



# Communication and Engagement Strategy 2023 – 2025

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WOLVERHAMPTON SAFEGUARDING TOGETHER PARTNERSHIP

## Version Control

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## Context

Local Children's Safeguarding Partnerships and Safeguarding Adults Boards are the key statutory mechanisms for agreeing how organisations in each local area will co-operate to safeguard and promote the welfare of children and young people under the age of 18 years, and adults with care and support needs. They also have to ensure the effectiveness of what partner agencies do. **In Wolverhampton, the above functions are carried out within our Wolverhampton Safeguarding Together partnership arrangements.**

**The core objectives of Wolverhampton Safeguarding Together are to:**

- co-ordinate what is done by each person or body represented on the WST partnership for the purposes of safeguarding and promoting the welfare of children / adults with care and support needs in the area of the Local Authority responsible
- ensure the effectiveness of what is done by each such person or body for that purpose
- promote greater understanding of the need to safeguard children / adults with care and support needs and promote their welfare

**The key WST partners on WST's Communities and Engagement Standing Group are:**

- Black Country Integrated Care Board
- City of Wolverhampton College
- City of Wolverhampton Council: Communications team
- City of Wolverhampton Council: Carers Support Team
- City of Wolverhampton Council: Public Protection Team
- City of Wolverhampton Council: Participation and Co-Production team
- HealthWatch Wolverhampton (co-chair)
- Interfaith Wolverhampton;
- *A representative who can provide an education perspective covering primary, secondary and special schools*
- West Midlands Fire Service
- West Midlands Police
- Wolverhampton Homes
- Wolverhampton Voluntary Sector Council (co-chair)

## Aims

### **Increase knowledge of how to report concerns**

Use effective means of communication to raise awareness of how to report safeguarding concerns across the city including: children/ young people; adults with care and support needs; parent/ carers/ relatives and friends; neighbours; employees and volunteers in partner agencies; and local businesses.

**Increase participation in safeguarding.**

Promote the message that “Safeguarding is everyone’s business” across all of the above audiences and of how everyone can contribute to safeguarding and promoting the welfare of children / young people and adults with care and support needs.

Actively engage with members of the public (target groups for individual campaigns, community organisations - including faith groups) and the workforce in identifying, planning, delivering and evaluating our campaigns.

Enable the views and experiences of people with lived experience to shape and lead on aspects of this agenda to bring about improvements in safeguarding practice and effectiveness.

**Increase awareness and understanding of key safeguarding issues**

The general safeguarding agenda, and specific / emerging topics through developing and utilising effective channels of communication, messages and campaigns.

**Increase awareness of, and confidence in multi-agency working co-ordinated by Wolverhampton Safeguarding Together partnership**

Reassure the public about the effectiveness of Wolverhampton Safeguarding Together partnership in co-ordinating and assuring the multi-agency arrangements and practices; and of the arrangements within each partner organisation to safeguard children / young people and adults with care and support needs.

**Further the objectives of the Business Plan of Wolverhampton Safeguarding Together partnership****Strategy****Reactive communication**

Respond promptly and effectively to safeguarding situations that occur locally, regionally and nationally. This will be done transparently and in a way that provides as much reassurance to the public as is possible; give clear guidance to our workforces; and emphasise the benefits of our multi-agency partnership working.

**Proactive communication**

The media often presents a negative image of safeguarding children issues. Therefore, it is vital that we raise awareness of the positive work being done every day by Wolverhampton Safeguarding Together and its partners to tackle safeguarding issues, and which local practitioners and the public rarely hear about.

Three or four key areas of focus will be agreed for each year, for example Exploitation (CSE, Gangs, County Lines, Modern Day Slavery, and Human Trafficking), Mental Health, Violence Against Women and Girls; and Neglect.

**Engagement** sits at the heart of our strategy. We aspire to co-produce campaigns with: children, young people, adults with care and support needs, families / carers with lived experience (inc. service-users, former service users; members of the public who have been affected by safeguarding issues); and members of our multi-agency workforce – the views and experiences of such people are crucial to understanding and improving the ways in which WST and its partners can work together to keep vulnerable people safe from abuse and neglect.

**Evidence-based** communication and engagement campaigns plans will be clear and, where appropriate, targeted and evidence-based in order to be effective. Campaign methods will be based on effective methods of communication and / or engagement for the nature of the campaign.

### **A true partnership approach**

This plan aims to build on existing well-established partnership working to maximise the skills and resources of all partner agencies. Partners agree to work together collaboratively and push joint campaigns across their existing internal and external communication channels (see **Appendix 1** for a partner communications channel audit).

### **Digital by Design**

Activity will be 'digital by design' wherever possible to ensure a measurable, value for money approach.

## **Communication Implementation**

### **Communication Principles**

- Communication is open and transparent with our partner agencies
- Communication is a two-way process
- Communication is accessible to all sections of the community, particularly children and young people
- Communication is in plain English

### **Communication Messages**

#### **'Safeguarding is Everyone's Business'**

We all have a responsibility to keep children and adults with care and support needs safe in our City

#### **How to raise a concern**

Anyone who is suffering, or has suffered, harm and abuse, or who has been told about, observed or suspects it is encouraged to report it immediately to 01902 551199 (if the concern is about an adult) or 01902 555392 (if the concern is about a child or young people under 18 years old).

**The role of Wolverhampton's Safeguarding Together partnership** is to make sure that multi-agency working is as good as it can be in the City and that safeguarding continues to be a priority for everyone.

**WST is open and transparent in all its activities** and actively promote the sharing of information in order to safeguard children / young people and adults with care and support needs – where information cannot be shared WST will make the reasons why clear e.g. when considering how much information to publish from Child Safeguarding Practice Reviews or Safeguarding Adult Reviews.

**Audience specific messages** (See Appendix 3).

**Campaign-Specific Messages:** as well as promoting the above key messages, each campaign will have one or more campaign specific message(s) tailored to the campaign subject and specific target audiences.

### **Key Audiences and Stakeholders**

Local people and communities

- children / young people and adults with care and support needs – who live in, visit or access services or support from WSCB partner agencies
- parents / carers / family members - who live in, visit or access services or support from WSCB / WSAB partners
- general public; local councillors; MPs and the people who use (or are involved in running) services provided by community-based partners including voluntary organisations, community groups (inc. faith groups), schools and community health services

WST partner agencies and their staff:

- governing structures (directors / trustees / elected members)
- staff inc. senior / middle / frontline managers, frontline employees, volunteers
- trade unions and staff associations

Local businesses

Media - local (Express and Star, local radio and television) and national

### **Channels of communication**

Wolverhampton Safeguarding website [www.wolverhamptonsafeguarding.org.uk](http://www.wolverhamptonsafeguarding.org.uk) and social media channels (Facebook [www.facebook.com/wolverhamptonsafeguarding](https://www.facebook.com/wolverhamptonsafeguarding) and Twitter @wvsafeguarding [www.twitter.com/wvsafeguarding](https://www.twitter.com/wvsafeguarding))

### **Press releases**

Existing free-to-use partner channels (inc. social media) which reach thousands of people (see Appendix 1).

Other paid-for channels advertising, direct mail, print distribution if required.

## **Engagement Implementation**

### **Key Engagement Principles**

- Being clear at the outset about the purpose of the engagement activity
- Co-producing engagement activity wherever possible
- Drawing the experiences and views of people with lived experience of factors which contribute to abuse and neglect
- Valuing the time and experience of everyone involved
- Providing feedback on all engagement activities to those involved

### **Engagement Audiences**

Non-targeted engagement with the public through:

- engagement activity in public spaces (shopping centres etc.)
- engagement activity at other events (e.g. Marathon, Vaisakhi, sporting events etc.)

Targeted engagement with community groups and faith groups

Targeted engagement with children and young people with lived experience including:

- Children / young people who have experience of safeguarding support from Early Help to children and young people in care
- Children and young people with experience of specific safeguarding risks e.g. young people at risk of: exploitation; bullying; radicalisation

Targeted engagement with adults with care and support needs with lived experience

- Including those who have experience of safeguarding support

Targeted engagement with specific groups of people with lived experience relevant to the safeguarding agenda – e.g. refugees / migrants, young people and families at risk from criminal exploitation and youth violence, adults who have issues around self-neglect etc

Engagement with members of the workforce of partner agencies in collaboration with Learning and Improvement Standing Group

- Training
- staff briefings e.g. lessons learned from Serious Cases, and WST Thresholds to Support briefings conferences and other large scale events
- Multi-agency practitioner forums
- Workforce survey

## Outcomes

### High Level Communication Outcomes

Increased use of website – more evidence of use by workers, community groups and members of the public.

Members of the public are more aware of what to do if they have a safeguarding concern.

Workforce are better informed of safeguarding policies, procedures, tools and developments – locally regionally and nationally.

## Responsibilities

### Wolverhampton Safeguarding Together

Overall strategic lead and spokesperson: chair of WST Executive

Strategic communications leads: Stephen Dodd (Wolverhampton Voluntary Sector Council) and Stacey Lewis (Healthwatch Wolverhampton) co-chairs of the C&E Standing Group - with support and advice from Comms Mangers in partner agencies as appropriate.

### WST Partners in 2023 - 2025

Partner organisation communications leads involved: Paul Brown (City of Wolverhampton Council), Helen Cook (Wolverhampton CCG), James Clarke (Wolverhampton Voluntary Sector Council), Sophie Wells (Wolverhampton Homes)

People who will link with their organisation's Communications teams: Martin Danher (West Midlands Police), Marianne Gegg (West Midlands Fire Service), Anil Sharma (City of Wolverhampton College)

Members of the WST Executive, Scrutiny and Assurance Co-ordination Group, Priority and Standing Groups have responsibility for cascading operational safeguarding information throughout their agency including, where appropriate, to their communication team / officer.

### Campaign leads for 2023 - 2025:

Exploitation – CSE (City of Wolverhampton Council and See Me Hear Me); Gangs (Wolverhampton Police / West Midlands Police); Human Trafficking / Modern Slavery (SWP)

Violence Against Women and Girls – shared between Wolverhampton Domestic Violence Forum, and Safer Wolverhampton partnership

Neglect – to be agreed

Safeguarding Week – Stephen Dodd (C&E chair)

Anti-Bullying On-line safety – B-Safe Team

## **Evaluation**

### **Outcomes**

- More people know how to raise a safeguarding concern
- Greater confidence among the public and community groups in raising a safeguarding concern
- Greater awareness of issue(s) promoted among participants engaged with
- Additional campaign-specific outcomes
- Workforce and public are more aware of role of WST partnership
- Workforce are better informed of developments in safeguarding processes and practice

System / city-wide outcomes

- Increase in reporting of safeguarding concerns (over base line - to be tested)

### **Outputs**

- Social media posts, reach and levels of engagement
- no. of internal stories/articles shared and published
- no. of external stories produced and published
- no. of individuals / groups engaged with
- campaigns developed on time and to budget

## **Appendix Index**

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Appendix 5: RASCI matrix (Responsible, Accountable, Support, Consulted, Informed)



## Appendix 1: WST and Partner organisation communications channels

Channels of communication which can be utilised for sharing safeguarding messages with the public and across the workforce.

Organisation	CHANNEL (title or description)	PUBLIC or WORKFORCE	SPECIFIC TARGET AUDIENCE (eg. Age, area etc.)	REACH (no's registered / receiving this)	FREQUENCY	HOW EVALUATED (no. Of hits / clicks, quantitative feedback etc.)
<b>Wst</b>	WST Facebook	Public and workforce	Wolverhampton wide, workforce of all WST partners	654	As required and during campaigns	Follows and likes
	WST Twitter	Public and Workforce	Wolverhampton wide, workforce of all WST partners	1021	As required and during campaigns	Follows and re-tweets
	WST e-bulletins	Public and Workforce	Wolverhampton wide, workforce of all WST partners	2241	Monthly	Open and click rates
	WST Website	Public and Workforce	Wolverhampton wide, workforce of all WST partners	Approx. 2500 users per month	As required	Hits and other Google Analytics
<b>Black country integrated care board</b>	ICB staff e-bulletin	Workforce	All staff	Approx. 80	Monthly (mid)	Open rate
	GP members e-bulletin	Workforce	All GPS, Practice Managers and Practice staff in Wolverhampton	Approx. 200	Monthly (end)	Open rate
	Safeguarding e-bulletin	Workforce	Children and adults workforce	331	Quarterly	Open and click rate
	Patient Partner emails	Public	Membership	320	As required	Open Rate
	Citizen Forum meeting	Public	Public and community / faith group	70 names with further dissemination	Quarterly	Attendance
	Citizen Forum emails	Public	Public and community / faith group	70 names with further dissemination	As required	Open rate

	Newsletter – printed	Public	Wolverhampton residents	Approx. 500	Quarterly	Response to articles
	GP members locality meeting	Workforce	Gps and Practice Managers	Approx. 100	Monthly	Face to face – so attendance is taken
<b>WVCA</b>	Twitter	Both	Third sector	519	Weekly	Followers and re-tweets
	Facebook	Both	Third Sector and Volunteers	171	Weekly	Likes
	WVCA Mail Chip newsletter	Both	Third Sector	759	Bi-weekly	25% open rate and 1.5% click rate
	WVCA website	Both	Third Sector	N/a	Weekly updates	Hits and clicks
	VCS Mailshots	Both	Third Sector	673	Weekly	30 % open rate and 1-2% click rate
	Instagram	Both	Third Sector and others			
<b>West midlands police</b>	Neighbourhood watch	Public	City wide	10,000	Responsive	Feedback
	Key Individual Network / WM NOW	Public	City wide	500	Responsive	Feedback
	Business watch	Public	City wide	1000	Responsive	Feedback
	Key Community Contacts	Public	City wide	100	Responsive	Feedback
	Internal Wolverhampton Police	Workforce	All Wolverhampton Police	600	Daily	Clicks and hits
	Wolverhampton Twitter	Public	Regional	12,000	Responsive (at least daily)	Clicks and hits
	Wolverhampton Facebook	Public	Regional	9,000	Responsive (at least daily)	Clicks and hits
	Wolverhampton Neighbourhood Twitter accounts	Public	Regional	5,000	Responsive	Clicks and hits
	Wolverhampton Schools	Public	City wide	200 schools	Responsive	Feedback

	Student Watch (link with WV University)	Public	City wide	200 (Police database)	Responsive	Feedback
	Pub Link – every pub in Wolverhampton	Public	City wide	Approx. 200	Responsive	Feedback
	IAG (Independent Advisory Group)	Public	City wide	Approx. 30	Responsive	Feedback
	PACT meetings	Public	City wide	40/50	Quarterly	Feedback
<b>Wolverhampton homes</b>	Intranet	Workforce	Staff	450	Can be updated anytime	Hits and clicks
	Staff newsletter	Workforce	Staff	650	Two per year	Qualitative feedback
	Website	Public	All tenants / leaseholders	N/a	Can be updated anytime	Hits
	E-Newsletter	Public	All tenants / leaseholders	12,500	Monthly	Opens and click throughs
	Tenants newsletter	Public	All tenants	23,000	Three per year	Qualitative feedback and survey
	Leaseholders newsletter	Public	Leaseholders	2,000	Two per year	Qualitative feedback and survey
	Social media (Facebook and Twitter)	Public	Tenants / Leaseholders / Housing applicants	2339 Facebook likes 5052 twitter followers	Can be updated anytime	Facebook and Twitter insights / statistics
<b>City of Wolverhampton Council</b>	Intranet – City People	Workforce	Staff	5000	Daily	Surveys
	News from MD	Workforce	Staff	5000	As and when	Surveys
	Website	Public	Public	13,000 views per day	Daily	Hits
	Stakeholder emails	Public	All tenants / leaseholders	12,500	As and when	Open and click throughs
	Wolverhampton Today	Public	Local people	52,500	Daily	Levels of engagement
	Twitter	Public	Local people	18,000	Daily	Levels of engagement

	E-Bulletin	Workforce	Head teachers	118	Weekly	Open and click throughs
	Core brief	Workforce	SMT	90	Weekly	Surveys
<b>West midlands fire service</b>	Twitter (partnerships team, Tettenhall, Wolverhampton, Bilston and fallings park fire station)	Public	Public	10,527	More than weekly	Levels of engagement
<b>Healthwatch</b>	HWW website	Public and workforce	General public, patients with health / social care feedback, community of Wolverhampton, volunteers	---	Can be updated anytime	Traffic and hits
	HWW Facebook	Public and workforce	General public, patients with health / social care feedback, community of Wolverhampton, volunteers	10,379	Daily throughout the week	Audience, reach, engagements and likes
	HWW Twitter	Public and workforce	General public, patients with health / social care feedback, community of Wolverhampton, volunteers	5731	Daily throughout the week	Followers, engagements, and impressions
	HWW Instagram	Public and workforce	General public, patients with health / social care feedback, community of	2757	Daily throughout the week	Audience, reach, reactions and likes

			Wolverhampton, volunteers			
	HWW LinkedIn	Public and workforce	General public, patients with health / social care feedback, community of Wolverhampton, volunteers	682	Daily throughout the week	Followers, engagements, and impressions
	E-Bulletin	Public and workforce	General public, community of Wolverhampton, volunteers	214 subscribers	Monthly	Subscribers and webpage hits

## Appendix 2: Example Annual Campaigns overview

Campaigns / Activity	January	February	March	April	May	June	July	August	September	October	November	December
Violence Against Women and Girls (adults & cyp)						Orange Wolves preparations					Orange Wolves	
Exploitation (adults & cyp)	Exploitation Awareness Day preparations		National Exploitation awareness day 18 <sup>th</sup> March		County Lines Awareness Week	Safeguarding Week preparations	Exploitation and FGM summer holiday social media campaign?		Safe-guarding Week		Safe-guarding Adults Week	
Neglect / Self-Neglect / Hoarding (adults & cyp)						Safeguarding Week preparations						
Anti-bullying (children)						Safeguarding Week preparations			AB Week preparations		AB Week	
Online safety (children)	Safer Internet Day preps	Safer Internet Day				Safeguarding Week preparations			Safe-guarding Week			
Mental health (adults & cyp)			Mental Health Awareness Week preparations		Mental Health Aware-ness Week							
E-bulletins (WST)	Annual report / how to report a concern	Community and other support during Covid	Think Family	Neglect	Mental Health	Who are our Exec Group? bios	Summer activities / staying connected / don't lose sight of the vulnerable		Safe-guarding Week	Early Help	Orange Wolves & Annual Event updates	Orange Wolves
	Training and E by E story/ learning											

## **Appendix 3 - Safeguarding Children – Specific messages for key audiences**

### **Target group: Everyone**

- Safeguarding is everyone's business
- If you are concerned about someone, contact the Multi-Agency Safeguarding Hub: concerned about a child or young person tel: 01902 555392 (out of hours 01902 552999)
- If someone is at risk of immediate harm call 999
- One stop shop for everything safeguarding [www.wolverhamptionsafeguarding.org.uk](http://www.wolverhamptionsafeguarding.org.uk)
- Wolverhampton Safeguarding Partnership works with all organisations in the city to help make sure children / young people, and adults with care and support needs in the city are kept safe and protected from harm.

### **Target group: Children and Young People**

- Safeguarding is everybody's business
- If you think you could be being harmed, contact the Multi-Agency Safeguarding Hub (MASH) on 01902 555392
- If someone you know is being harmed, or harming themselves, contact the MASH on 01902 555392
- If you think you or someone else is in immediate danger, call 999
- For those involved in it – a basic understanding of the child protection system and what it means to them
- One stop shop for everything safeguarding [www.wolverhamptionsafeguarding.org.uk](http://www.wolverhamptionsafeguarding.org.uk)
- For those involved – the process of a child protection investigation

### **Target group: WST Partners: Statutory Agencies (LA, emergency Services, Probation, Health commissioners and providers inc. GPs) Schools and other Educational Settings, Voluntary and Community Organisations (inc. faith groups)**

- What support / help WST can provide: in particular, help with developing training programmes, and developing child protection policies/procedures
- How to access advice and help
- How to raise a concern
- How to access WST events and multi-agency training
- How to identify the need for and provide access to Early Help for children and their families, and adults
- What good safeguarding practice is and how this can be improved

- How to access the multi-agency shared child protection procedures
- How to recruit staff and volunteers safely and deal with an allegation made against them
- How to escalate concerns and resolve professional disputes

**Target group: Parents and Carers**

- How to provide safe parenting
- Sources of parenting advice
- How to protect your children and others you are responsible for
- For those involved – the process of a child protection investigation
- For those involved in it – a basic understanding of the child protection system and what it means to them
- How to access child protection procedures

**Target group: Other partnerships**

- The WST Business Manager, and Executive committee will update key forums about WST's work; this will include the Children and Families Together Board, Health and Wellbeing Board, Safer Wolverhampton Partnership and other forums as appropriate.



## **Appendix 4 - Safeguarding Adults – Specific messages for key audiences**

### **Target group: Everyone**

- Safeguarding is everyone's business
- If you are concerned about someone, contact the Multi-Agency Safeguarding Hub: concerned about an adult tel: 01902 551199 (out of hours 01902 552999)
- If someone is at risk of immediate harm call 999
- What the different responsibilities to safeguard are and how they should be fulfilled
- A basic understanding of the role of the WST partnership, how it carries out the functions of a Safeguarding Adults Board, and how to access it
- Key changes in safeguarding nationally and locally and the implications of these

### **Target group: Adults with Care and Support Needs**

- How to keep safe
- What to do if you / someone you know is being harmed / harming themselves
- For those involved in it – a basic understanding of the adult protection system and what it means to them
- For those involved – the process of a safeguarding adult investigation

### **Target group: WST Partners: Statutory Agencies (LA, emergency Services, Probation, Health commissioners and providers inc. GPs) Care Homes, Housing Providers, Voluntary and Community Organisations (inc. faith groups)**

- What support / help the WST partnership can provide: in particular, help with developing training programmes, accessing multi-agency training
- programmes and with developing adult safeguarding policies and procedures
- How to access advice and help
- How to raise a concern
- Understanding Mental Capacity, Deprivation of Liberty, Person-centred Safeguarding
- How to identify the need for and provide access to prevention and early help for vulnerable adults who do not have care and support needs
- What good safeguarding practice is and how this can be improved

- How to access WST events
- How to access the multi-agency shared adult safeguarding procedures
- How to recruit staff and volunteers safely and deal with an allegation made against them
- How to escalate concerns and resolve professional disputes

#### **Target group: Parents and Carers**

- How to provide safe care for adults with care and support needs
- Sources of advice on what good care looks like
- How to raise a concern
- How to protect adults with care and support needs who you care for
- For those involved – the process of an Adult safeguarding investigation
- For those involved in it – a basic understanding of the adult safeguarding system and what it means to them
- How to access safeguarding adult procedures

#### **Target group – Other Partnerships**

- The WST Business Manager, and Executive committee will update key forums about WST's work; this will include the Health and Wellbeing Board, Safer Wolverhampton Partnership and other forums as appropriate.

## Appendix 5 – RASCI matrix (Responsible, Accountable, Support, Consulted, Informed)

Task	Person / Role	C&E Co-chairs	WST Business Unit	Partner Comms Leads	C&E group members	Priority Group Leads	All WST partner agencies	Relevant T&F group	Exec
WST e-bulletins		A	R	I, S	I	C, I	C, I	-	C, I
Orange Wolverhampton		A	S	I, S	S, C, I	I	C, I	R	C, I
Safeguarding Week		A	S	I, S	S, C, I	C, I	C, I	R	C, I
Experts by Experience T&F Mental Health Priority		S	S	I, S	S, C, I	A	C, I	R	C, I
Experts by Experience T&F Exploitation Priority		S	S	I, S	S, C, I	A	C, I	R	C, I
Experts by Experience T&F Early Help Priority		S	S	I, S	S, C, I	A	C, I	R	C, I
Experts by Experience audit: Delivery of audit & findings		R	S	I, S	R	S	S, I	R	I
Experts by Experience audit: Delivery of recommendations		S	S	I, S	S	R	A	I	A
WST Independent Scrutiny Outcomes		C, I	S	I, S	I, S	I, S	A, R	R	A, C, I
Annual Report (write, publish, comms)		S, C, I	S	I, S	S	S	A, R	R	A, C, I
Engagement activity: Themes TBC		A, R	S	I	A, R	S	C, S	R	C, I
Updated WST training plan		S	S	I, S	I, S	S (L&I A, R)	C, S	R	C, I
WST Covid-19 Response		S	S	S	S	A, R	A, R	R	A, C, I
Think Family Intro Video		S	S	S	S	S (MH A, R)	S, I	R	S, I
WST Annual Events: Accountability / Priority Reset		A, R	S	S	C, I, S	A, R	A, R	R	A, R, C, S
WST L&I Strategy Refresh		S	S	S	S	S (L&I A, R)	S, I	-	S, I