

Barnardo's Safeguarding in Communications Guidance

This guidance document is to be used in conjunction with the Communications Contribution Collection Workflow. This guidance provides safeguarding support for anyone who is gathering content and ensures it is collected and stored in accordance with GDPR compliance.

Who should read this document?

Any Barnardo's member of staff or third party who is communicating with a child, young person, family member, carer or service, to gather content for external communications purposes.

Why do we share service user experiences?

By enabling the people we support to share their experiences, we are able to communicate the incredible, life changing work we do to a mass audience. The voices of the children, young people, parents and carers we support, brings our communications/ fundraising/ marketing/ media to life.

Audiences respond to human stories with empathy – resulting in a better understanding of our transformative work and more likely to volunteer, donate, fundraise or campaign for legislative change. We champion the right for the young person to participate in sharing their own experience and have processes in place to ensure that it is positive, empowering and safe.

We all have duty of care

We all share responsibility for safeguarding and promoting the welfare of children, young people and adults at risk.

Irrespective of the age, abilities or level of maturity of the service user, if any information is disclosed which indicates that the child/adult at risk (or another person) is at serious risk of harm, then confidentiality cannot be preserved and safeguarding procedures must take precedence.

If a service user discloses information to you about abuse or harm that they are experiencing;

- Always offer reassurance, take seriously and listen to what they are saying
- Explain the process to the service user: that you will need to pass this information on, to whom, the reasons why and possible actions
- Contact the service and project worker immediately and inform your line manager

If the service user is present and at immediate risk of harm, take the appropriate course of action to secure the immediate safety of the service user, unless to do so would put you or others at risk, this may include; seeking medical assistance, contacting the local child protection team or calling 999.

Please refer to [Barnardo's Safeguarding Children policy](#).

What is a Contribution Handler (CH)?

The CH is the member of staff who is gathering content either directly from a service user or indirectly from a service.

What is a Contribution Owner?

The CO is the person who has the lead relationship with the service user/service.

Handling Personal Information

Please refer to [Barnardo's Information Governance and Data Protection policies](#).

Each individual's right to confidentiality must be respected. All personal information must be treated with care and kept securely; this means not disclosing it to people who do not need to know.

Once consent forms are uploaded to ResourceSpace please delete any digital versions and securely destroy the paper copy.

Once images, videos and recordings are securely uploaded to ResourceSpace, please delete any versions you have stored elsewhere.

A.

MCM & Media team contacts:

Nations

Scotland – Katrina Slater
Wales – Margaret O'Reilly
N. Ireland – Dara Mulholland

Regions

England MCM's Manager – Jo Hewitt
London – Scott Roberts
North Region (Yorkshire, Lincolnshire and North East) – Matt Beer
North Region (North West & North Midlands) – Shelley Brearley
Midlands & South West – Justin Guy
South East & Anglia – Nicola Jayawardene/ Angela Spicer

National Media team

Care leavers - Mike Clarke
Mental Health- Robert Fisk
CSE/CSA/RSE/HSB- Thomas Dearnley-Davison/Vicky Huntley
Adoption and Fostering - Charlotte Austen-Hardy
Fundraising - Charlotte Austen-Hardy
EDI/BAME- Tasneem Abdur-Rashid
Corporate Partnerships- Thomas Dearnley-Davison
APPG Knife Crime - Robert Fisk/Mike Clarke
Online Safety - Mike Clarke
Retail - Thomas Dearnley-Davison
National FGM Centre -Tasneem Abdur-Rashid
Trafficking/Refugee/Immigration/Cedars - Jo Hewitt
Early Year's Services/ Children's Services - Robert Fisk
Young Carers - Charlotte Austen-Hardy/ Vicky Huntley
Safeguarding Training /BDU -Charlotte Austen-Hardy
CCE - Mike Clarke
Domestic Abuse - All

B.

Requesting permission from Contribution Owner (CO)

Before using a contribution you must request permission to do so from the contribution owner (CO) on ResourceSpace. The CO is the person who uploaded the content (this will be clearly stated on the system).

Before granting permission, the CO must address the following questions;

- Is the intended use covered on the original consent form?
- Has the service user's situation/ personal circumstances changed, meaning it is no longer appropriate to use their contribution? They may need to speak to the service to answer these questions.

Updated consent

We confirm consent with the service user, **every** time we use their contribution.

The service user must be contacted by the CG/ CO or service, to discuss the new intended use for the asset and get updated verbal consent before using.

Please ensure you complete the 'updated consent' field on ResourceSpace with details of the conversation with the service user; time, date, overview of discussion. Please do not include any personal information in this audit trail.

C. **New consent form required**

A new consent form is required when the previous form has expired, or the intended use of the asset is not reflected on the original form.

D. **Content gathering process**

Take time to explain to the service user what the process will be for interview/ filming/ photography and ask if they have any questions or would like anything explained in more detail.

Please use the below table as a checklist planning tool, before you start to gather any content.

Timing	Have you given service users and staff sufficient time to consider whether they want to participate?
Support	Have you planned suitable staff support for service users who are participating?
Information	Have you prepared an accessible, jargon free summary of the activity, for service users you hope to involve? (who, what, why, when, where, and level of influence they will have)
Choice & Consent	Have you prepared information for service users explaining that they can withdraw from your project, and up to what point?
	Have you given service users a choice in the way(s) they might like to take part in your project?
	Have you communicated the information (as detailed above) effectively enough for service users to be able to give their informed consent?
	Have you considered how service users will demonstrate their consent?
Inclusion	Have you considered how to make your activity as inclusive as possible e.g. have you considered different service users access needs and preferences?
	Have you considered how to be flexible to ensure different groups can take part?
Recognition of effort	Have you considered what service users will get from the experience of taking part?
	Have you factored-in service users' out-of-pocket expenses?
	Are there any incentives/rewards for service users taking part?
Safeguarding	Do you know what to do if a safeguarding concern arises?
	Are you required to make a risk assessment before service users take part?
Feedback	Have you planned how you will feed back to service users what you found/what changed as a result of their input into your project?
Complaints	Have you planned how service users can make complaints, without fear of repercussions?
Learning	Have you planned how you will evaluate what service users thought of your activity?
Data Protection	Have you planned how you will gather, store & manage information collected in line with DPA 2018 & GDPR?

Intended use for content

Explain where their contribution will be used.

E.g. your experience will be used to raise awareness of Young Carers and will be on Barnardo's website and social media channels. We will also be sharing your experience with the media in the hope to raise

awareness of this issue, this could be online and print coverage and may also be shared on the media's social media platforms.

Possible risks

It is important to make the service user aware of any possible risks there may be, in sharing their contribution.

This is how we suggest explaining the risks:

"Thank you for allowing us to share your experience, to help us raise awareness of XXX. We are planning to share your experiences through our website/ social media / fundraising and marketing materials/ share with the local/national media.

If for any reason you want to withdraw your consent you can do so by emailing the address on the 'Leave Behind' card at any time. We will do everything we can to remove it from circulation, but we do need to let you know that once we have shared it online, we lose some control over where it has been shared and we may not always be able to guarantee that we can stop it being shared elsewhere. We also cannot prevent negative comments."

E. **Consent Form**

It is vital to get written ***informed*** consent.

Informed consent is from someone who knows the service user well (parent/ carer/social worker) and who understands the process of collecting and using the service user's contribution and what the service user is agreeing to. The person providing the informed consent must be in an adequately safe situation to make this decision.

Talk through the consent form with the service user and the person providing information consent before any content is gathered, and discuss possible risks (guidance D.)

Translated version of the consent form must be provided where necessary. You can find translations of the consent form [here](#).

If the service user is under 18 years of age, the form must be signed by a parent/guardian.

Digital Consent Form – if you are unable to get a signed version of the consent form, we can share the [digital consent form](#).

Once completed a PDF version of the form will be automatically sent to consentforms@barnardos.org.uk

There is a section on the digital consent form which asks which Barnardo's member of staff this form is for the attention of, to allow us to manage the forms that are in the inbox. If you are expecting a form and have not yet received it, please email consentforms@barnardos.org.uk with the relevant details.

Withdrawing Consent

It is important to make every service user aware that they can withdraw their consent at any time.

Refer to the Leave Behind Card (guidance F) and explain they can withdraw their consent at any time by getting in touch with their local service or by emailing consentforms@barnardos.org.uk.

F. **Leave Behind Card**

A 'Leave Behind Card' **must** be given to the service user if you are meeting them in person or alternatively it can be posted/ emailed.

Take a few minutes to talk through the Leave Behind Card with the service user and explain they can withdraw their consent at any time, by emailing consentforms@barnardos.org.uk or by contacting their local service.

G. **Conversation Recording Template**

Recording a conversation ensures the safety of the service user and the contribution gatherer (CG).

The CG is responsible for recording all conversations with the service user on the conversation recording template which can be accessed [here](#).

This template must be completed and sent electronically (where possible), if there are paper copies these must be confidentially destroyed.

The completed template then needs to be securely shared with the service, to upload to the service user's record (these systems will differ between services.)

If the service user is no longer receiving support from a Barnardo's service, the template must be uploaded to the secure hub on ResourceSpace.

The CG must then confidentially destroy their copy of the conversation recording template.

F. **Internal Approval Process**

Once the contribution has been written/ recorded, please share with your line management for approval.

The contribution also needs approval from the service and service user to check they are happy with the content and the overall feel/ tone of the piece.

If consent is withdrawn – refer to guidance E.