

Monthly Comms for Parents Carers and YP - Jan 22

identify progress/whats changed and explain what difference it will make for cyp/families or reminder to cyp and families of key information

	Content	Social Media	Parent Carers bulletin	Cascade to YP ¹	'Inclusion News' for Practitioners ²	Any additional audiences
Priority 1	<p>Local Offer website: November stats: Unique visitors 2,372, New: 881, Returning: 1,491 December stats: Unique visitors 1,439, New: 622, Returning: 817</p> <p>Local Offer Social Media: Numbers also remain high: 12.2k Twitter impressions and 28,009 post views on Facebook. Things promoted on social media this time include: Job opportunities and work experience for young adults with SEND, Speech and Language Therapy, Short Breaks and inclusive clubs, SEND Christmas support, voluntary organisations, mental health support, Christmas activity guide, CYP survey, child exploitation awareness webinars, carers rights awareness and more. Impact: greater awareness of resources amongst families, practitioners and communities</p> <p>Website updates since last report: New Early Help animation published and Early Help page content refreshed Impact: clearer information for families on scope of help available and how to access it.</p> <p>Family Hubs now have individual service records promoting offers Impact: clearer information for families on scope of help available and how to access it.</p> <p>Updated contact details page, providing quick reference contact information for popular services Impact: clearer access for families to the teams they may be involved with.</p> <p>SEND Support at Christmas flyer 19k on social media Impact: families given one point of reference for help over the festive period</p> <p>Time To Listen events publicised through website and social media – well attended with feedback survey to attendees currently underway. More planned for Spring 22. Impact: improved communication and relationships between families and LA/Health.</p>	Y	Restarting Feb 22			
		Y				
		Y			Y	
		Y				
		Y				
		Y			Y	SENCO Bulletin
		Y			Y	SENCO Bulletin

¹ Please keep it simple – Easy Read

² Please detail target audience if not system wide

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	Comms with schools and practitioners: SENCO Bulletin and Inclusion News newsletters continue to be sent out approximately fortnightly and continue to be well received, with content being submitted from all areas of the system.					
Priority 2	<p>SENCO Bulletin continues to be communicated out to schools – jointly produced by SES and Web & Comms Team, but looking to widen this to also incorporate other information SENCOS might find helpful – Health referral processes, funding deadlines etc. We will also ask schools to help distribute new family newsletter through these channels.</p> <p>Feb 22: work underway to</p> <ul style="list-style-type: none"> • Develop a SENCO Calendar to help SENCOS better understand timelines around e.g. Annual Reviews, High Needs Funding applications etc – this will also be available for families on the website. • Review and refresh Annual Review training as needed – SENCO forum w/c 17/1/22 has some training on this for new SENCOS, and Sue Willgoss from SPCF to work with SES to develop resources from a family's perspective – could be static or video/animation based. 					SENCO Bulletin
Priority 3	Work is ongoing to update Alternative Provision and Capital Programme sections of website.					
Priority 4	<p>Feb 22: Understand our current offer for Post 16 SENCOS and communicate / develop as appropriate as this has been identified as an area where families often don't feel communicated well with.</p> <p>Feb 22: Work underway to identify inclusive driving instructors across the county to address one of the YP "I Statements" in this area – families being asked for recommendations via social media and newsletters with a view to then promoting via the Local Offer website.</p>					
Inclusion Team						
SEND Programme Board						

