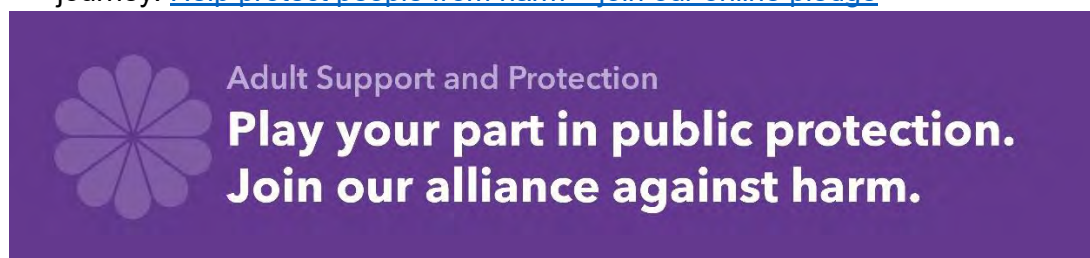


### **National ASP Day 2025**

National ASP Day (20 February 2025) and local ASP Week (17 – 21 February 2025) focused on Financial Harm and General Awareness Raising for Adult Support and Protection. A full programme of events was delivered throughout the multi-agency partners which included:

#### **Website**

- [Landing page](#): a webpage that hosted campaign messages, information about financial harm, [ASP Day 2025 video](#), links to further information and how to report a concern. Social media posts directed visitors to this page.
- An Engagement HQ page has been developed requesting our business community to play their part in public protection and join our alliance against harm. Barclays Bank and East Ayrshire Advocacy as well as the Adult Protection Committee have commenced this journey. [Help protect people from harm – join our online pledge](#)



#### **Granicus Bulletins**

- 2 x Granicus Bulletins were circulated to staff, one relating to [Financial Harm](#) and one for [general awareness raising of Adult Support and Protection](#).

#### **Vicarious Trauma**

- 2 x Vicarious Trauma staff sessions were held on 6 & 10 February 2025.

#### **News releases**

- Issued to press and hosted on East Ayrshire Council website (therefore featured on homepage).  
[Adult Support and Protection Day 2025](#)

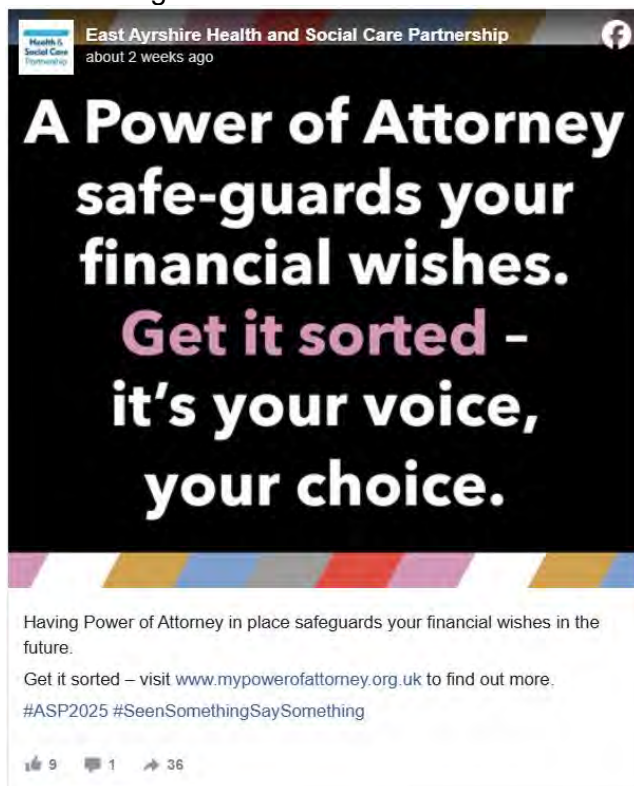
#### **Information Stalls**

- Information stalls were set up in East Ayrshire Community Hospital, Northwest Kilmarnock Area Centre, Rothesay House and The Johnnie Walker Bond for people to access information on Adult Support and Protection.



## Social media

- Regular posts were issued on social media throughout the week focussing on various aspects of the campaign:
  - ASP week intro video with ASP lead / viaduct lighting
  - Financial harm
  - Right to live free of harm
  - Harm is everyone's business
  - Power of Attorney
  - Video message of support available from EAAS
  - ASP pledge page
  - Video message of support from Police Scotland
- Example post reached a total of 11,928 people and achieved 61 interactions with 254 following the link:



## 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](#).

### Financial Harm Spotlight Sessions

- 2 x Financial Harm Spotlight Sessions were delivered to multi-agency practitioners on 18 & 21 February 2025 hosted by Barclays Bank and Department of Work and Pensions.
- 2 x Community Groups were visited on 19 & 21 February 2025 where good conversations were had around Financial Harm awareness raising in the community.

### Continuing the awareness for Financial Harm:

- National ASPIre Session was held on 27 February 2025 around the Highland Learning Review on the [McCulloch Brothers](#)

- A Learning Event focusing on the [Remember my Name](#) (Margaret Fleming) Significant Case Review was held on 4 March 2025.
- A paper was presented to the Adult Protection Committee on options to support the people we work with to access the internet safely. One of these options was the [Barclays Digital Wings programme](#). Following our engagement with Barclays for the above spotlight sessions, the Barclays Digital Wings session was again presented to the Adult Protection Committee on 27 February 2025 where it was endorsed to progress working alongside Barclays to provide workers with information on frauds and scams and cyber security. They will then be able to support the people they work with to support their understanding and offer suggestions for safeguarding themselves from financial harm.
- Barclays Bank have been linked in with Police Scotland by us as a result of our activity in raising awareness of Financial Harm and having Barclays Bank deliver training in respect of scams and fraud to our Practitioners. They are now joining up together to develop and deliver a presentation to communities around scams and frauds.