

Monthly Comms for SEND Stakeholders - March 22

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

	Content	Parent/ carers	Cascade to YP ¹	Practitioners/L A Officers/CCG Colleagues	Schools/ Education Setting	Any additional audiences
Priority 1	<p>Local Offer website: January: Total visitors 2,440, New: 1,025, Returning: 1,415 February: Total visitors 2,176, New: 828, Returning: 1348</p> <p>Local Offer Social Media: 8.6k Twitter impressions, 6.7k Facebook reach Things promoted on social media this period include: Time to Listen appointments, "Is this ok" sexual abuse helpline, parenting hubs, short break activities, new newsletter, February half term activities, SEND safer internet resources, Children's Mental Health week, SENDIASS, SPCF and update letter from Ros on Independent Review progress. Impact: greater awareness of resources amongst families, practitioners and communities</p> <p>Website updates: New SENCO Central page and printable SENCO calendar Time To Listen events SEND Capital programme update Independent Review update Provider Services update (formerly QA team) Impact: clearer information for families and schools on help available and how to access it as well as our progress against our commitments.</p> <p>Local Offer News: First edition of newsletter went out mid Feb via email subscription list, comms email distribution database, Suffolk Headlines, SENCO Bulletin, Facebook and Twitter. Direct link to newsletter Next edition will be early April – content submissions can be sent to localoffer@suffolk.gov.uk Impact: greater awareness of resources amongst families, practitioners and communities.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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¹ Please keep it simple – Easy Read

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	<p>Web Platform: Staging site now being built by Idox; changes should be in test by April – we will then ask SPCF to run some sessions for parent carers to test and feedback on this.</p> <p>Impact: better search function and access to information.</p> <p>CYP Voice:</p> <ul style="list-style-type: none"> Meeting with Engagement Hub and Suffolk Youth Pledge to ensure SEND CYP feedback about what they need from employers is included in employers handbook. Video promoting SEND YP Network in Local Offer News and on social media. Flyer promoting YPN being produced to hand out at annual reviews CYP involved in interviews for family services managers SEND Friendly Communities: Survey has been created that CYP can access on their phone about where they feel safe in their communities. Associated QR code will be put on LO website and posters to be distributed. Logo competition being run- winning logo will be used as a badge for venues to display to show that CYP with SEND feel they are safe and supportive. <p>Activities Unlimited / Short Breaks:</p> <ul style="list-style-type: none"> February Half Term Activity Guide published <p>Impact: greater awareness of short breaks available to families across the county</p> <ul style="list-style-type: none"> 2000 renewal emails sent to AU members in receipt of personal budgets in the first week of Feb; with over 95% open rate. <p>Impact: significant freeing up of AU Business Support Team time, which enables them to respond to family enquiries and process personal budget payments more quickly.</p> <p>Workforce Development:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<p>SEND level 1 training has been updated and refreshed</p> <p>SOS team has been working with impower</p> <p>Reconnected with DCO in health to ensure health input to EHCP workshops</p> <p>Work is underway re induction materials for family services</p> <p>There is now a dedicated WFD lead for SEND.</p>					
Priority 2	<p>SENCO Bulletin continues to be communicated out to schools</p> <p>SENCO Calendar created and published on the LO as above</p> <p>Impact: clearer information available for SENCOs to enable Annual Reviews more effectively and be aware of support options available at each stage of the Graduated Response</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority 3	<ul style="list-style-type: none"> Specialist and Alternative provision pages updated on LO Provider Services page updated on LO as above Capital programme update published as above Comms have gone out around new Barnado's offer on EWH helpline, around new CHRIS Crisis MH Team, recruitment for LD/Autism keyworkers, GP/PCN MH keyworkers and the NDD pathway (see newsletter above) <p>Impact: families are better informed of both the support available and our progress against our commitments.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority 4	No updates to communicate in this period	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inclusion Team	<p>Reminded to all staff on Ideal Worker profile – Respect Individuality</p> <p>Update on finding from LGSCO, ensuring staff are recording accurately when securing provision for children and young people with an EHCP.</p> <p>Sharing and refreshing staff with how to make a MASH referral</p> <p>Update staff on reviewing of Capita and consideration of what Liquid Logic has to offer.</p> <p>Updated on Capacity Review and next steps</p> <p>Updated on IMPOWER partnership work across the SEND System</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	Impact: staff in Inclusion are kept up to date with ongoing progress across the SEND Strategy, updates and refreshers on service specific areas such as safeguarding to provide timely reminders.					
SEND Programme Board	<p>Feedback from SEND Programme Board – March 2022</p> <p>TW – How difficult LO website is – improvements – found it difficult let them know with has changed due to negative.</p> <p>Add to Allan's message.</p>					