



Appendix 3- Communications Strategy for Thurrock in Relation to Prevent

Document Overview

This document sets out the strategic direction for Prevent communications in Thurrock for the period April 2022 to March 2023 when it will be evaluated and refreshed in line with our strategy from April 2023.

This communications strategy will aim to support the objectives set out in our Prevent strategy:

- 1. Identify: We will promote, challenge, and develop communities' capacity to challenge extremism through increased multi-agency working*
- 2. Safeguard: We will ensure that we safeguard our children and vulnerable adults from exposure to extremism*
- 3. Manage Risk: Through our Channel Panel we will take a multi-agency approach to identify and provide support to individuals who are at risk of being drawn into terrorism*

Background

The self-assessment benchmarking exercise in Feb 22 identifies benchmark 10 – communications as a 2 rating.

This strategy and plan will support us in improving our rating to a 4.

We will have a communications plan in place to proactively communicate and increase transparency of the reality / impact of Prevent work and support frontline staff and communities to understand what Prevent looks like in practice.

This will support the following outcomes:

- 1 Understand risk to our communities
- 2 Increased engagement with professionals to raise awareness
- 3 Foster positive relationships with public and within our communities
- 4 Educational establishments across Thurrock to be aware of risk and impact of extremism
- 5 Increased understanding/awareness of Prevent and knowledge of how to make a referrals
- 6 To reduce threat, harm, and risk to communities

Objectives

1. We will identify opportunities for positive press
2. We will identify reactive opportunities and flag for support.
3. We will provide regular (e.g. monthly) publication of new materials through resources such as newsletters and social media
4. The Local Authority website will have accurate contact details and detailed, localised information about Prevent.
5. We will provide regular briefings to members through existing Committees
6. We will increase engagement with educators on this topic

Audiences

- Targeting our most at risk of being radicalised through
- Educators
 - Pupils – voice of young people
 - Parents and Guardians
 - School Governors
 - Voluntary Sector working with vulnerable
 - drug and alcohol services
 - mental health
 - homeless
 - Open Door
 - Primary care/ NHSE partners
 - Probation service
- Local influencers
- Elected Members,
 - Youth Council
 - Faith leaders
 - Community leaders – IAG members
 - #TeamThurrock (professionals and residents)

Strategy

Objective	Tactics	Metrics
1. We will identify opportunities for positive press	Promote Act Now website and case studies through: <ul style="list-style-type: none"> • Resident monthly newsletter • Head teacher bulletin • Stronger together web site • BAME challenge panel • IAG • Housing newsletter • #Team Thurrock 	Increased understanding/awareness of Prevent

<p>2. We will identify reactive opportunities and flag for support.</p>	<ul style="list-style-type: none"> • Refresh community tension form on intranet • Promote reporting to Prevent Champions • Target Covid Champions • Continue to promote to venue hirers how to check speakers 	<p>Increase in community tension monitoring returns</p>
<p>3. We will provide regular (e.g. monthly) publication of new materials through resources such as social media and e-newsletters utilising National media messages</p>	<ul style="list-style-type: none"> • Comms team to diarise regular updates • To consider survey of residents with Q & A in relation to Prevent • To work with youth council, participation officer, care council and open door to increase awareness with young people • To work with primary care/ NHSE partners, raising awareness, and building relations 	<p>Identify how informed residents of Thurrock are in relation to Prevent agenda</p>
<p>4. The Local Authority website will have accurate contact details and detailed, localised information about Prevent.</p>	<ul style="list-style-type: none"> • Update contacts on Gov web site • Review information on LA web site • Align adult safeguarding and Childrens safeguarding web sites 	
<p>5. We will provide regular briefings to members through existing Committees</p>	<ul style="list-style-type: none"> • Quarterly updates to hidden and extreme harm committee • Offer Wrap Training • Provide all with LTAI booklet and prevent card 	<p>No of members who attend WRAP training</p>
<p>6. We will increase engagement with educators on this topic</p>	<ul style="list-style-type: none"> • Share LTAI information with governors • Provide termly risk assessment to safeguarding leads • D of E to provide annual update to safeguarding leads • Focused awareness for educators of SEN pupils • Provide advice to parents of home educators 	

Evaluation

Key metric is increase in understanding/awareness of Prevent by communities (measurement methodology to determine)

Opportunities and Risks

Opportunities

- E- learning for businesses – include link to Act Now
- CSEO – community forum meeting deliver consistent message
- All engagement events to have LTAI handbooks
- Walk online roadshows
- To engage young people through participation officer for young people, care council and Open Door
- To strengthen the links with primary care/ NHSE partners, raising awareness, building relations, and increasing appropriate referrals

Risks

- Forthcoming local elections opportunity to see ERW activity
- Afghan Refugee Assistance Programme – potential to encourage anti-immigration
- Refugees from Ukraine seeking safety
- Covid Vaccination champions – targeted by anti-vaxxers

Timescales and Next Steps

Q4 21/22

- Agree communications strategy outline

Q1:

- Include objectives into action plan with objectives by quarter
- Engage with Comms team and resident engagement team to support delivery
- Deliver on Objective 1 and 2