

Communication Strategy for Lancashire Round Table

Objectives

1. **Inform:** Provide timely and relevant information to the Forum and strategic partners and feedback information and responses to parent carers.
2. **Engage:** Foster a sense of community and encourage active participation.
3. **Support:** Offer resources and support to parent carers.
4. **Feedback:** Collect and act on feedback to improve the SEND experience in Lancashire.

Key Stakeholders

- **Parent Carers:** Primary audience who will benefit from the LRT.
- **Administrators:** Individuals responsible for managing the LRT.
- **Support Organizations:** External entities providing resources and support. CVS, Barnardo's , CANW ADHD-NW
- **Healthcare Professionals:** Experts who can offer advice and information.

Communication Channels

1. **Email Database of LRT members:** Regular updates and important information.
2. **Social Media:** Engage with parent carers and share resources.
3. **LRT Website presence on LPCF website:** Central hub for resources, and announcements.
4. **Events and Workshops:** In-person or virtual events to foster community and provide support.
5. **LRT Membership Meetings:** to be held regularly – frequency? Alternating in person and virtual to encourage fair participation.

Feedback Mechanism

1. **Surveys:** Periodic surveys to gather feedback from parent carers.
2. **Discussion Threads:** Dedicated threads for feedback and suggestions.
3. **Direct Contact:** Email or contact forms for direct communication with administrators.
4. **LRT members Cascade:** members feedback to their own groups using social media / in person / email database to keep parent carers informed. Use agreed language and format for posts to ensure consistent messaging

Induction with the forum at strategic level

Members taking an active role with the forum should complete the 4 cornerstones induction package

SEND Partnership -

LPCF – Core members of the
SG to complete induction

Round Table -