# AP revised v2 logo.jpg

**Example Media Communications Plan**

Prepared on behalf of the Adult Protection Committee/Chief

Officers Group

Date last updated: ……………….

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| **Title** | **Learning Review – X** |
| **Lead** | Adult Protection Committee/Chief Officers Group |
| **Initial preparation date** | DD/MM/YY |
| **Lead partners and key stakeholders** | * Council
* NHS board
* Health & Social Care Partnership
* APC
* Police Scotland
* Scottish Government
* Care Inspectorate
* The Crown Office
 |
| **Main communications contacts** | * Council
* NHS
* Health & Social Care Partnership
* Police Scotland
* Scottish Government
* Care Inspectorate
* Crown Office Procurator Fiscal Service
 |
| **Context** | Brief Description of the subject matter of the Learning Review together with key points. |
| **Aims** | * To reassure the local community
* To provide a coordinated response to questions and concerns raised internally across all agencies and externally with the public
* To deliver accurate information about the case, including roles and responsibilities and action taken
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|  | * To ensure that public confidence in the member agencies is appropriately supported
* To deliver a human and compassionate message about the tragic incident
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| **Communications outcomes** | * Balanced media reporting of the facts and key messages
* Ensure internal audiences, including elected members and members of health boards, are aware of the facts and key messages and the actions that are being taken within their own organisation, as appropriate
* Reporting of any action that has been taken or will be taken, as appropriate
* Tone of compassion, openness, transparency and willingness to learn if there are improvements to be made
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| **Target audiences** | * Direct family/proxies and/or Adult subject to the review
* Social work services across the Council and HSCP, as appropriate; NHS; Police Scotland (local)
* Local Elected Members and NHS Board Members
* Local communities
* Scottish Government
* Media
* Other partner stakeholders, as appropriate
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| **Other stakeholders for consideration** | * Local MSPs and MPs
* Care Inspectorate and Health Improvement Scotland
* Social Care staff; public sector workers
* General public
* Social Work Scotland
* SSSC
* Office of the Public Guardian (Scotland)
* Mental Welfare Commission
 |
| **Potential risks** | * Lack of coordination
* Inconsistent messages from partners
* Third-party media statements
* Lack of understanding/awareness of roles and responsibilities
* Off-the record briefing
* Media presentation of adult or child protection issues – wider media agenda
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|  | * Appearance of defensiveness
* Public expectation of action by responsible organisations – call for people to step down
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| **Strategy** | * Be compassionate, open, available and responsive – even if there is little new information that can be shared
* Hold information back by exception and only where there is precedent and/or a publicly justifiable reason to do so. Note – the reason will need to stand up legally and for example if information is requested under ‘Freedom of Information’
* Acknowledge any mistakes genuinely and upfront – explain circumstances consistently and clearly – confirm what action will be taken – why, by whom and when and what difference that will make
* Front the review through a single spokesperson but ensure partner agencies have what they need to respond to specific questions and on a timely basis
* Set the communication strategy – including the tone of response – through the APC/COG Group and deliver through the communication leads in each partner agency
* Agree timetable and channels for release of information. Key findings of the Review to be published online and agreed statement through a release to media. Social media to be monitored by communications leads and co-ordinated responses agreed as appropriate through council communications. Deal with interviews on request.
* Agree responsibilities for briefing target groups in advance of publication
* Coordinate initial media enquiries through an agreed lead agency but route responses through communication leads in individual partner agencies.
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# Communications Action Plan

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| **Requirements** | **Deadline** | **Audience** | **Action** | **Responsibility** |
| **Timetable agreed** |  | APC COGPartner agencyleads | * Communication strategy/action plan agreed by COG & APC
 | Lead Agency Communications (co-ordination) |
| **Report and/or executive summary** |  | APC COGPartner agency leads | * Full report and/or Executive Summary agreed and signed off
 | APC |
| **Key messages** |  | APC COGPartner agency leads | * Key messages from the report developed and agreed
 | Lead Agency Communications (co-ordination) |
| **Spokespeople** |  | APC COGPartner agency leads | * Lead spokesperson for the review agreed, following media training feedback
 | APC & COG |
| **Public Statements** |  | APC COGPartner agency leads | * Press statement and publication arrangements finalised and agreed
* Questions and Answers – on process etc.
* Background notes for Editors
 | Lead Agency Communications to draft and agree through Communications leads |
| **Day of publication – internal briefings** |  | Direct staff Family Administration | * Face-to-face briefing on key messages including findings, action
 | APC to upload report to Adult Protection website and |

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| **Requirements** | **Deadline** | **Audience** | **Action** | **Responsibility** |
|  |  | Group Leaders/Conven orsAll members MSPsMPs Otherstakeholders as appropriate | and responsibilities, how to handle questions and timetable ahead* Provide link to report online
* Provide copy of agreed media statement being issued
 | provide link to Communications leadsRelevant services to carry out appropriate staff briefingsFamily liaison contact to meet with family.Communications leads to ensure their own appropriate stakeholders are provided with information |
| **Day of publication****- media** |  | Media Public | * Report online
* Intranet
* Media statement
* Partner websites
* Social Media monitored
* Interviews on request?
* Media monitoring
 | Lead Agency Communications and Communications leads |
| **Post publication** |  | APC COGPartner agencyleads | * Evaluation of media coverage
* Report back to COG
 | Lead Agency Communications |

**Media response**

**Issues highlighted by the Learning Review:**

**Key media messages:**

**Potential media questions:**

* Why is the Learning Review not being published in full?
* Why is the Learning Review not being published?
* Services are failing adults at risk of harm. Are vulnerable adults safe in in this area? Is the system broken?
* It seems that there is catastrophic service failure. Who is responsible? Why is no one losing their job over this?
* This Learning Review highlights recurring themes highlighted in previous reviews. Why are you not learning from past reviews?
* Staff don’t appear to understand the processes and procedures they need to do their jobs properly. Is there an issue in terms of lack of training/resources? Or have staff been negligent?
* Will this happen again?