

## KEY ACTION AREA 3.2:

The SSA engages and openly communicates with families and the community about its child safe approach and relevant information is accessible.

### OVERVIEW

It is important for your SSA to engage and openly communicate with families and the broader community about your child safe approach. This information needs to be accessible for all. If your SSA is unsure how to create accessible information for all, it is important to seek feedback and input from your families about their preferred modes of communication and, depending on what this feedback includes, seek guidance and support from external organisations or agencies about how to achieve this.

There are various ways your SSA can share information about its child safe approach. For example:

- Through its website and social media posts
- By involving parents, carers, families and the community in SSA activities and highlighting the child safe approach as part of this
- Through offering an open-door policy for parents, carers and families, to encourage a transparent culture
- Through regular engagement with families. This can enable two-way communication between your SSA and families, and also encourages families to provide any feedback and suggestions. This, in turn, will encourage a culture of open communication and respect and may increase the likelihood that families involved in your SSA will raise any concerns they may have about a child or young person.

If your SSA communicates both the steps it is taking to keep children and young people safe and the pathways parents, carers and families should take if they think a child has been or is being harmed, this will build confidence and satisfaction among existing members (as they will feel that children and young people will be more likely to be safe, in contrast to an organisation that does not prioritise safety and wellbeing). This will also assist with the retention of members.

Open and regular communication and promotion from your SSA about child safety and wellbeing may also contribute to deterring a potential perpetrator from targeting your SSA. It sends a clear message that the SSA has a zero-tolerance approach to any form of harm to children and young people and will take immediate action if harm does occur. SSAs should be aware, however, that they may still be targeted irrespective of whether or not they have implemented communication strategies. Despite this, open communication may be a sufficiently effective deterrent and may reduce the risk of harm to children and young people involved in your SSA.

If your SSA proactively and openly communicates with the general community about its child safe approach (for example through your website, through social media posts, through signage at competitions etc), your membership of children and young people is likely to increase, as parents and carers will be more likely to choose your SSA for their children and young people, rather than another organisation that is not openly prioritising child safety.

It is important for your SSA to keep records of its child safety communication to families and the community to demonstrate this has been achieved. This can be as simple as keeping a record of what communication occurred, who with and when.



<b>EXAMPLE SSA ACTIONS TO WORK TOWARDS IMPLEMENTING KEY ACTION AREA 3.2</b>	Provide regular information in a form and language that is accessible and appropriate, including information about the SSA's child safety policies, Child Safety Code of Conduct, and child friendly complaints processes.
	There are opportunities for parents, carers and community members to attend and participate in SSA activities.
	There is an open-door policy for parents/carers to visit training/competitions.
	The SSA keeps a record of its child safety communication to families and the community.

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If you need support:

- > [Mental health community links](#)
- > [Reporting flowchart](#)

