Voluntary sector representation

3.0 Communication Aims and Objectives

The overall aim of this strategy is to support and communicate effectively the work of the Children's and Young People's Strategic Partnership.

The following are the key objectives of the communications strategy:

- To increase awareness and understanding of CYPSP with internal and external stakeholders
- To demonstrate how CYPSP makes a difference to the lives of children and young people.

It will do this through:

- Developing an annual communication action plan that will effectively generate a high level of awareness to both internally and external stakeholders to ensure that they are kept informed of relevant developments and initiatives of the Partnership.
- CYPSP members will identify good news stories from individuals, groups or initiatives where CYPSP has made a real difference in children and young people's lives. The Communications Group will promote these stories.
- Ensuring clear, consistent guidelines for effective communications at a regional and local level to fully support the Partnership's role of improving the wellbeing and realisation of rights of children and young people across Northern Ireland.

- Promoting the involvement of children and young people, parents; families; communities; agencies; departments of government and other partnerships.
- Supporting the Partnership by providing direction and guidance on key messages.
- Ensuring all partner organisations communicate effectively with each other and their stakeholders and have a system in place for highlighting all emerging issues at regional and local level.
- Exploring new and innovative ways, including social media, to effectively communicate to the wider public.

4.0 Communications principles

It will be the responsibility of all members of the Partnership and Communications Sub Group to support the communications strategy adhering to agreed principles:

- All documentation should be written in a reader friendly, jargon free way following the CYPSP branding guidelines;
- Printed material should include a notice that alternative formats may be made available on request e.g. Braille, on disc, on audio cassette or in alternative languages for anyone not fluent in English;
- All printed material will be produced to ensure that information is disseminated in an accessible, timely and efficient manner;
- All communications will be cost effective, using value for money principles;
- The most appropriate communications tools for each stakeholder group's needs and preferences will be determined with particular attention to the needs of children and young people;
- Two way communications will be encouraged so that the views of all stakeholders are listened to and responded to;

- CYPSP member organisations should share the CYPSP resources and documentation as appropriate within their own organisations to promote the work of the CYPSP;
- Underpinning all of the communications will be the need for targeted, timely, relevant, accessible and open and honest communications.

5.0 Target audiences

It is important to outline CYPSP's internal and external audiences to ensure that the Partnership adopts the most appropriate communication channels to effectively deliver its key messages to each respective target audience.

Within the membership organisations there will be a need to target:

- CEO's or persons responsible for strategic development;
- Key personnel responsible for activities/services which directly impact on outcomes for children and young people;
- Other personnel whose work impacts on children and young people but who are unaware of the link.

This stakeholder list is a very broad list which may be further broken down. Particular stakeholder groups will be identified in the accompanying action plan which is part of this strategy.

Internal Audiences:

- CYPSP Partner Agencies/Organisations (See Appendix 2);
- Relevant Community and Voluntary organisations
- Sure Starts
- Government Departments
- Society of Local Authority Chief Executives (SOLACE -Local Government)
- Education and Library Boards
- Individual Chief Executive Officers (CEOs) of CYPSP Partner Agencies/Organisations and/or persons responsible for strategic development;
- Key personnel responsible for activities/services which directly impact on outcomes for children and young people within CYPSP Partner agencies/organisations;

- Other CYPSP Partner agencies/organisations' personnel whose work impacts indirectly or through their contact with them on children and young people.

External Audiences:

- Children, young people, parents, carers and families
- Government Ministers and Special Advisors
- Government Departments
- Policy Advisors
- Members of Local Assembly (MLAs) (Inc. All Party Working Group on Children and Young People)
- Local councillors
- Regional Quality Inspection Agency (RQIA)
- Patient Client Council
- Social Care Institution of Excellence (SCIE)
- Education bodies/universities
- Professional bodies
- Northern Ireland Local Government Association
- Media (in particular NI health and education media who normally report on children and young people stories)
- General Public
- Cooperation and Working Together (CAWT)
- Primary Care Practitioners

6.0 Key messages

A number of key messages have been developed to help inform all communications on behalf of CYPSP.

Key messages include;

1. The CYPSP is a multi-agency partnership made up of leadership from community, voluntary and statutory sector organisations working together to improve children and young people's lives in Northern Ireland;
2. The CYPSP will contribute towards improving the six high level outcomes outlined in the ten year children and young people's strategy, Our Children and Young People, Our Pledge (2006-2016);
3. Children, young people, parents and carers are active participants in the CYPSP process. Listening to them is the key to understanding what works well and is central to setting the

CYPSP priorities in order to improve outcomes for all children and young people in Northern Ireland;

4. The CYPSP has adopted an early intervention approach to improve outcomes for children and young by ensuring support is provided at the right time and as early as possible.
5. The CYPSP endorses the “Whole Child” model which establishes a common way of understanding how society impacts upon children and how children impact upon society. The CYPSP will deploy the most effective and efficient manner that supports the holistic view of childhood.

7.0 Communication channels

A range of communication tools will be utilised internally and externally to effectively reach all stakeholders and the wider public who will have interest in the work of the partnership. These tools will include;

- Branding
- Media releases (newspaper articles, television and radio)
- Social media
- E-zines
- Meetings
- Workshops
- Consultations
- Photography
- Journalist briefings
- Events
- Email
- Surveys
- Design and print publications
- Promotional materials (leaflets, plans, monitoring reports)
- Partnership communications channels (newsletters, websites, Intranets)

For more information on the CYPSP communication channels please see the CYPSP supporting documents.

8.0 Costs

Costs/budget to be determined.

The following costs may be incurred; organising events, design and print of promotional material and advertising, photography.

9.0 Implementation

A communications action plan can be viewed in Appendix 6. It will be implemented with immediate effect and will be reviewed annually. The Chair will submit regular updates on communication processes to the Partnership.

10.0 Evaluation

Regular evaluation and monitoring of the Partnership's work will help determine its success. The Communications Sub Group will establish a process to evaluate all aspects of the communications plans.

Evaluations will be conducted under the following areas:

- Positive/balanced media coverage;
- Website traffic reports;
- Social media activity;
- Measure investment in promotional materials and how they have been used;
- E-zine statistics (number of openings, link tracking, number of unsubscribes)
- Surveys (in person and online)