



Independent Safeguarding Authority

Communications Update

department for
children, schools and families



Home Office



DH Department
of Health

Presented by:
Simon Morrison, Home Office Programme Team



The communication challenge

At least 11.3million people in England, Wales and Northern Ireland will **need to register with the ISA** over the first five years of the ISA Scheme's operation.

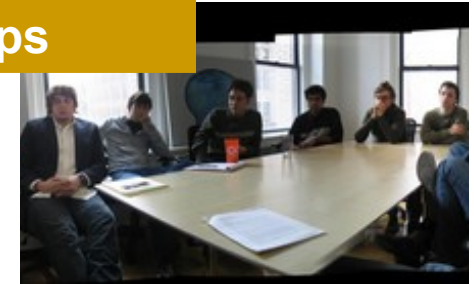
It is the prime task of communication to **ensure that employers, employees, volunteer organisers and their volunteers are aware of and understand** the new vetting system and **act as needed**.

Communication So Far



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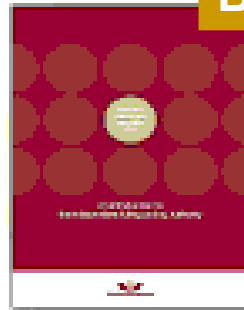
Consultative
Groups



Information Sessions



Brochure



CRB Magazine

disclosure news

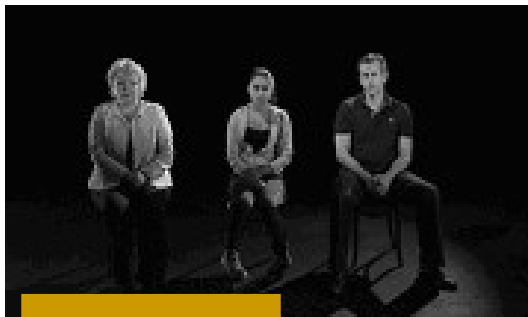
Website & Updates



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Brand identity &
Stationery/merchandise

Intro DVD





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Target Audiences

ISA Target Audience Universe



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Target Audience Segmentation:

Employers who do / employers

who don't CRB check



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Message:
This is an additional
safeguard to CRB

Current CRB Checkers

Larger in number
but easier to reach:
CRB database, Registered
/Umbrella Bodies

Message:
Does this mean me?
How do I find a registered
body?

New to CRB

Smaller in number but
harder to reach:
communication effort will
be greater to reach these
e.g. self-employed



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Messages



Message Hierarchy

Call to Action

What do I need to do & why

Specific

messages

by

sector



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Call to Action

From 12 October 2009 there is a new law that requires the registration of all those who work or volunteer with children and vulnerable adults.

The Independent Safeguarding Authority will work alongside the Criminal Records Bureau to strengthen employee vetting systems. To check if you are required to register visit

www.isa-gov.org or call our information line on **0300 123 1111**

What do I need to do and why



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Practical Impact

- 'Does this mean me?' decision tree
- Scheme launch date & phasing
- Cost of registration
- Importance of ongoing CRB checks
- Length of time to ISA register
- Security of information

The rationale for the ISA

- A wider range of information in one place
- Works with the CRB
- What gets you barred
- On going monitoring

The ISA Organisation

- Linked to Home Office
- Board of experts and skilled caseworkers
- Funded through registration fees



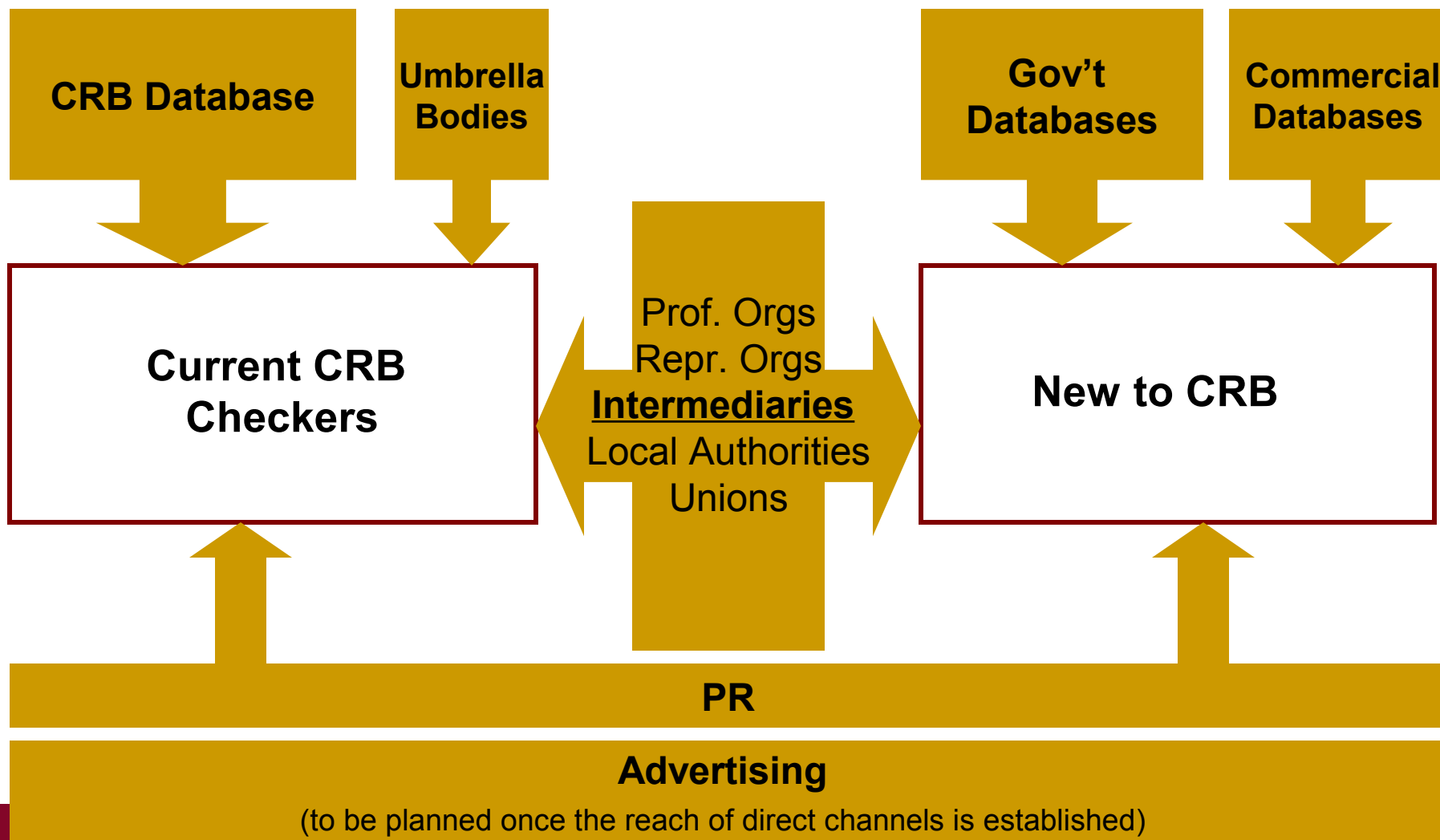
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Channels of Communication

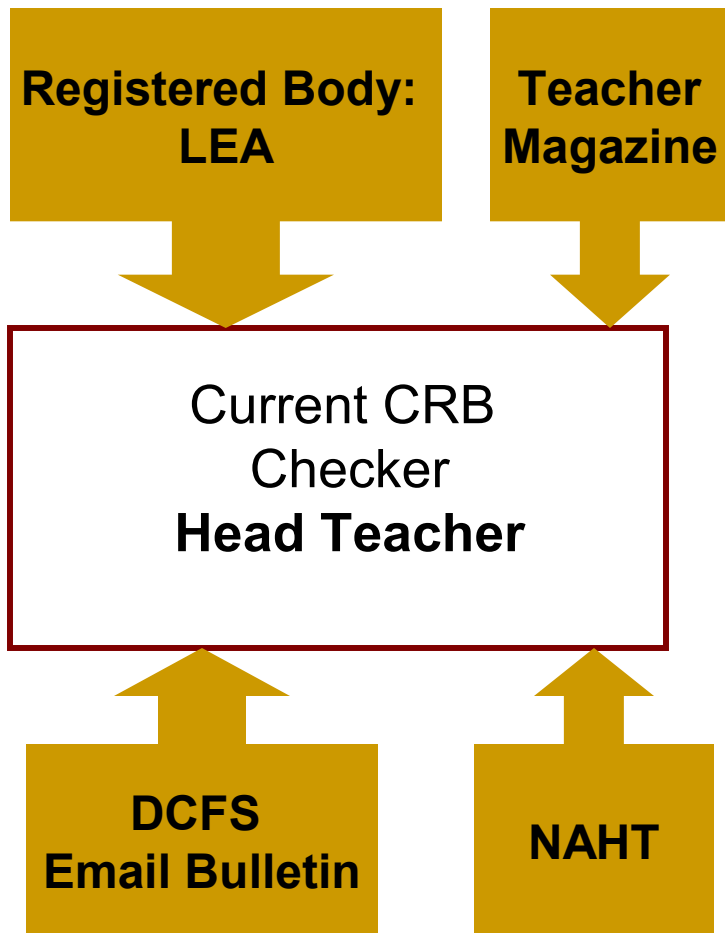
Channels of communication will differ based on segmentation



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Examples of channels



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Next Steps



Two direct marketing campaigns

- **July 2008** – Intermediary Bodies “warm up our broader audience”
- **October 2008** – Employers & volunteer organisers



What we will deliver

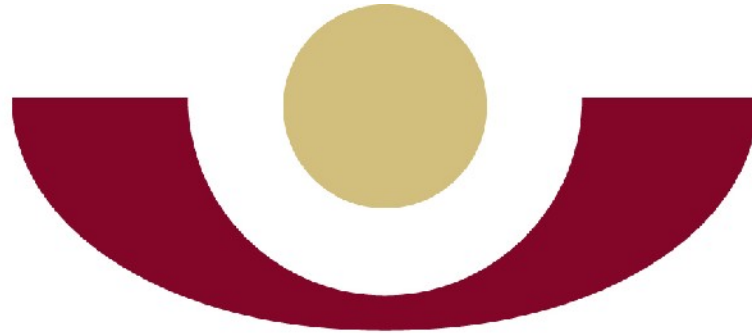
- Direct mail
- Targeted e-communications
- New micro sites & online tools
- Improved information line
- Resource packs



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A final question.....

What would help you to deliver to your particular constituencies?



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