

## CTMSB Communications Mission Statement

The Cwm Taf Morgannwg Safeguarding Board is a multi-agency partnership that has responsibility for safeguarding children, young people and adults at risk in Rhondda Cynon Taf, Merthyr Tydfil and Bridgend.

A vital part of the CTMSB's work is the provision of information to the public, service users, professionals and others interested in the welfare of children, young people and adults at risk.

To enable the CTMSB to fulfil its statutory objectives effectively, we need to raise awareness of Safeguarding and how everyone is able to contribute to keeping people safe across Cwm Taf Morgannwg.

The statutory guidance in Part 7 (Safeguarding) of the Social Services and Wellbeing (Wales) Act 2014 states that in relation to communication, the Functions of a Board (part 113.) are as follows:

*(b) to raise awareness throughout the Board's area of the Board's objectives to protect and prevent adults and children from becoming at risk of abuse, neglect and other forms of harm, and to provide information about how this might be achieved.*

The CTMSB will ensure that we develop public knowledge and understanding of our objectives and the scope of abuse, neglect and other kinds of harm in Cwm Taf Morgannwg.

This will be achieved through:

- the publication of our work in the Annual Reports and Annual Plans
- engagement and collaboration with other professionals and community agencies
- consultation with the people who use our services and members of the public
- cultivating relationships and build mutual trust with the community
- raising awareness throughout Cwm Taf Morgannwg of the need to protect and prevent abuse and harm to children and adults at risk

The CTMSB will endeavour to provide information that is of a high quality, accessible and most importantly, meets the needs of the public, service users and professionals.