

EMPPC Communications Strategy 2025-28



www.emppc.co.uk

Contents

1. Introduction.....	2
2. EMPPC’s communication responsibilities	2
3. Key audiences.....	2
4. Our communication principles	2
5. EMPPC brand.....	3
6. How we will deliver our communications	3
7. Campaign planning.....	4
8. Budget for communications	5
9. Media relations	5
10. How we will evaluate the effectiveness of communications work	5

1. Introduction

East Lothian and Midlothian Public Protection Committee (also known as EMPPC) is the local strategic partnership responsible for the overview of policy and practice in relation to Adult Support and Protection, Child Protection and Violence Against Women and Girls. The primary aim of the Committee is to provide leadership and strategic oversight of Public Protection activity and performance across East Lothian and Midlothian. This includes developing and co-ordinating communications to raise awareness of Public Protection issues across East Lothian and Midlothian.

This Communications Strategy sets out EMPPC's approach to fulfilling our responsibility for communications as a partnership.

2. EMPPC's communication responsibilities

EMPPC's communication responsibilities are derived from national guidance documents that outline the responsibilities of Adult Support and Protection Committees¹ and Child Protection Committees².

Being cognisant of the above, EMPPC's responsibilities are to:

- Promote understanding of Public Protection so that the public know what this is and what to do if they are concerned that a child or adult is at risk of harm.
- Explain and promote the role of services in protecting children and adults.
- Increase understanding of the role that communities have in protecting children and adults.
- Developing the key messages and communications, and campaign information so that EMPPC Partners can share and disseminate this via their own organisations.
- Communicate its vision and values, and its role and contribution to protecting children and adults at risk of harm in East Lothian and Midlothian.

3. Key audiences

. Our key audiences for communication are:

- Staff who work across East Lothian and Midlothian – anyone who comes across children and adults in the course of their work, in any setting. This includes paid staff and volunteers at all levels of their organisation. It also includes Critical Services Oversight Group, EMPPC and its respective Sub-groups.
- The public – anyone who lives in East Lothian and Midlothian, either permanently or anyone living temporarily or visiting the area.

4. Our communication principles

In all our communications, both written and verbal, we will:

- Use language that is non-stigmatising and trauma informed.
- Make our communications accessible and engaging, adapting them for the varied audiences.
- Be timely and responsive to emerging issues, risks and threats.

¹ [The Adult Support and Protection \(Scotland\) Act 2007 Guidance for Adult Protection Committees](#)

² [Protection Children and Young People Child Protection Committee and Chief Officer Responsibilities](#)

- Provide explanations where we use technical language and acronyms.
- Be informed by the lived experience voice of children and adults who come into contact with Public Protection services.
- Be informed by the experiences of staff.

5. EMPPC brand

EMPPC will have a consistent approach to style, structure and tone across our communication environments. When integrated across all our communication materials, our brand enables us to have a visual identity to ensure that our resources/services are easily identifiable and confirm authenticity to our work.

East Lothian and Midlothian Public Protection Office will maintain responsibility for:

- Development of a Style Guide and adherence to brand guidelines for our communications (including format, design, layout). This includes templates for documents produced for and by EMPPC.
- The use of EMPPC's logo.
- Liaising with our website partner to maintain the information on the EMPPC website, and the accuracy of information held on the EMPPC website.
- Working with partners to develop a campaign toolkit and disseminating this to partners.

6. How we will deliver our communications

EMPPC meetings and sub-groups – our Public Protection structure and cycle of meetings provide the opportunity for a communication flow between partners about emerging issues. EMPPC Partners have a responsibility to cascade information across their staff groups and any other Committee/Planning structures (for example, to the Integrated Joint Boards and Community Planning Partnerships in each area). Partner members will contribute information and updates on behalf of their organisation and will feed in staff views and experiences to help shape collaborative working, horizon scanning and identification of priorities.

EMPPC website - EMPPC will maintain a dedicated website which serves the following purposes, for:

- Staff, volunteers and decision makers who work in East Lothian and Midlothian and who need to know more about Public Protection. It includes procedures and guidance documents, and resources to learn more about Adult Support and Protection, Child Protection, Violence Against Women and Girls and MAPPA (Multi-Agency Public Protection Arrangements).
- Members of the public who want to know what to do if they are concerned that a child or adult might be at risk of harm.

EMPPC newsletter – distributed quarterly and placed on the EMPPC website.

Social media use – EMPPC will not maintain its own social media footprint, recognising that it is more beneficial to tap into the combined total audience of partners' existing social

media footprint. EMPPC will prepare and disseminate messages for social media use by partners.

Communications about training – training courses and briefings will be advertised via email to a distribution list maintained by EMPPC. The EMPPC website has a dedicated section for training which includes our training calendar, strategy and information about how to apply for training.

Campaigns – we will deliver four campaigns a year, one per quarter.

Briefings and Training – we will share learning from local and national Learning Reviews, Quality Assurance activity, scrutiny activity and emerging themes. These will include in-person training, online training, briefings and events and 7-minute briefings.

7. Campaign planning

We will deliver one campaign per quarter, as approved by the EMPPC Chair. The key principles of these will be as follows. We will

- Focus not just on a single day of events but take opportunities to promote key messages before and after a single awareness day.
- Ensure we use our time and resources effectively for maximum effect.
- Use a campaign to inform, influence and inspire action.

Our planning for campaigns will address the following key questions:

- What is the message?
- Who do we want to engage with?
- Why is this important?
- Where do we reach our audience?
- How are we going to achieve our objective?
- When are we going to deliver this?
- How will we monitor success?

We will develop a campaign toolkit which we will share with partners to support their dissemination of

- Key messages
- Copy/content
- Social media graphics/tiles
- Poster display
- Press releases
- Newsletters
- Event invitations
- Website content and resources

Campaign calendar

April to June	July to September	October to December	January to March
Child Protection – in advance of school summer holidays	Public Protection – focus on a specific theme such as online harm	Violence Against Women and Girls (16 days of activism, 25 th November to 10 th December)	Adult Support and Protection (Adult Support and Protection Day, 20 th February)

8. Budget for communications

Any costs for communications including campaigns, will be met from the EMPPPO budget. The governance of this budget is through CSOG.

9. Media relations

General Public Protection messages will be approved by the EMPPC Chair, for example, in relation to planned campaigns. There will be appropriate liaison with partner agency communications advisors in relation to reactive messages or responses to media enquiries. The EMPPC Chair will consult with CSOG as required in relation to any politically sensitive communications.

10. How we will evaluate the effectiveness of communications work

We will:

- Report regularly to EMPPC and CSOG meetings on the success or otherwise of communications activity.
- Seek feedback from staff about our approach to communications, including about our website and newsletter, through review with EMPPC members and surveys.
- Gain analytics on our website traffic, and partner social media footprint in relation to campaigns, so that we can use this information to influence future plans and strategic approaches to improvement.