



Adult Safeguarding Policy for Rebel Lion Advertising

Rebel Lion Advertising believes in protecting an adult's right to live in safety, free from abuse and neglect. This policy sets out the roles and responsibilities of Rebel Lion Advertising in working together in promoting the adult's welfare and safeguarding them from abuse and neglect. Employees are made aware of how this policy can be accessed.

This policy and related procedures are applicable to the Chief Executive Officer and employees, of Rebel Lion Advertising. Failure to comply with the policy and related procedures will be addressed without delay and may ultimately result in dismissal/exclusion from the organisation.

Care Act 2014 Definition of an Adult at Risk of Abuse:

Where a local authority has reasonable cause to suspect that an adult in its area (whether or not ordinarily resident there)

- (a) has needs for care and support (whether or not the authority is meeting any of those needs),
- (b) is experiencing, or is at risk of, abuse or neglect, and
- (c) as a result of those needs is unable to protect himself or herself against the abuse or neglect or the risk of it.

Key Principles of Adult Safeguarding:

In the safeguarding of adults, Rebel Lion Advertising are guided by the six key principles set out in The Care Act 2014 and Making Safeguarding Personal. Rebel Lion Advertising aims to demonstrate and promote these six principles in our work:

- Empowerment – People being supported and encouraged to make their own decisions and informed consent
- Prevention – It is better to take action before harm occurs.
- Proportionality – The least intrusive response appropriate to the risk presented.
- Protection – Support and representation for those in greatest need.
- Partnership – Local solutions through services working with their communities. Communities have a part to play in preventing, detecting and reporting neglect and abuse.
- Accountability – Accountability and transparency in delivering safeguarding.

Recognising the signs of abuse:

Employees, are well-placed to identify abuse the adult may say or do things that let you know something is wrong. It may come in the form of a disclosure, complaint, or an expression of concern. Everyone within the organisation should understand what to do, and where to go to get help, support and advice.

**Types of Abuse:**

The Care Act 2014 defines the following areas of abuse which also includes self-neglect as an additional category. These are not exhaustive but are a guide to behaviour that may lead to a safeguarding enquiry. This includes:

- Physical abuse - Including assault, hitting, slapping, pushing, misuse of medication, restraint or inappropriate physical sanctions.
- Domestic Violence/ Domestic Abuse - Including psychological, physical, sexual, financial, emotional abuse; so called 'honour' based violence.
- Exploitation- Including sexual and/or criminal exploitation
- Sexual abuse - Including rape, indecent exposure, sexual harassment, inappropriate looking or touching, sexual teasing or innuendo, sexual photography, subjection to pornography. Witnessing sexual acts, indecent exposure and sexual assault or sexual acts to which the adult has not consented or was pressured into consenting.
- Psychological abuse - Including emotional abuse, threats of harm or abandonment, deprivation of contact, humiliation, blaming, controlling, intimidation, coercion, harassment, verbal abuse, cyber bullying, isolation or unreasonable and unjustified withdrawal of services or supportive networks.
- Financial or material abuse - Including theft, fraud, internet scamming, coercion in relation to an adult's financial affairs or arrangements, including in connection with wills, property, inheritance or financial transactions, or the misuse of misappropriation of property, possessions or benefits.
- Modern slavery - Encompasses slavery, human trafficking, forced labour and domestic servitude. Traffickers and those who coerce, deceive and force individuals into a life of abuse, servitude and inhumane treatment.
- Discriminatory abuse - Including forms of harassment, slurs or similar treatment because you are, or are perceived to be different due to race, gender and gender identity, age, disability, sexual orientation or religion.
- Organisational abuse - Including neglect and poor care practice within an institution or specific care setting such as a hospital or care home, for example or in relation to care provided in one's own home. This may range from one off incidents to long-term ill treatment. It can be through neglect or poor professional practice as a result of the structure, policies, processes or practices within an organisation.
- Neglect and acts of omission - Including ignoring medical, emotional or physical care needs, failure to provide access to appropriate health, care and support or



educational services, the withholding of the necessities of life, such as medication, adequate nutrition and heating.

- Self-neglect - This covers a wide range of behaviour neglecting to care for one's personal hygiene, health or surroundings and includes behaviour such as hoarding.

Radicalisation to Terrorism:

The Government through its PREVENT programme has highlighted how some adults may be vulnerable to exploitation and radicalisation and involvement in terrorism. Signs and indicators of radicalisation may include:

- Being in contact with extremist recruiters.
- Articulating support for violent extremist causes or leaders.
- Accessing violent extremist websites, especially those with a social networking element.
- Possessing violent extremist literature.
- Using extremist narratives to explain personal disadvantage.
- Justifying the use of violence to solve societal issues.
- Joining extremist organisations.
- Significant changes to appearance and/or behaviour.

Reporting Concerns:

Any employee, who becomes aware that an adult is or is at risk of, being abused must raise the matter immediately with their supervisor /or with the organisation's designated safeguarding person. If the adult requires immediate protection from harm, contact the police and Adult Social Care.

Early sharing of information is the key to providing an effective response where there are emerging concerns. To ensure effective safeguarding arrangements no one should assume that someone else will do it.

Safe Recruitment & Selection:

Rebel Lion Advertising is committed to safe employment and safe recruitment practices, that reduce the risk of harm to adults with care and support needs from people unsuitable to work with them.

Rebel Lion Advertising has policies and procedures that cover the recruitment of all employees.

Social Media:

All employees should be aware of Rebel Lion Advertising's social media policy and procedures (Rebel Lion Advertising Social Media Policy) and the code of conduct for behaviour towards the adults we support.



Training and Awareness:

Rebel Lion Advertising will ensure an appropriate level of safeguarding training is available to its Employees, and any relevant persons linked to the organisation who require it

For all employees who are working or volunteering with adults at risk this requires them as a minimum to have awareness training that enables them to:

- Understand what safeguarding is and their role in Safeguarding Adults.
- Recognise an adult potential in need of safeguarding and take action.
- Understand how to report a safeguarding Alert.
- Understand dignity and respect when working with individuals.
- Have knowledge of the Safeguarding Adults Policy.

Confidentiality and Information Sharing:

Rebel Lion Advertising expects all employees to maintain confidentiality. Information will only be shared in line with the General Data Protection Regulations (GDPR) and Data Protection.

However, information should be shared with the Local Authority if an adult is deemed to be at risk of harm or contact the police if they are in immediate danger, or a crime has been committed.

Recording and Record Keeping:

A written record must be kept about any concern regarding an adult with safeguarding needs. This must include details of the person involved, the nature of the concern and the actions taken, decisions made and why they were made.

All records must be signed and dated. All records must be securely and confidentially stored in line with General Data Protection Regulations (GDPR).

Whistleblowing:

Rebel Lion Advertising is committed to ensuring that employees who in good faith whistle-blow in the public interest, will be protected from reprisals and victimisation.

Important Contacts:



Designated Senior Lead for Safeguarding

Name: Aaron Corria

Email address: Aaron@rebel-lion.agency

Telephone number: 02922 337225

Cardiff Council Safeguarding

02922 330888

<https://www.cardiff.gov.uk/ENG/resident/Social-Services-and-Wellbeing/safeguarding/Pages/default.aspx>

Police

Emergency – 999

Non-emergency – 101

Telephone: 0808 2000 247

<https://www.nationaldahelpline.org.uk/>