

A magnifying glass is positioned over a light blue background. Inside the lens, the text "Abuse don't tolerate it don't ignore it do report it!" is written in a bold, black, sans-serif font. The text is arranged in four lines, with "Abuse" on the first line, "don't tolerate it" on the second, "don't ignore it" on the third, and "do report it!" on the fourth. The magnifying glass handle is visible at the bottom left of the lens.

# Briefing Note

Working with The Safe Durham Partnership *Altogether safer*

## Briefing Note March 2011

County Durham Safeguarding Adults Partnership is working with other Local Authorities across the North East to develop and implement a regional information campaign to raise awareness and help protect vulnerable adults. The Campaign is being supported by the Association of Directors of Adult Social Care (ADASS) who have provided funding from the Regional Improvement and Efficiency Partnership (RIEP).

The 'See it, Report it' campaign has been developed to raise the profile of the safeguarding adults agenda and aims to promote a greater public understanding of vulnerable people who are neglected, abused or taken advantage of. It's hoped that the 'real life' stories which feature in the campaign will connect with people and highlight how important it is to report their concerns.

A two week radio campaign will be launched on 14 March 2011 on Real Radio to seek to engage the general public with the sensitive nature of the campaign's stories. Four different scripts / scenarios will be used for the broadcasts, which will be aired 10 per day Monday to Friday and eight times on Saturday.

The ads will promote a Micro website and a single telephone number to call when reporting abuse which will be available for a twelve month period. A telephone caller will hear a pre recorded message giving the contact numbers for each of the Local Authorities, plus advice on reporting if an incident occurred outside of the region.

The campaign will be complemented by posters which display each of the four scenarios used in the radio scripts. Copies of these posters will be available on our website at [www.safeguardingdurhamadults.info](http://www.safeguardingdurhamadults.info)

It is envisaged this campaign may result in an increase in enquiries and safeguarding referrals received in Durham and across the region. Referral rates will be reported to the regional Association of Directors of Adult Social Service (ADASS).

The creative concept, visuals, theme and content for the campaign, which will run regionally across 12 local authorities, were developed and conceived by the Adults, Wellbeing and Health Marketing and Information team in collaboration with the Communications subgroup of the Safeguarding Adults Board of Durham County Council.

Further information on Durham County Council's Safeguarding Adults Team is available at [www.safeguardingdurhamadults.info](http://www.safeguardingdurhamadults.info)