

## 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 <sup>1</sup>	Practitioners/L A Officers/CCG Colleagues	Schools/ Education Setting	Any additional audiences
Priority 1	<p><b>Local Offer website:</b> March: Total visitors 2,274 , New: 856, Returning: 1,418 April: Total visitors 1,779, New: 764 , Returning: 1,015</p> <p><b>Local Offer Social Media:</b> a combined total of 30.5k for Facebook and Twitter</p> <p>Things promoted on social media this period include: Ros open letter for parents and carers, Improvements to East and West Suffolk Neurodevelopmental Pathway, Improvements in SEND education reform commended by Department for Education and NHS England, Activities Unlimited May Holiday Guide, SPCF Open Forum Event, New Suffolk Advocacy service <b>Impact:</b> greater awareness of resources amongst families, practitioners and communities</p> <p><b>Website updates:</b> <a href="#">Independent advice and support</a> <a href="#">Suffolk Neurodevelopmental Pathway</a> <a href="#">Frequently asked questions</a> <a href="#">Assessment and EHC</a> <a href="#">Open letter for parents and carers</a> <b>Impact:</b> clearer information for families and schools on help available and how to access it as well as our progress against our commitments.</p> <p><b>Web Platform:</b> Staging site received from Idox and testing commenced on 13/5/22. Session organised with SPCF 23/5 to review and test improvements, discuss further areas for change and development. <b>Impact:</b> Co-production of new site, improvements to search function, site navigation and display across devices.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> Please keep it simple – Easy Read

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	<p><b>CYP Voice:</b></p> <p>Survey has been created that young people can access on their phone about where they feel they can go in their communities and feel safe; campaign materials designed so we can map everywhere is suffolk yp with send feel safe. Promotion and cascade being planned</p> <p>Meeting between Engagement Hub and Suffolk Youth Pledge has taken place, information shared which will be included within the employer's handbook.</p> <p>Meeting with Engagement Hub and Suffolk Youth Pledge to ensure SEND CYP feedback about what they need from employers is included in employer's handbook – the book is currently being produced.</p> <p>Meeting between Engagement Hub and Suffolk Youth Pledge has taken place, information shared which will be included within the employers handbook.</p> <p>CYP have been involved in interviews for family services managers</p> <p>SEND Friendly Communities: Survey has been created meeting arranged to plan communications and disseminating to children, young people and their families</p> <p>Logo competition for “where SEND CYP” feel safe and supported has closed, entrants to be judged and a winner to be selected.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	<p><b>Activities Unlimited / Short Breaks:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Easter Holiday guide published</a></li> <li>• <a href="#">May Holiday guide published</a></li> </ul> <p><b>Impact:</b> greater awareness of short breaks available to families across the county</p> <ul style="list-style-type: none"> <li>• 1,773 personal budgets have been paid to eligible children and young people via the Activities Unlimited service</li> <li>• </li> </ul> <p><b>Impact:</b> Engagement with short break holiday guide, allowing families to access short break provision</p> <p><b>Workforce Development:</b> Training group re-established to review training brochure and content</p> <p>WFD in discussion with empower and QA re Family Services training needs</p> <p>Conversations underway re person centred plans and transition.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority 2	<p>SENCO Bulletin continues to be communicated out to schools</p> <p>SENCO Calendar updated</p> <p>Inclusion Services Training Survey cascaded via Suffolk Headlines and due in SENCo bulletin</p> <p>Subgroup meetings held within p2 for improving SEND journey for CYP</p> <p>A group around statutory processes – making these clear and accessible to all stakeholders – led by Fran and the FS team</p> <p>A group to ‘map’ Mental Health and Well-Being Services across the county – led and co-ordinated by Claire</p> <p>A group to look at how info around the universal offer from health is organised and presented – Nic and health colleagues to support</p> <p>LR attended to show developments to LO website and discuss improvements.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	<b>Impact:</b> clearer information available for SENCOs on the local offer, survey to provide information on key areas of training being used and opportunity for development areas					
Priority 3	Comms continue to be shared via social media and newsletters promoting changes to new Barnado's offer on EWH helpline, around new CHRIS Crisis MH Team, NDD pathway (work is currently underway to include NDD Waveney services) <b>Impact:</b> families are better informed of both the support available and our progress against our commitments.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority 4	WA attended Standards & Excellence meeting to share the SEND Strategy and work <b>Impact:</b> ensuring colleagues across the system are kept up to date with SEND developments	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inclusion Team	RS – inclusion core message newsletters for March and April,  Updates included: <ul style="list-style-type: none"> <li>• Ideal worker profile</li> <li>• SEND and AP green paper</li> <li>• LGSCO reminder</li> <li>• IMPOWER – progress update on work streams</li> <li>• DfE visit</li> <li>• Update guidance for schools re: EHCNA requests/advice</li> </ul> <b>Impact:</b> 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SEND Programme Board						

