**Derby and Derbyshire Modern Slavery and Exploitation Communication Strategy**

**and**

**Action Plan 2016 - 2018**

“A communication strategy to prevent modern slavery and exploitation by engaging and raising awareness with victims, perpetrators, professionals and communities”

[December 2016)

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| **Lilac ACW NO WHITE (2)****Derby and Derbyshire Modern Slavery Partnership** |  |

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| Objective of the strategy |
| The objective of the communication strategy is to consider the wider context of the work to be undertaken in Derby and Derbyshire in reducing the number of victims of modern slavery and exploitation. Recognising that over the next three years partners and agencies will continue to work together to raise awareness with professionals and communities. The communication strategy will focus on the four strategic themes within the Governments Modern Slavery Strategy of Pursue, Prevent, Protect and Prepare. The communication strategy will aim to identify and prevent modern slavery and exploitation by engaging and raising awareness with victims, perpetrators, professionals and all communities across Derby and Derbyshire.An action plan has been developed to support the communication strategy which provides details of activities / initiatives and reflects both national and regional campaigns. The plan will also aim to link these campaigns to local services and resources.  |

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| 2. Context |
| The mission of the Derby and Derbyshire Modern Day Slavery Partnership is to support and enable the discovery of and response to incidents of modern day slavery and exploitation through a victim-centred, multidisciplinary, and collaborative community effort. The four strategic themes of the Derby and Derbyshire Modern Slavery and Exploitation Partnership are to:1. Pursue – Prosecuting and disrupting individuals and groups responsible for modern slavery
2. Prevent – Preventing people from engaging in modern slavery
3. Protect - Strengthening safeguards against modern slavery by protecting vulnerable people from exploitation and increasing awareness of and resilience against this crime.
4. Prepare – reducing the harm caused by modern slavery through improved victim identification and enhanced support.

Actions under Pursue and Prevent are intended to reduce the threat from modern slavery crime through disruption and deterrence. Actions taken under Protect and Prepare are intended to reduce overall vulnerability to modern slavery, through protecting vulnerable people, raising awareness and resilience and improving victim identification and support.The communication strategy and action plan has been designed to help all partners and agencies to communicate effectively in turn meeting the outcomes and objectives for the Partnership. The communication strategy will aim to:* Provide a link between the Governments national strategy and the Derby and Derbyshire Modern Slavery and Exploitation Partnership and the delivery of awareness raising and communication campaigns.
* Endeavour to build a common understanding of audiences and priorities to be delivered.
* Seek to reduce the duplication of resources / initiatives by working in partnership to achieve success.
* Measure the success of awareness raising campaigns and initiatives throughout the life of the Derby and Derbyshire Modern Slavery Partnership by evaluating initiatives and projects.
* Use the learning from past campaigns and initiatives to ensure that future communication activities are SMART and reflect the strategic themes for both the national strategy and Derby and Derbyshire Modern Slavery and Exploitation Partnership.
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| 3. Communications objectives |
| Communication objectives are a crucial part of the strategy, they will help drive the strategic decision making process and will provide focus for evaluation. The key objectives include:* Empowering communities to challenge modern slavery and exploitation.
* Developing a coordinated approach to encourage the reporting of modern slavery and exploitation by partner agencies, professionals and local communities.
* Ensuring that professionals feel confident and competent when working with victims of modern slavery and exploitation.
* Effectively use shared resources to address the needs of victims and perpetrators of modern slavery and exploitation.
* Target audiences are identified and appropriate communication methods used to raise awareness and to ensure that victims are signposted to appropriate service providers.
* The communications action plan links to national initiatives within the Governments Modern Day Slavery Strategy, the Modern Slavery Act (2015) and all Derby and Derbyshire based activities, campaigns and events reflect these initiatives.

A consultation exercise with representatives from the Derby and Derbyshire Modern Slavery and Exploitation Partnership identified the key areas of work. * Raise awareness, reduce risk and impact to victims / highlight the issues in Derbyshire / educate professionals and the public / link with Safeguarding / Culture Change – Domestic servitude / compulsory labour is not acceptable
* Increase people accessing information / advice / support, offer safety for victims / Education of victims as to their rights
* Coordinated multi agency approach to tackling / enforcement and gathering intelligence / use intelligence from within the community
* Research to assess impact of strategy – across all areas of work and agencies / Identify the extent of the problem
* Wider general public outside of main sectors – hard to reach sectors – business, judiciary, banks
* Prevent, Protect, Prepare, and Pursue – agencies to disrupt activity and respond to human trafficking, victim led, educate / Identify traffickers
* Establish clear protocols, support mechanisms and shared knowledge / make it real not a national story unconnected to us
* Ensure victims services are in place to support those identified as victims who have few options to move / To provide a one stop shop website / telephone number of Derby and Derbyshire
* Develop a Media Plan, encourage both Member and Chief Officer Engagement
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| 4. Audiences  |

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| A consultation exercise with representatives from the Derby and Derbyshire Modern Slavery and Exploitation Partnership identified the following primary and secondary groups as follows:Primary* Agencies statutory, non-statutory and third sector who are first contacts of victims or perpetrators, service providers / Professionals working in community, Safer Neighbourhood Teams, Outreach services, Elected Members / voluntary sector, schools, Faith Group Benefit agencies / Job centres / recruitment agencies / Employers / Hospitality, leisure industry – e.g. hotel staff / taxi drivers / Public transport / Registered Social Landlords /Homelessness agencies
* Volunteer – drops in, food banks, support agencies, faith groups, general public / local communities
* Victims, potential victims – young people, people with mental health / learning difficulties, excluded / isolated people
* Traffickers / perpetrators / Law enforcement / Contact centre – Police, 101, Call Derbyshire, Crimestoppers, Social Care Duty Team
* Public awareness

Secondary* Advice services, Red cross, Roma communities
* Management in organisations / Private sector companies / Communities
* Front line staff / First responders / Community Safety partners
* Press / Media - social media / TV, radio, newspapers etc. / Promote partnership successes
* Schools – F.E. H.E / Academia
* Potential funders – commissioners / grant makers
* Banks / Letting agencies
* Identification of victims – encourage victims to come forward / change and acceptance
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| 5. Key Messages and Themes |

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| A consultation exercise with representatives from the Derby and Derbyshire Modern Slavery and Exploitation Partnership identified the following key messages:* Recognising the vulnerabilities and impact of trafficking on victims / partners to work collectively to eradicate human trafficking and modern slavery
* Develop positive messages – highlight prosecution and successful outcomes e.g. trafficking different to immigration. Educate on strategy and its implementation, identify what works well and why
* What do people do if they are aware slavery is happening / Who to tell when you have suspicions / Victim protection – how and who, context, Identify the victims, support victims of trafficking / provision of safe haven / Mechanisms for referral and intelligence gathering / Indicators of trafficking / Consequences for perpetrators / Accessibility to services, info on basic rights – benefits, housing, minimum wage / Who do we contact / Indicators and response / Referral pathways
* Ask the question – you might save someone / There is help available / Don’t be afraid to ask for help – it can make a difference / Tell someone / They are real victims create some empathy
* Organised crime is benefitting if we don’t tackle it
* Derby and Derbyshire has a strategy group and modern slavery is real in the county and city / Slavery is hidden / Level of risk and threat

Key themes will be developed to take the key messages forward, for example:* Building confidence – A coordinated approach to increasing the under reporting of this crime and to ensure that intelligence is referred to Operation Advenus.
* Breaking the cycle of abuse – tacking victimisation and bringing perpetrators to justice
* Making modern slavery unacceptable – tackling preconceptions and values to make this type of abuse and exploitation unacceptable
* Awareness of service provision and where to access help for victims
* Prevention and awareness raising – engaging partners, agencies, businesses, the media and community groups to challenge this type of abuse and exploitation.

Building on the suggestions above the partnership agreed the following key message: |

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| 6. Methods of Communication  |
| A consultation exercise with representatives from the Derby and Derbyshire Modern Slavery and Exploitation Partnership identified the following methods of communication * + Develop Apps for phones and tablets – to access support and help, and to make contact with agencies without making calls Mobile phone app.
	+ Use social media to receive/share. Twitter / Facebook, YouTube, Instagram, flicker etc.
	+ Safer Derbyshire website - Develop a central hub for information dissemination
	+ Accessible information in a variety of sources / languages
	+ Practical guide for professionals / Poster and leaflet campaigns / / Briefing, press releases, good new stories, public facing partners
	+ Schools – PSHE could this subject be part of the curriculum
	+ Media campaigns - updates on live ops, communication partnership messages, “Keep it verbal and personal”. Awareness raising with Banks, GPs surgeries, Bus stops, Pharmacies, supermarkets, buses / Presentations to community groups / Networking / campaign local MPs to highlight issues with government / Timing campaigns to link with national events such as International Trafficking day. Use real stories / case studies to raise awareness with the media
	+ Access to information, Provide intelligence to key partners / Advertising among minority populations / Public - target key groups with materials e.g. hotel, agencies / Agency and Organisations as champions
	+ Workforce training / awareness – practical advice for staff – statutory and voluntary / awareness raising with big organisations e.g. supermarkets / factories, / Conferences and events / Include in all multi agency safeguarding training and initiatives
	+ Promote Operation Advenus / Strong communication links to support victims to feed into / Intelligence from DWP / Publicise prosecutions as a deterrent
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| **Derby and Derbyshire Modern Slavery and Exploitation Communications Action plan 2016-17 / 2017-18** |

**DRAFT**

**2015 - 2018 strapline**

***It’s our business: Together we can make a difference***

| **Action 2016-17** | **Owner Timescale** | **Timescale** | **RAG Status** |
| --- | --- | --- | --- |
| Raise awareness of Modern Slavery Training for partners |  | April 2016 | Green |
| Liaison with Derby University to deliver a Business supply chain conference  |  | June 2016 | Green |
| Develop and publish a county / city wide MSP Newsletter - highlighting key activities, awareness raising, Derbyshire facts etc | Key MSP members  | Sept 2016 | Green |
| Celebrate Freedom Week - develop and deliver a relay awareness campaign across Derbyshire and Derby with Cathedral Candle and key messages / newsletter | Key MSP members | 16/10/2016 - 23/10/2016 | Green |
| Parliament week with Derbyshire schools to develop posters to raise awareness of modern slavery | Key MSP members | Nov 2016 | Green |

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| **Action 2017-18** | **Owner Timescale** | **Timescale** | **RAG Status** |
| Slavery Banner - on loan from Westminster Council - arrange a number of events to celebrate the Banner coming to Derby and Derbyshire including:* Develop and deliver Young People Summit, awareness raising in schools
	+ Design and develop a Young Persons banner - link with young person summit and banner roadshow
	+ Develop Message Tree / ribbon to raise awareness messages of modern slavery
* Develop a road show for Derbyshire to raise awareness of modern slavery to include:
	+ Derby Cathedral, Crooked Spire Chesterfield, Derby City, Derbyshire County Council, University of Derby (Buxton Campus), Wirksworth Art Festival
 | Key MSP membersKey MSP membersKey MSP membersKey MSP membersKey MSP members | Jan - Jun 2017Jan 2017Jan - Jun 2017Jan - Jun 2017Jan - Jun 2017 | GreenGreenGreenAmberAmber |
| * Develop Bond Holder event and raise awareness with business
* Raise awareness at Holocaust Memorial Day
 | Key MSP membersKey MSP members | Jan - Jun 2017Jan / Feb 2017 | On holdGreen |
| Develop a calendar of events for 2017 for potential awareness raising initiatives | Key MSP members | TBC | Amber |
| Develop and publish a county / city wide MSP Newsletter - highlighting key activities, awareness raising, Derbyshire facts etc | Key MSP members  | Spring 2017 | Amber |
| Develop and publish a new partnership postcard for the public showing what / how to help potential victims of slavery | Key MSP members | Spring 2017 | Amber |
| Develop a number of pop up banners for modern slavery events - Art work taken from young persons banner | Key MSP members | Spring 2017 | Amber |
| **Action 2017-18** | **Owner Timescale** | **Timescale** | **RAG Status** |
| Bishop of Derby and Derby University to host an event for businesses | Key MSP members | March 2017 | Green |
| Use a range of social media including a Thunderclap to raise awareness of the work undertaken by the partnership | Key MSP members | Jan - Jun 2017 | Amber |
| Hold a communication session with Clewer Initiative volunteers to establish key audience, messages etc and include into Communication Strategy |  | Feb 2017 | Green |

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| **Action 2018-19** | **Owner Timescale** | **Timescale** | **RAG Status** |
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