



Prevention Strategy 2019 - 2024

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1. Introduction

Every individual has the right to be protected against harm and exploitation, and a right to dignity and respect. It is everyone's responsibility to safeguard Adults at risk within our society.

SSAB leads and holds partners to account for safeguarding adults in the city to maximise positive safeguarding outcomes for those living in Sunderland, ensuring that for adults who are at risk or in vulnerable situations, the partners or agencies that support them and the wider community will:

- Enshrine a culture and workforce that will not tolerate abuse and neglect
- Have a robust framework for confidentiality and information sharing across agencies
- Undertake needs and risk assessments that record people's wishes and desired outcomes
- Balance risk, protection and safeguarding against preserving people's right to make decisions for themselves
- Raise awareness about abuse and neglect, with both staff and public
- Prevent abuse and neglect from happening, wherever possible, and have a range of options available to support people to be safe from abuse, which are tailored to their individual needs
- Where abuse and neglect does happen, support and safeguard the rights of people harmed to:
 - Stop abuse and neglect continuing
 - Access services they need, including advocacy
 - Gain improved access to justice
 - Ensure they have a role and express their desired outcomes

In order to improve the effectiveness of SSAB, in accordance with its statutory responses, the Board has the following vision:

People in Sunderland are able to live safely, free from neglect and abuse

2. Purpose of the Prevention Strategy

The Care Act (2014) Guidance outlines the six key principles that underpin all safeguarding work. The Care Act preventative measures are shown in Section 5.

Preventative measures are not the same as being overly protective of individuals, prevention is largely rooted in good observation and information sharing; the use of evidence-based research into the causal factors and 'at risk' indicators of abuse and neglect and the application of clear policy and procedural frameworks to guide and support those working to safeguard Adults.

Agencies have a fundamental role in preventing abuse and neglect wherever possible. Observant professionals and other staff making early, positive interventions with individuals, families and carers can make a huge difference to their lives, preventing the deterioration of a situation or breakdown of a support network. It is often when people become increasingly isolated and cut off from their families and friends that they can become extremely vulnerable to abuse and neglect. Agencies should implement robust risk management processes in order to prevent concerns escalating to a crisis point and requiring intervention under safeguarding adult procedures.

The most effective preventative strategies are those that enable Adults at Risk to take steps to make themselves safer and to be able to take power and control in their lives. Best practice is for organisations to make information accessible to people who may be at risk. Awareness-raising about what constitutes abuse or neglect for service users is also a significant preventative measure as this promotes vigilance and openness to the possibility that abuse or neglect may be happening.

In order to achieve these aims it is necessary to ensure that everyone (both individuals and organisations) are clear about their roles and responsibilities by creating multi-agency partnerships that provide timely and effective prevention of and responses to abuse and neglect.

3. Scope of the SSAB Prevention Strategy

This strategy focusses on preventing abuse amongst all Adults at risk over the age of 18 living in Sunderland. This includes all Adults at risk, with needs for care and support regardless of whether these needs are currently being met.

Prevention of abuse is an important part of the ongoing work of SSAB and is an essential part of the Strategic Delivery Plan 2019 – 2024.

The 2019 – 2024 SSAB Prevention Strategy sets the strategic direction for prevention in adult safeguarding and demonstrates the ongoing commitment of partner agencies involved with adults to promote safety, prevent abuse and protect Adults at Risk, while promoting the principles of [Making Safeguarding Personal](#).

SSAB has a strategic role that is greater than the sum of the operational duties of its core partners. It oversees and leads adult safeguarding across the City of Sunderland, and is interested in a range of matters that contribute to the prevention of abuse and neglect. This includes the safety of patients in the local health services, quality of local care and support services, and awareness and responsiveness of further education services. SSAB will need intelligence on safeguarding in all providers of health and social care in its locality (not just those with whom its members commission or contract). It is important that SSAB partners feel able to challenge each other and other organisations where it believes that their actions or inactions are increasing the risk of abuse or neglect. This will include commissioners, as well as providers of services.

Although adult safeguarding is overseen by the Council's Adult Social Care service, adult safeguarding cuts across partner organisations and other council services such as the Safer Sunderland Partnership. There are a number of cross-cutting issues around domestic abuse and violence against women and girls, mental ill health and substance misuse. This strategy will link in with work going on in other partnerships and strategies to ensure that shared issues are addressed collaboratively.

By delivering this strategy, it is anticipated that more people living in the City of Sunderland will be able to live a life free from harm, whilst living their own lives and making their own decisions.

4. Local Context

Sunderland is a large city in the North-East of England with a population of 278,500 (mid-2017 population estimate). Adults aged 18+ account for 224,700 of the population. Sunderland has 19.5% neighbourhoods in the most deprived 10 percent of neighbourhoods nationally on the Index of Multiple Deprivation 2015. This ranks Sunderland as the 34th local authority with the highest proportion of LSOAs (lower layer super output areas – areas of the city which are smaller than wards) in the most deprived 10% nationally (with 1st being the local authority district with the largest proportion of highly deprived neighbourhoods in England).

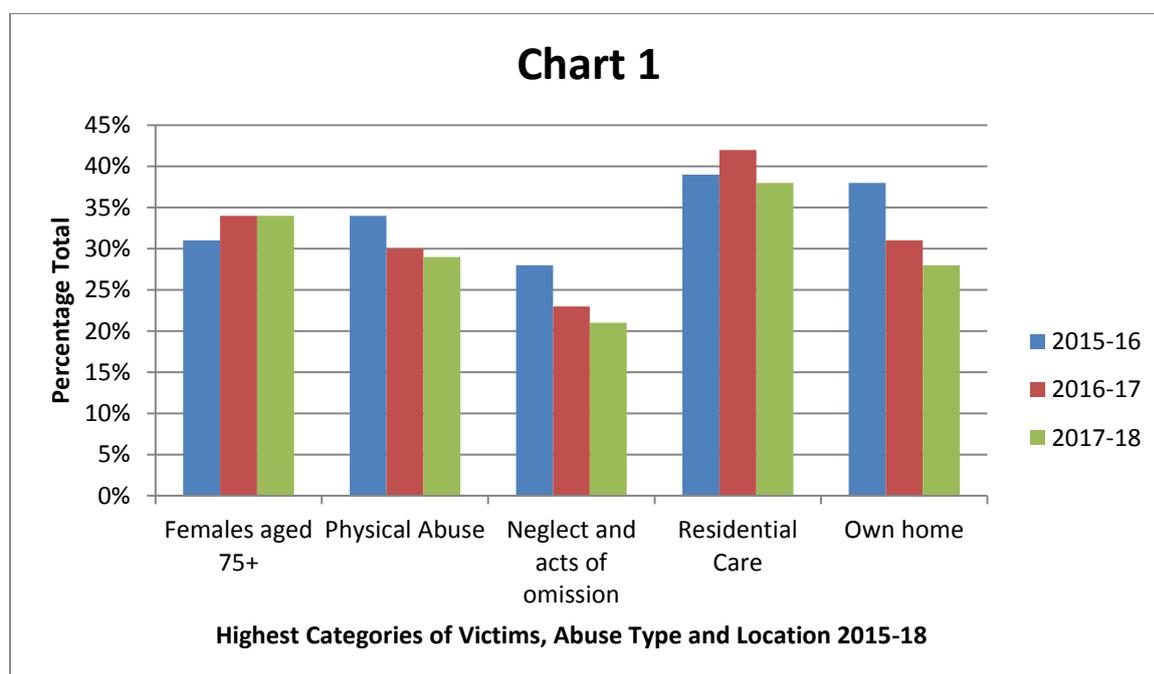


Chart 1 above shows the highest category of victims, types of abuse and location of abuse in the period 2015 – 2018. For the period of 2015 – 2018 females aged over 75 account for the highest proportion of safeguarding adult concerns received. Physical abuse has remained the largest alleged category of abuse, with neglect and acts of omission the second largest. The main location of alleged abuse of concerns raised remains permanent care, with the individuals' own home second. 2525

safeguarding adult concerns were raised in 2017-18, with a projected volume of 2610 in 2018-19.

5. Priorities

The Care Act (2014) Guidance outlines the aims of adult safeguarding and the preventative role as follows:

- To prevent harm and reduce the risk of abuse or neglect to adults with care and support needs
- To safeguard individuals in a way that supports them in making choices and having control in how they choose to live their lives
- To promote an outcomes approach in safeguarding that works for people resulting in the best experience possible
- To raise public awareness so that professionals, other staff and communities as a whole play their part in preventing, identifying and responding to abuse and neglect

In addition, the Social Care Institute for Excellence (SCIE) collated a list of key points ([SCIE Report 41](#)) in the prevention of abuse and neglect, which SSAB partners are committed to:

- Identifying people most at risk of abuse
- Raising public awareness
- Information, advice and advocacy
- Training & workforce development
- Policies and procedures
- Community links and support
- Legislation and regulation
- Inter-agency collaboration
- Promoting empowerment and choice

Agencies should implement robust risk management processes to prevent concerns escalating to a crisis point and requiring intervention under safeguarding adult procedures. Partners should ensure that they have the mechanisms in place that enable early identification and assessment of risk through timely information sharing and targeted multi-agency intervention.

Members of the public play a vital role in safeguarding Adults at risk through the prevention and detection of abuse and neglect. Consequently, it is the responsibility of all agencies and professionals to play their part in ensuring that there is a good level of public awareness of adult abuse and neglect, and how concerns can and should be reported.

With consideration given to the above-mentioned aims and principles, SSAB has identified the following priorities, each of which has detailed actions outlined in the Prevention Strategy Delivery Plan (appendix 1):

1. We are assured that safeguarding is person-centred and outcomes-focussed, adhering to the principles of [Making Safeguarding Personal](#)
2. We work together as a partnership to prevent abuse and neglect
3. We respond to abuse and neglect in a timely and proportionate way
4. We are committed to learning and improving, and sharing the learning across the partnership

Prevention Strategy Delivery Plan 2019-2024

Measuring & monitoring effectiveness: The Prevention Strategy Delivery Plan will be monitored by the SSAB Quality Assurance (QA) sub-committee to ensure it meets the objectives and outcomes of this strategy for Adults in Sunderland. The group will report quarterly to the SSAB Partnership Group. The Learning and Improvement in Practice (LIIP) sub-committee will be responsible for reporting to the QA sub-committee regarding any actions allocated to it.

The prevention theme will run through the activities of the Sub Committees, Partnership Group and Board. Data around prevention activity will continue to be reflected in the Performance Framework. Outcomes from Prevention Strategy activity will be included in the Board's Annual Report. Board member agencies will undertake the Quality Assurance Framework (self-audit) exercise on a two-yearly cycle, and this includes prevention themes. The Service User Survey and other activities undertaken to capture the service user voice will continue to help steer the Board in its safeguarding adults preventative activities.

1. Making Safeguarding Personal and the service user voice			
	Objectives	Actions	Success Criteria
1.1	Strengthen links with area committees and community and voluntary sector	Share safeguarding adults messages with area committees and community and voluntary sector, and invite representatives to be part of task & finish group work to share their individual expertise	Safeguarding adults messages are regularly shared across communities.
1.2	Explore ways to further involve service users in the work of the Board	Using Healthwatch to support achievement of 1.2, by: <ul style="list-style-type: none"> Commissioning them to undertake further service user surveys on the Board's behalf Using Healthwatch's social media accounts to spread key safeguarding adults messages <ul style="list-style-type: none"> Accessing Healthwatch's existing focus groups and consultation groups (e.g. community groups, care home residents groups), using specific questions about safeguarding adults to gain valuable 	Service users are involved in work on a range of safeguarding topics and report feeling positively involved/voice heard.

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		<p>insights when they are undertaking consultation and feedback work</p> <ul style="list-style-type: none"> Using Healthwatch to support the promotion of SSAB events, workshops, conferences, and the National Safeguarding Week awareness-raising campaign 	
1.3	Promote the local advocacy services	Review current arrangements to ensure information about the local advocacy services is made available to all who may need them and assure SSAB that this has been done.	Assurance provided to SSAB that advocacy services are being promoted/offered to all those who may need them.
1.4	Results of service user surveys undertaken by SSAB partners used to guide current and future prevention activities	Partner agencies share the results & recommendations from their service user surveys with the SSAB	Results of service user surveys undertaken by SSAB partners guide current and future prevention activities.

2. Promoting Self-Protection and Raising Public Awareness			
	Objectives	Actions	Success Criteria
2.1	Identify local safeguarding issues and themes	<p>Explore commissioning of analysis of social media to identify local safeguarding issues and themes</p> <p>Extract key themes from SSAB intelligence (learning reviews, performance data) to identify key themes and issues affecting the Sunderland population</p>	Social media analysis results and performance & intelligence data inform current and future prevention activities.

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2.2	Work with school children to enable them to identify signs of abuse and neglect, raising prevention awareness for future generations	SSAB requests SSCP to explore and lead on this objective and will support any SSCP activity in this area as appropriate	SSAB is assured that school children are being enabled to identify signs of abuse & neglect, raising awareness of abuse and neglect in future generations.
2.3	Broaden the delivery of the safeguarding message and embed in workforce culture, e.g. hairdressers, window cleaners, street cleaners	<p>Consider methods of communicating safeguarding information to wider workforce Consider wider promotion of multi-agency training and safeguarding conferences</p> <p>Strengthen links with wider workforce via staff forums and support networks e.g. unions</p>	<p>Increase in concerns being raised from public/other workforce sectors.</p> <p>Assurance exercise will gather information on what events partner agencies have attended over the course of the year. Assurance to SSAB that partner agencies are providing relevant information to the public during community events.</p>
2.4	Consider range of methods of communication with the public to increase the diversity of individuals receiving safeguarding messages	<p>Strengthen social media presence across partners in relation to sharing safeguarding adults messages.</p> <p>Examine other methods of communication, e.g. bus shelter adverts, petrol pump adverts</p> <p>SSAB members will organise for their agencies to attend relevant community events to raise awareness and provide information for the general public</p> <p>Explore development of a safeguarding app: - Scope current available safeguarding apps and determine suitability for use in Sunderland</p>	<p>Safeguarding adults messages shared across a wider range of public outlets.</p> <p>Modern technology is used to disseminate safeguarding adults messages</p>

		<p>- At a later date, undertake an appraisal/assurance exercise with frontline staff about the current apps, to identify usage, usefulness, and any gaps in information, to inform a decision about developing a Sunderland-specific app versus continuing to promote nationally-available apps.</p> <p>SSAB participates in National Safeguarding Week (18th – 24th November 2019) campaign and highlights other key awareness days/weeks/months throughout the year</p> <p>Explore broader engagement on wider 'staying safe' safeguarding topics, e.g. trading standards around scams and rogue traders - engage with Trading Standards colleagues in the Council to expand this engagement.</p>	<p>A range of events, social media messages and activities take place in National Safeguarding Week, and other awareness campaigns are highlighted as appropriate.</p> <p>Safeguarding adults & Trading Standards work more closely together on wider 'staying safe' topics.</p>
2.5	Develop links with local media to share articles to raise safeguarding awareness	Put forward articles to local media about safeguarding adults, e.g. 'what to do if you are concerned about someone'.	Articles about safeguarding issues appear in the local media.
2.6	Undertake themed awareness campaigns on safeguarding issues, linked to the themes that emerge from performance data and audits.	Organise some messages /activity as part of National Safeguarding Week that reflects the theme of self-neglect (locally agreed theme for 2019).	Campaigns are undertaken which are linked to themes that emerge from performance data and audits.

3. Themed Prevention Activity			
	Objectives	Actions	Success Criteria
3.1	<ul style="list-style-type: none"> • Complete the planned self-neglect audit as planned to gain assurance of partners understanding and action taken across the partnership • Consider how further training, communication and awareness raising activity can be delivered across the partnership particularly for the universal services with a focus on: <ul style="list-style-type: none"> - Potential early identification of self-neglect in order to signpost to prevention /support services at the earliest opportunity to prevent escalation and the need for safeguarding intervention. - Identification of potential/suspected self- 	<p>Self-Neglect Audit completed August 2019. Results report going to November QA Sub Committee.</p> <p>Actions in line with the bullet 2 objective.</p>	<p>Audit recommendations considered & taken account of.</p> <p>Training, communication & awareness raising activity undertaken in relation to self-neglect.</p>

	neglect and opportunities for intervention and referral to appropriate services.		
	<ul style="list-style-type: none"> • Partners to consider processes for identification of potential self-neglect, support and referral arrangements with a particular focus on the cohorts identified: <ul style="list-style-type: none"> • Males and females account for the same level of concerns for self-neglect - Individuals aged 50+ with physical support needs account for the highest group for whom concerns are raised, followed by individuals aged 50+ with MH needs, individuals aged 18-49 with MH needs and individuals aged 18 – 49 with LD. - The majority live in their own homes at a private address. 	Partners to report to SSAB on how they deal with self-neglect cases and any good practice/improvements recently made.	SSAB receives assurance that self-neglect cases are being dealt with robustly.

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	<ul style="list-style-type: none"> - The majority of concerns are raised about White British individuals 		
	<ul style="list-style-type: none"> • Consider a targeted campaign for identified cohorts and their families on self-neglect, its impact, how to access support and what to do if you are concerned about an individual. 	<p>Self-neglect is a local theme for the National Safeguarding Week activities.</p>	<p>Raised awareness of self-neglect issue and increased awareness of what to do if someone is concerned about an individual.</p>
3.2	<p>Use any profiling data to support the direction of prevention activity, training & awareness raising.</p>	<p>Investigate profiling the risks for specific groups such as Learning Disability; Mental Health; Carers; Older People. Profiling results could be used to help frame SSAB plans, prevention activity, training & awareness raising.</p>	<p>Profiling results are used to support the direction of prevention activity, training & awareness raising.</p>

4. Sharing Learning & Good Practice			
	Objectives	Actions	Success Criteria
4.1	Explore opportunities to share good practice	Produce & disseminate more good practice examples using a range of media, such as SSAB Newsletter, website, partners' social media & websites, staff meetings, etc	Good practice is routinely shared widely.
4.2	SSAB multi-agency procedures to be streamlined and made more user-friendly and promoted by partner agencies to frontline staff.	Content amended and reorganised to streamline & make it more accessible – this can be tested in an assurance exercise of a sample of workers from partner agencies accessing & navigating the Procedures and	Procedures are more streamlined & user-friendly.

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		<p>providing feedback</p> <p>As part of the Procedures relaunch, partner agencies commit to raising the profile of this resource with their frontline staff.</p> <p>Consider development of or reference to regional procedures, where appropriate</p>	<p>Frontline staff across agencies are made aware of the resource and use it to inform practice in relation to safeguarding issues.</p> <p>Consistency across areas, where there is a shared benefit.</p>
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