

Monthly Comms Report for SEND Stakeholders – January 23

Strategic Meetings attended by Senior Leaders this reporting period	Associated Strategic Communications Output this reporting period
Cabinet Meeting 13/09, 11/10, 23/01 JLT SENDAB 19/09, 21/10, 25/11, 16/11 SEND Programme Board 29/09, 25/11 Priority Meetings, 6–15/9, 4-13/10, Priority Leads 16/09, 21/10, 18/11, 16/12 SPCF Strategic Meeting 20/09, 15/11, 11/12 High Needs Funding 22/09, 14/10, 03/11 SENCO Forum Media Briefings Roadshows, 7,10 & 14 November SASH/SPHA, CEON – 15/11, 13/12	<ul style="list-style-type: none"> • Core Messages • Head of Service Weekly Briefing • Local Offer Newsletter • Suffolk Headlines • SENCO Bulletin • Post roadshow comms

Comms Activity by Priority Area

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

Priority	Comms Activity this reporting period				Audience?								
1	Local Offer: social media Our social media channels received a combined number of 12.3k views on Facebook and 9k on Twitter.				Families, colleagues, education settings, other stakeholders								
1	Local Offer: current website Traffic: <table><tr><th>Month</th><th>Total</th><th>New</th><th>Returning</th></tr><tr><td>November</td><td>1727</td><td>739</td><td>988</td></tr></table>				Month	Total	New	Returning	November	1727	739	988	Families, colleagues, education settings, other stakeholders
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Priority	Comms Activity this reporting period				Audience?
	December	1097	519	578	
1	<p>Webpages updated since last report:</p> <ul style="list-style-type: none"> • New Improving SEND Services in Suffolk section which includes information on the SEND Strategy, SEND Capital Programme, Governance and Oversight, and Independent Review information. • Further additions to the Senco Central page • SEND Review Action Plan – Autumn update • SEND Capital Programme – phase 1 review • Inclusion Roadshows – Autumn 2022 update • Launched the AU Christmas Programme • SEND support Christmas flyer published and promoted • Updated the You said, we did page • New family services contact sheet published • Local Offer newsletter December published <p>Impact: Families are being consistently kept up to date with our progress; and the website is kept up to date to enable them to have access to the right information at the right time.</p>				Families, colleagues, education settings, other stakeholders
1	<p>CYP Voice / SEND Young Persons Network:</p> <ul style="list-style-type: none"> • New Source website launches March 23. Following feedback from CYP we will include a tile linking to it from the Local Offer rather than duplicating information across both sites. • Next YPN meeting is Feb half term at Geek Retreat <p>Impact: greater understanding of the difficulties our young people with SEND often face, and more platform for them to tell a wider audience how to make a difference.</p>				CYP

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1.	<p>Workforce development</p> <ul style="list-style-type: none"> Schools now have access to Suffolk CPD and can access eLearning and some F2F learning. SEND training and development brochure has been updated and shared widely SEND Good Practice Guide is being updated - available end Jan / beginning of Feb. Keys to Inclusion – Page Tiger is available. Can book through Suffolk CPD. Bespoke webinar from Legal for Family Services staff FAQs Training matrix / Induction Handbook for Family Services – work is ongoing. EHENA Advice eLearning currently in development – eta March WFD have recommissioned supporting CYP with autism training (NAS) and adults version (Autism Anglia) - virtual training available to all SCC staff. <p>Impact: greater awareness of the issues faced by CYP with SEND and their families, and a more knowledgeable and skilled workforce to address these issues.</p>	Colleagues Schools																											
1	<p>Inclusion Support Line</p> <p>Since the launch of the line in September the ISL have taken 143 calls – 135 from schools/education settings. Of those 135, the reason for the call is as follows:</p> <table border="1"> <tbody> <tr> <td>At Risk of Exclusion</td><td>10</td><td>7%</td></tr> <tr> <td>Attendance</td><td>8</td><td>6%</td></tr> <tr> <td>Escalation of SEMH</td><td>8</td><td>6%</td></tr> <tr> <td>Signposting to Services</td><td>70</td><td>52%</td></tr> <tr> <td>Support with GR</td><td>13</td><td>10%</td></tr> <tr> <td>Offer of Support</td><td>4</td><td>3%</td></tr> <tr> <td>EHCP Issue</td><td>7</td><td>5%</td></tr> <tr> <td>Other</td><td>15</td><td>11%</td></tr> <tr> <td>Total</td><td>135</td><td>100%</td></tr> </tbody> </table> <p>We are currently working to prepare the ISL Advisors for the line opening up to calls from Health and Social Care as well as the existing education settings.</p> <p>Impact: schools and settings are able to contact for more information throughout the week, providing clear information on processes and signposting to relevant services, thus improving provision for families. This impact will be rolled out across Health and Social Care colleagues in the coming months.</p>	At Risk of Exclusion	10	7%	Attendance	8	6%	Escalation of SEMH	8	6%	Signposting to Services	70	52%	Support with GR	13	10%	Offer of Support	4	3%	EHCP Issue	7	5%	Other	15	11%	Total	135	100%	Schools
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3	CETR & DSR workshops have been promoted across education & social care.	Inclusion Services & Social Care
4	A working group has been convened to update the Transitions Guide to reflect current arrangements and practice; particularly around transitions from DCYP/AU to Adult Care Services.	
1/2/4	WFD are researching person centred planning animation and resources that can be easily promoted and can then be included in the e-brochure and on LO website	
1/2/4	Joint work is underway between Web and Comms, the Engagement Hub, Early Help, Supported Internships, Disability Confident Employers and Family Services to review the current information available on post-16 options and how this could be improved. Impact: clearer information available for children and young people and their families available	
Inclusion Team	<p>Ros S – <u>Core Messages bulletin to Inclusion Staff Jan 23</u></p> <p>Updates included:</p> <ul style="list-style-type: none"> • Ofsted and CQC framework • Improving SEND Services in Suffolk • Encrypted emails • Phase transfer processes <p>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.</p>	Inclusion Staff