



Sunderland Safeguarding Adults Board

Prevention Strategy 2025 – 2029

Introduction

The aim of adult safeguarding is to prevent harm and reduce the risk of abuse or neglect to adults. It is also about enabling and empowering adults to live their lives as they wish, and raising public awareness so that communities alongside professionals, play their part in preventing, identifying, and responding to abuse and neglect.

Under the Care Act 2014, Safeguarding Adults Boards have a duty to develop and implement a strategy around the prevention of abuse or neglect of adults at risk. Prevention and Partnership are two of the [six key principles](#) of adult safeguarding and as such form a vital part of adult safeguarding in Sunderland.

Vision

To improve the effectiveness of SSAB in accordance with its statutory responsibilities, the Board has the following vision:

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

SSAB’s vision for safeguarding adults in Sunderland can only be delivered effectively through the support and engagement of a wide range of partner agencies and organisation across the City. SSAB continues to work toward achieving its vision through the committed local partnership working between a range of organisations that comprise the membership of SSAB, the SSAB Partnership Group and sub-committees, working together with common objectives and commitments.

Priorities

With consideration given to the aims of adult safeguarding and the six key principles, as defined in the Care Act 2014 Statutory Guidance, SSAB has identified the following strategic priorities:

- USER ENGAGEMENT
- COMMUNICATION
- MULTI-AGENCY TRAINING
- MEASURING SUCCESS
- LOCAL AREAS OF RISK:
 - Homelessness & Asylum Seekers/Refugees/Immigrants

- Self-Neglect
- Mental Capacity
- Responding to organisational changes (understanding impacts)
- Focus on Safeguarding and Presentation of Younger Adults (up to 25 years) (linked to care experienced cases)
- Substance misuse (alcohol and drugs) - SSAB adding value to the work of Public Health & others
- Independent providers' market - changes and consequences for safeguarding: working together as a system
- Understanding the changing demographics in Sunderland and what this means for SSAB - working towards communications and activity reaching the right people

Prevention Strategy

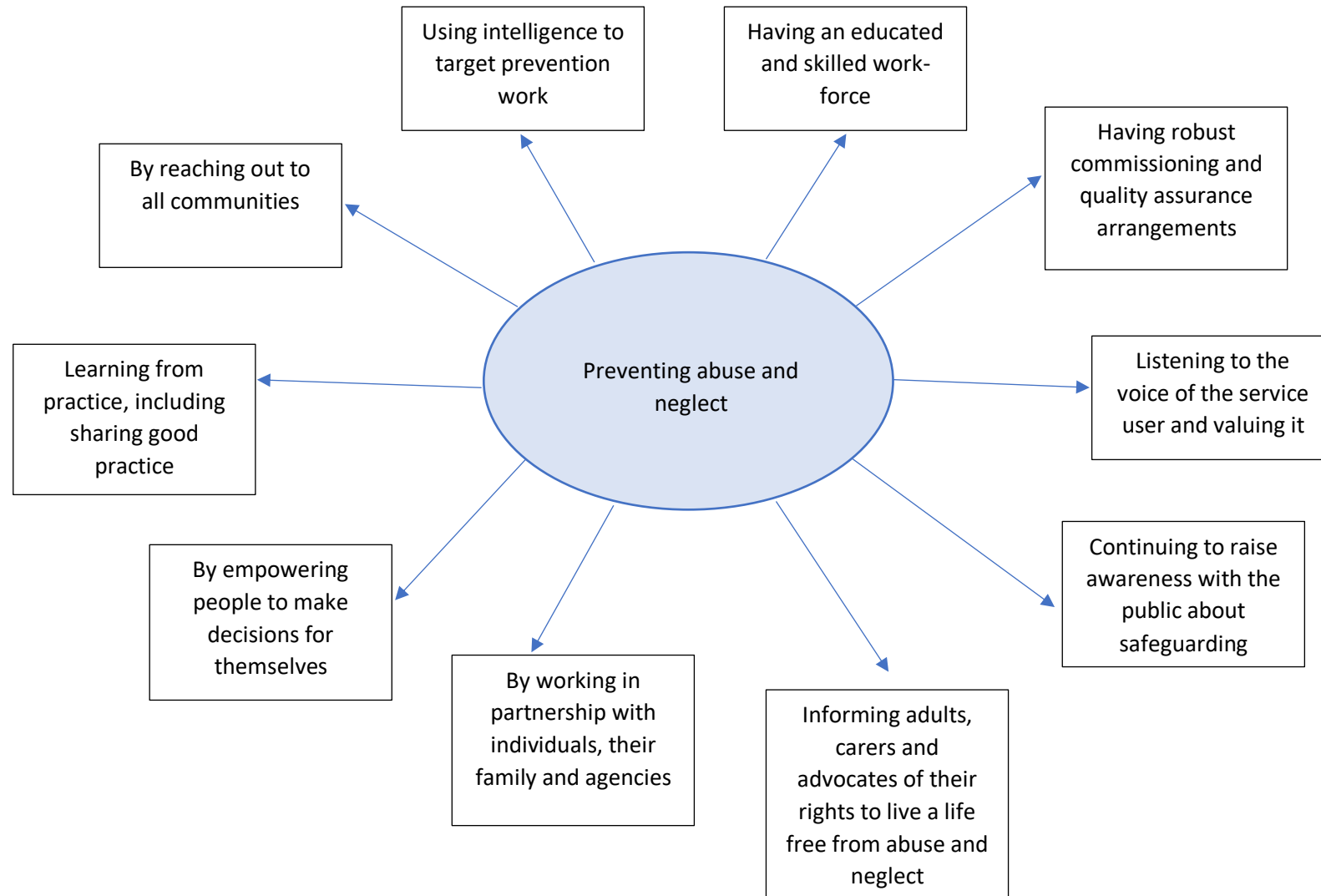
SSAB has developed a Prevention Strategy to set out the SSAB's approach to prevention, as this is a key priority that can have a positive impact on wider public 'keeping safe' issues as well as other safeguarding priorities.

Link to other Guidance: Professional Curiosity

Professional curiosity is the capacity and communication skill to explore and understand what is happening with an individual and/or within a family. Professional curiosity was an issue picked up in SSAB's 'Alan' Safeguarding Adult Review (SAR), published in August 2021. As a result, SSAB produced Professional Curiosity Guidance (published on the [SSAB website](#)).

This Prevention Strategy document should therefore be read and taken account of in conjunction with the Professional Curiosity Guidance, as safeguarding adults prevention activity will be more successful when a professionally curious approach is taken to interactions with individuals and their families, in order to maximise positive outcomes and also meets Making Safeguarding Personal principles.

How will SSAB Achieve its Vision?



How will SSAB Measure its Success?

SSAB will ensure that actions linked to the aims in this strategy are included in its Work Programme and will measure success by the achievement of those aims and ultimately, our vision that *'People in Sunderland are able to live safely, free from neglect and abuse.'* This means we will:

- Be assured that safeguarding in Sunderland is person-centred and outcomes-focussed, adhering to the principles of Making Safeguarding Personal
- Work in partnership to prevent abuse and neglect
- Respond to abuse and neglect in a timely and proportionate way
- Be committed to learning and improving, and sharing the learning across the partnership
- Put an emphasis on prevention in all multi-agency SSAB learning opportunities

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