

Social Care Communicators Wales (SCCW) is a network for all staff who are involved in providing public information in the field of social care in Wales.

SCCW promotes good practice across all forms of communication, i.e. leaflets, websites, film, audio DVD, etc, and encourages the exchange of ideas between members.

Historically, our members belonged to the Association of Social Care Communicators (ASCC), a UK-wide organisation with a similar remit. We held Welsh regional meetings quarterly in Llandrindod Wells. They were always well attended and, in between, members maintained regular contact via email.

In April 2009, mainly as a result of the increasingly diverging health and social care agenda in Wales and the rest of the United Kingdom, the Welsh regional group elected to form a network independent of ASCC. So, the Social Care Communicators Wales was formed, with the objective of developing our support to members who may be working in any of the following areas:

- Publications aimed at the services users, the public, and other stakeholders
- Internal communications, e.g. newsletters, focus groups and briefings
- Intranets
- Media work
- Public relations
- Provider communication
- Consultation and engagement
- Events

- Accessible communications
- Bilingual design

We have chosen to operate without a budget to avoid the need for a treasurer and formal accounts. We also hope that free membership will encourage smaller, partnership organisations to get involved with our network.

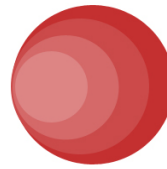
Powys County Council has generously offered us the free use of a committee room four times a year.

Over time, we hope to strengthen our links with partner organisations such as the Association of Directors of Social Services Cymru (ADSS Cymru) and the Welsh Assembly Government (WAG).

Business plan

SCCW members have agreed a business plan which will help guide and shape our work. Our ethos throughout is to promote and share good practice in the production of social care public information.

We will do that by providing a forum in which social care communicators in Wales are able to seek and receive support from one another and in which people can network formally and informally.



Social Care
Communicators Wales

Cyfathrebwyr Gofal
Cymdeithasol Cymru

SCCW 2009/10 work plan

As members of ASCC Cymru, we've already proved that working together helps us all.

We have worked collaboratively to produce the wording for a generic social services leaflet, two complaints leaflets and two private fostering leaflets.

In 2009/10, we plan to work together on the following projects:

- Developing the SCCW website so that it provides a central portal where information, good practice and other useful materials can be shared with members and to a wider audience
- A twice-yearly newsletter
- A range of Easy Read publications to cover areas like complaints, the protection of vulnerable people and direct payments (preceded by Easy Read training)
- Good practice guidance

Survey

We are currently undertaking a survey to establish exactly which areas of communication and consultation activity individual members are involved in.

Results will be published on our website.

SCCW website

SCCW is currently developing its online resources with the generous support of the Social Services Improvement Agency (a member organisation). Our electronic resources will include:

- A practice exchange
- Relevant policy and guidance materials from WAG
- Good practice guidance (written by SCCW members)
- Discussion forums
- A mechanism for requesting information

Visit our pages at:

www.ssiacymru.org.uk/sccw

Membership

One of our aims is to extend membership beyond councils to all organisations working in the field of social care. With SCCW, it's the organisation which is the member so you are always welcome to bring your colleagues along to meetings.

SCCW does not charge membership fees. If you would like to join us, simply contact: David Jones on 01352 701370 or email David.N.Jones@flintshire.gov.uk