

**EAST AYRSHIRE CHIEF OFFICERS GROUP: 25 MARCH 2011**

**PUBLIC ENGAGEMENT AND INFORMATION  
ADULTS NEED PROTECTING TOO CAMPAIGN PROGRESS**

**Report by the Chair of the Adult Protection Committee**

**1 PURPOSE OF REPORT**

- 1.1 To provide the Chief Officers Group (Child, Adult and Public Protection) with an overview of the progress relating to the Adults Need Protecting Too Campaign launched on 14<sup>th</sup> February 2011.

**2 PROGRESS SUMMARY**

- 2.1 A total of 14 local authorities in partnership with Renfrewshire Council Public relations produced the final joint advert which is intended to continue promoting the message that adult's can be at risk of harm and how to seek help.
- 2.2 The advert has been broadcast from the 14<sup>th</sup> February 2011 – 28<sup>th</sup> February 2011 and initial impact of the campaign is contained in Appendix 1 of this report for information.
- 2.3 The Independent Chair and Adult Protection Coordinator represented East Ayrshire APC at the national media launch at Glasgow City Chambers on the 14<sup>th</sup> February 2011 which included coverage by radio and media.
- 2.4 The advert can be accessed from the East Ayrshire Council Intranet and Internet Website Home Page and the APC Website. The NHS Communications team have also arranged for the advert to be screened in the 26 local hospital and community health resources across Ayrshire for the month of March to extend the campaign.  
<http://www.east-ayrshire.gov.uk/ess/socialwork/AdultsupportAdvert.asp>
- 2.5 A local launch for a range of community user led groups and services has taken place as part of the local launch on Wednesday 16<sup>th</sup> February which allowed the Independent Chair to start the process of actively engaging with key community partners with a view to increasing awareness and strengthening partnerships.

The advert has been positively received and initial comments from groups would indicate they identified more with the images of this campaign more than the previous Act Against Harm one.

### **3. FURTHER IMPLICATIONS FOR EAST AYRSHIRE**

- 3.5 A repeat of the advert is being arranged for August 2011 as there is a reduced cost due to not requiring any production related costs.
- 3.6 The Adult Protection Unit has the right to use the campaign images in promotional material which reduces the cost of producing publicity materials in the longer term.

### **4. LEGAL, POLICY AND FINANCIAL IMPLICATIONS**

- 4.1 The cost of local press coverage has been minimal as local arrangements for providing information through media releases has generated interest without the need for additional advertising and costs have related to photographs and hospitality for the local launch involving community groups.
- 4.2 The activity in the report is commensurate with the functions of the APC and activities relating to the Key Aims and Objectives to Strengthen Partnership Arrangements and Communication for Adult Protection (APC Business Plan for 2010-11).
- 4.3 The Scottish Government have provided additional funding to each Adult Protection Committee Convener to assist the dissemination and findings of the Biennial Reports to Scottish Government. Discussions are ongoing on a Pan Ayrshire basis on the most effective ways to engage partners and key stakeholders in promoting awareness of adult support and protection activity.
- 4.4 All financial costs can be met within the existing budget of the Adult Protection Committee.

### **5. RECOMMENDATIONS**

- 5.1 The Chief Officers Group (Child Adult and Public Protection) is asked to;
- (i) note the progress made in terms of the Adults Need Protecting Too Television Campaign; and
  - (ii) otherwise note the contents of the report

Richard Stevens  
Chair of the East Ayrshire Adult Protection Committee  
23 February 2011  
RS/DS

Implementation Officer – **Donna Sinforiani**

Any person wishing further information on the contents of the report please contact Donna Sinforiani, Adult Protection Co-ordinator on (01563) 553559

Adults Need Protecting Too – Campaign Summary of Impact

Table 1.  
Breakdown of Website Hits on national Website

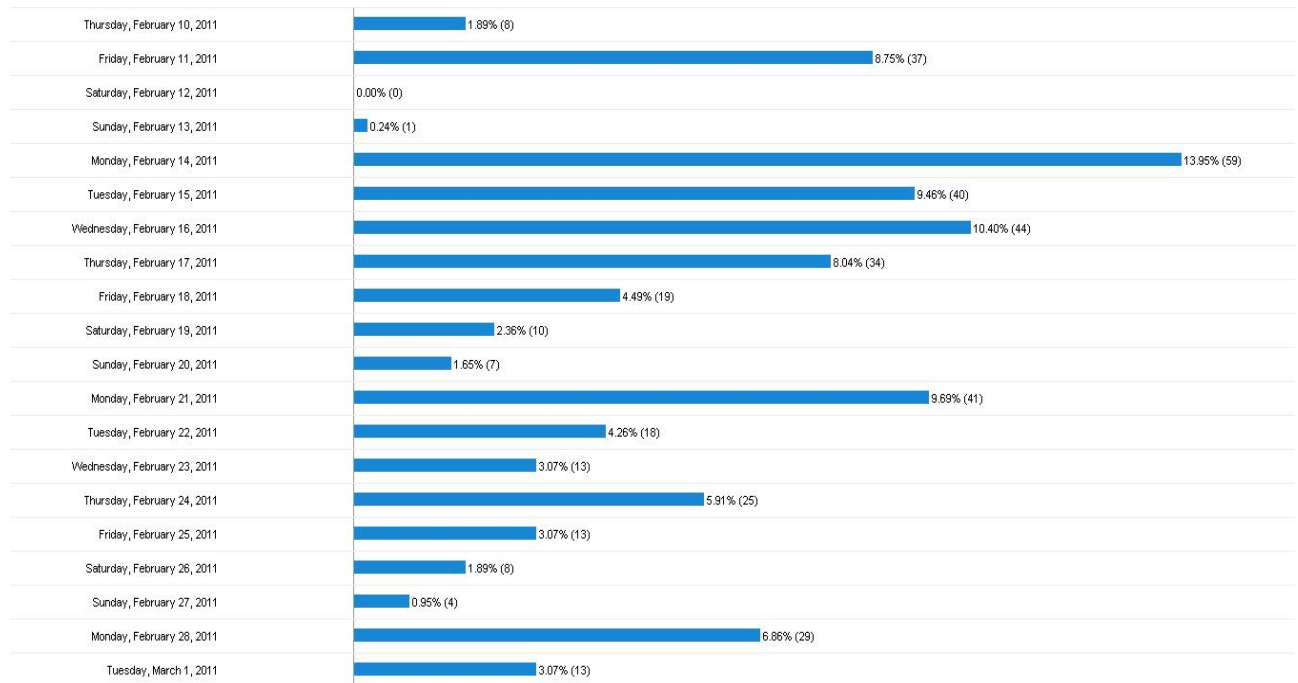


Table 2  
Breakdown of Website Hits for East Ayrshire

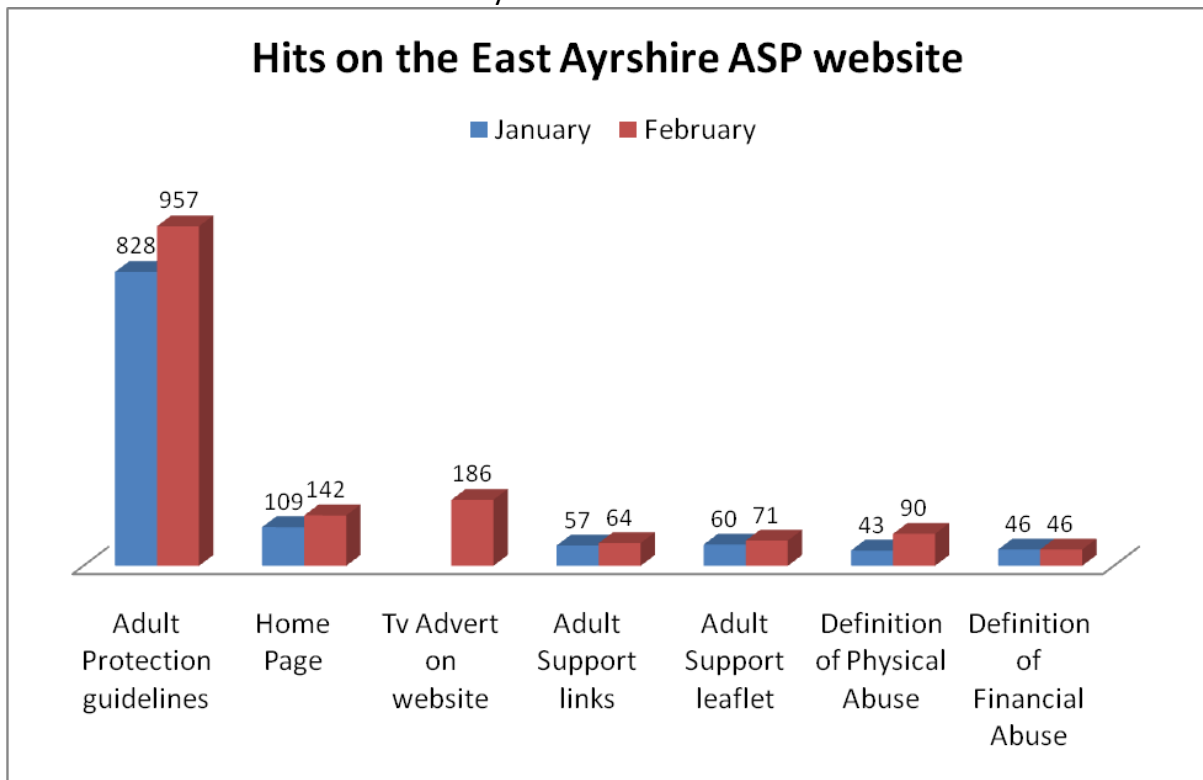


Table 3  
Calls generated

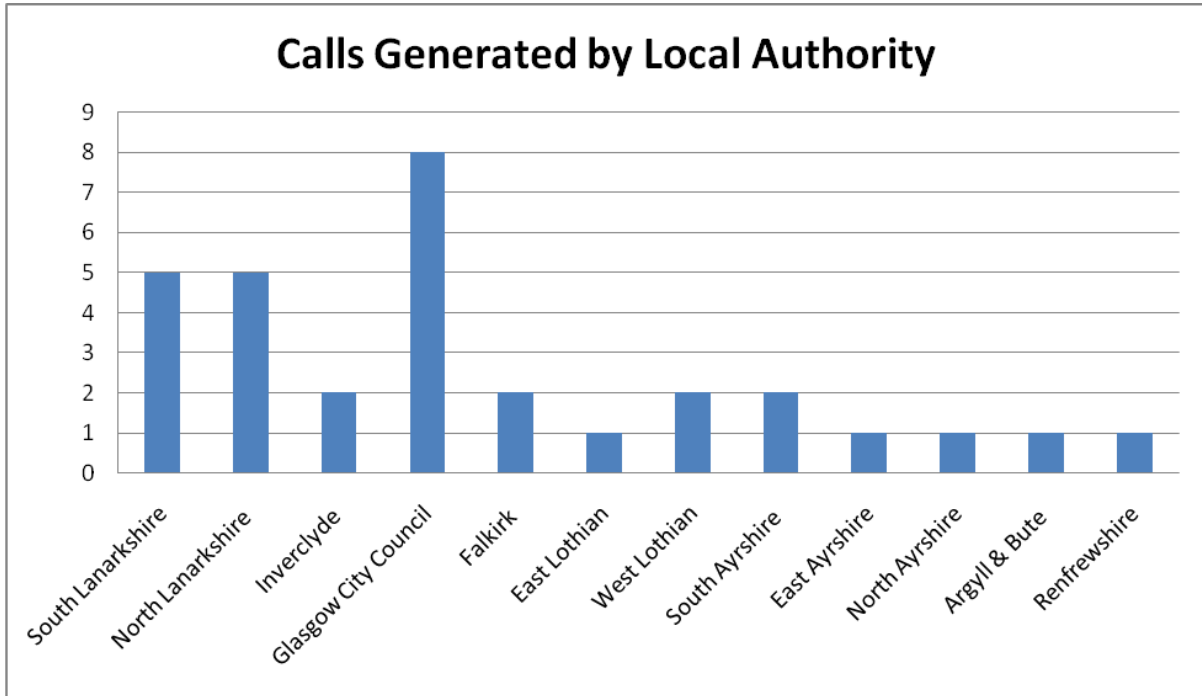


Table 4  
Local Impact

