



Adolygiad Diogelu
Unedig Sengl
Single Unified
Safeguarding Review



Llywodraeth Cymru
Welsh Government

Contact with the media:

Helpful information and resources for individuals involved in Single Unified Safeguarding Reviews (SUSRs)

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About this resource:

This resource is intended for individuals, family members and others who are involved in a Single Unified Safeguarding Review (SUSR). A SUSR is not an immediate response to an incident and takes place sometime after the event, therefore you may have already had interactions with the media by the time the SUSR takes place. This resource provides some basic information on what you might expect from the media when involved in a SUSR and signposts to support and further information from organisations who specialise in this area.

When might the media report on a SUSR?

All SUSR reports, as required by the Statutory Guidance, will be published on the Safeguarding Board's website so that the learning from the review can be shared. However, Safeguarding Boards do not proactively promote the reports to the media.

Sometimes there will be no media coverage of the SUSR at all.

Occasionally, Safeguarding Boards will be asked to comment on whether a SUSR is being undertaken. This will normally happen when an incident is already being reported on in the media, for example around key court dates. Findings from the review will not be shared at this time and statements to the media would be simply to confirm if a review is going to be or has been commissioned.

If the media report on the findings of a SUSR, this will usually take place at the conclusion of the review, on and around the publication date. Reports will not be shared publicly before then. You will be told of the intended date of publication by the Safeguarding Board.

If there has been a lot of media interest, the Safeguarding Board may make a statement to the media that a SUSR report has been published. On most occasions the Safeguarding Board will not notify the media of the publication and will only make a statement if requested.

What types of things will the media report on?

When the media report on a SUSR there will be reference to the incident that led to the review. Although the SUSR report will use pseudonyms, where there has been previous media coverage, it may be possible to connect the SUSR with the incident. Sometimes the media will refer to other incidents which involve circumstances or reviews which have similar findings. You may be approached by journalists to comment.

How do the media report on SUSRs?

There are general rules that the media should follow called the Editors' Code which covers what is written in newspapers and magazines and the behaviour of journalists. It covers areas such as accuracy, privacy, harassment and intrusion into grief or shock. A link to the Code and action to take if you think it has been breached is included in the next section.

Journalists should also consider best practice when reporting on sensitive topics such as mental health, suicide, self-harm, sexual offences or domestic abuse, and this will apply to any reporting on the content of SUSR reports.

The SUSR is not about apportioning blame but ensuring that lessons are identified and implemented. The language used in SUSR reports will reflect this ethos. It is important to be aware that the media may use more sensational and/or blameworthy language in their reporting on SUSR findings.

Should I speak to the media?

It is your decision whether you speak to journalists. Some people find communicating with the media to be a positive experience, others do not. This is a personal decision and there is no right or wrong answer.

If you decide that you do want to speak to the media, the links at the end of this document will provide you with advice and guidance about how you might go about this.

Similarly, if you decide that you do not want to speak to the media, there is advice and information available within the websites below on the best way to tell journalists of your wishes.

Helpful Websites

Independent Media Standards Organisation (IPSO)

Advice and information for the public – IPSO (www.ipso.co.uk/resources-guidance/advice-and-information-for-the-public/)

The independent regulator for the UK print and digital news industry. The website contains a wealth of advice and information on topics such as:

- reporting on deaths and inquests
- how journalists use social media
- help with media intrusion
- rules when reporting on domestic abuse
- journalism and children's rights
- reporting suicide.

The Editors' Code of Practice

The Editors' Code of Practice – IPSO (www.ipso.co.uk/editors-code-of-practice/)

The Editors' Code of Practice sets out the rules that members regulated by IPSO have agreed to follow.

Victim Support

Dealing with the media – Victim Support (www.victimsupport.org.uk/help-and-support/coping-crime/dealing-with-the-media/)

Independent charity that supports anyone affected by crime. The website contains advice and guidance on dealing with the media following a crime. It includes a link to a free online resource containing interactive guides, including one on dealing with the media.

Bereavement Advice Centre

Bereavement Advice Centre | Coping with the Media (www.bereavementadvice.org/topics/what-to-do-when-someone-dies/coping-with-the-media/#:~:text=If%20police%20have%20been%20involved,may%20be%20able)

Independent charity that provides information, advice and signposting on the practical concerns people have after a death. The website contains information and signposting for coping with the media after a death.