

## **ASP Day/Week 2024**

### **Local ASP Awareness Day/Week 2024 – Activity and Impact**

**NHS Ayrshire & Arran** raised awareness of ASP throughout the week beginning 19 February 2024. Lunch time drop-in sessions were delivered which featured the learning from the Significant Case Review into the life and death of Margaret Fleming. Overall around 60 attendees came along to hear about the learning and consider how this might relate to their role and others across the NHS workforce. In addition a number of communications were developed and disseminated in the Daily Digest and Enews. The topics included; ASP is everyone's business (from the Chief Executive to the newest member of staff), sextortion (link to the national animation) and trauma informed practice in ASP.

Informal feedback from staff was very positive about the learning sessions and a number of attendees asked questions and some provided feedback via email following the sessions. The way in which communications are received is monitored by the number of visits to the ASP AthenA page and this was noted to have tripled in February by comparison to most other months.

A 7 minute briefing was developed in respect of Sextortion and made available to both NHS and HSCP staff and is provided at the end of this report.

**East Ayrshire HSCP** undertook a variety of communications detailed as follows:

#### **Website**

- Landing page: a webpage that hosted campaign messages, social media pledge materials, information about harm, [ASP Day 2024 video](#), links to further information and how to report a concern. Social media posts directed visitors to this page. [Pledge your support for Adult Support and Protection Day 2024](#)
- News article: highlighting the committee's pledge signing and further promoting the campaign. [Help protect people from harm – join our online pledge](#)

#### **News release**

- Issued to press and hosted on East Ayrshire Council website (therefore featured on [Adult Support and Protection Day 2024](#) homepage).

#### **Social media**

- Regular posts were issued on social media throughout the week focussing on various aspects of the campaign:
  - ASP Day 2024 video
  - Types of harm

- Sextortion
  - Power of Attorney
  - ASP social media pledge
  - ASP committee pledge signing article
  - Viaduct lighting
- Example post reached a total of 3,975 people and achieved 22 interactions:



## Email marketing

- [Campaign content and information](#) was sent as an email bulletin, and a further bulletin was issued to staff and practitioners to provide [information about sextortion](#).

## EAC screensaver

- Screensaver with ASP message ran throughout the campaign on all EAC laptops and computers.



### **Kilmarnock viaduct**

- The viaduct in Kilmarnock was lit purple to launch the campaign.



### **EAHSCP newsletter**

- ASP day featured as an article in the HSCP's monthly newsletter '[Tea Break](#)', sent to HSCP staff and partners. This is also forwarded to NHS AA staff in their weekly staff bulletin.

### **EAC Chief Executive's update**

- Campaign was included as an article in the weekly East Ayrshire Council [Chief Executive update](#).