



HARTLEPOOL
BOROUGH COUNCIL

COMMUNICATIONS STRATEGY

**For all families
of children with SEND**



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The government introduced SEND Reforms in 2014 through the Children and Families Act 2014. In addition the Special Educational Needs and Disability Code of Practice: 0-25 years was produced which sets out the requirements for organisations that work with and support children and young people who have special educational needs or disabilities.

It is vital that parents of children with special educational needs and disabilities understand what support is available to them and the following document sets out how this will be communicated to parents.

VISION

“Our ambition as a children’s partnership is to enable all children and families in Hartlepool to have opportunities to make the most of their life chances and be supported to be safe in their homes and communities.”

In order to realise this ambition it is important that we work with parents of children with SEND so that they can access support when they need it.

We want to work in partnership with parents to ensure that the information and support that is available meets the needs of their families.

OBJECTIVES AND METHODS OF COMMUNICATION

Our key objectives are:

- Parents and carers of children with special educational needs and disabilities can access the support that is available to them.
- Parents and carers are able to contribute to the development of services

Parents tell us that they want information in lots of different ways depending on their circumstances and their preferences. A range of methods of communication will therefore be used to make sure that as many parents as possible receive the information they need.

1. **Parent/ Carer Forum**

The Parent/ Carer Forum offer an opportunity for partnership with parents and for parents to network together. A nominated officer will attend the forum meetings to ensure that any new information is presented. In turn parents can highlight any issues with services or gaps in services to inform service development.

2. **Local Offer web pages**

This is available for all parents and contains information on the support available from organisations across Hartlepool, regionally and nationally depending on needs. This is regularly updated to ensure it is fit for purpose and meeting need. Peer review is also undertaken to continuously improve this information source.

3. **Text Service**

This is a free service that parents and carers can subscribe to. It provides instant information on a regular basis about events, activities, surveys etc to give families an informed choice about what is available

4. **Facebook page**

A closed group for parents and carers which is administered by the Parent/ Carer Forum. It provides a platform not only to promote and advertise what is going on, but enables parents and carers to share topics and concerns that are fed back to the local authority and health, giving parents a voice.

5. **Drop in/ Coffee and Cake**

These operate once a month in a neutral venue of parent/carer choice and provides an invaluable source of peer support and the opportunity to share information and gather views.

6. **Face to face**

A proportion of our families like to receive information from the worker that is supporting their family. It is therefore important that all workers are equipped with the knowledge that can help families. We continue to work with our workforce to make sure they have the information needed or that they know where to go if further information is needed.

7. **Guides/ Booklets for useful information**

The use of factsheets via the Local Offer and other websites, which can be reviewed on a regular basis to ensure families and young people have access to current information to support their decision making.

8. **SENDIASS**

This is an impartial service available to parents, carers and young people to support special educational needs and disability linked to education, health and care.

9. **Other promotional avenues**

- Hartbeat Magazine
- Promotional banners
- Information Days
- Hartlepool Now
- Family Service Directory

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