PBNI Probation Board for Northern Ireland

Communications & Stakeholder Engagement

Cheryl Lamont CBE, Chief Executive

Gail McGreevy, Head of Communications and Engagement

Introduction & Context

- Communication is a powerful force for good in public service. When practiced effectively it can help improve, enhance and save lives
- Good communications also has an important role to play in building confidence
- Communication must be built around the citizen

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Communications and Engagement Strategy and Annual Communications Plan

- PBNI Communication & Engagement Strategy 2020-23
- 3 strands
    - Internal communication
    - External communication
    - Public affairs/political

Covid 19

- Internal Plan was about timely, accurate, honest communication to staff and union representatives through podcasts, intranet, bulletins, email messages
- External was about providing reassurance and information to public – used video diaries of staff - media
- Political – briefing Minister, Justice Committee, AQs

Measuring Success

- In terms of an overarching view of communication within the organisation, four out of five respondents (83%) (2017: 73%) agreed or strongly agreed with the statement 'On the whole, communication within PBNI is good'
- 98% of respondents either agreed or strongly agreed that during the COVID-19 pandemic communications was good.

Internal communications survey June 2020

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Measuring Success

- Social media usage and engagement has increased. From March to September this has resulted in
  - Over 280 new followers
  - Over 600,000 impressions (the number of times people have seen a PBNI tweet)
  - Average engagement rate (likes, mentions, retweets, etc) over this is **6.5 %.** An engagement rate of **0.9%** is considered very good.

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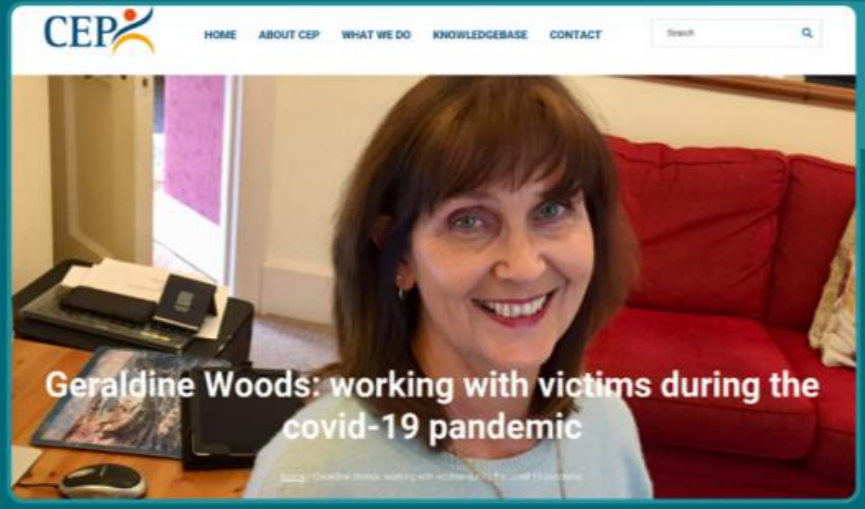
Probation in the news

Over the past few months, Probation has continued to highlight its work in the media, including areas like addictions, domestic abuse, working with victims during Covid and smarter justice.

View Digital article can be found at **https://viewdigital.org/latest-issue-of-view-an-in-depth-insight-into-tackling-addiction-from-belfast-to-lisbon/**

The Psychologist article can be found at **https://thepsychologist.bps.org.uk/volume-33/april-2020/towards-smart-justice**

The ITV article can be found at **https://www.itv.com/news/utv/2020-05-31/new-ni-probation-safeguards-after-rise-in-domestic-abuse/**



The CEP article can be found at **https://www.cep-probation.org/geraldine-woods-working-with-victims-during-the-covid-19-pandemic/**

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Paula Bradshaw MLA @PaulaJaneB · 20 May
Great work from the staff team @PBNINews during this #COVID19 pandemic.

You Retweeted
Kate Dorrian
@fenit2105

NI Prison Service @NIPrisons · 18 May
.@PBNINews is a valuable and key partner in helping us to support and challenge the people in our care to change. #HiddenHeroes

Replying to @PBNINews @Justice_NI and 6 others
Great to see ISU Programmes staff resume face to face intervention . Your commitment to delivering programmes with integrity and passion is commendable. Supporting individuals to change their lives great job

9:11 pm · 3 Sep 2020 · Twitter for Android

SouthBelfastFoodbank @SouthbelfastFB · 20 May
Great to partner with your team @PBNINews
Keep up the great work in all you do

"Throughout the pandemic, community service staff in probation have worked in food banks and helped deliver medication and food to those who needed it most. They went above and beyond, and for that we are all very grateful.

Probation staff also supported those men and women who were vulnerable, ensuring they had access to the services they needed including additional mental health support.

To everyone working in probation, thank you."

Minister of Justice,
Naomi Long

Social Work 2020 under Covid 19 @SW2020Covid19 · 22 Aug
Learning from adapting probation practice in Northern Ireland under Covid. Interesting piece from @PBNINews. Fascinating to observe emerging themes re use of technology in helping professions.

Social Work 2020 under Covid 19 @SW2020Covid19 · 22 Aug
"Overnight I moved from face to face client contact to liaising with victims and victim representatives by telephone only... Initially I was concerned about 'cold calling' however, I have been very surprised at the response."

pbni.org.uk/article-reflec...

ARTICLE: Reflections Pandemic How COVI impacted upon Proba practice in Northern

Marian O'Rourke @MarianRourke · 3 Oct
Being a Probation Officer gave me the opportunity to put every ounce of my learning and training in to practice. It is challenging and rewarding. You will make a difference to people's lives. You will be well supported in being the best #socialworker that you can be. @NI_SCC

Probation Board for Northern Ireland @PBNINews · 2 Oct
Read why being a Probation Officer is such a rewarding career path & find out more about the post at pbni.org.uk/recruitment/va...
Applications to be received by 12pm Friday 9 OCT

2 4 26

Glad to see the great work of @PBNINews advertised. They have thoughtfully put together ways to continue their programmes and support. 👏

We also want all victims of domestic abuse to recognise themselves in imagery @BelTel 1/3 victims of DA crime are male

Probation services introduce new safeguards amid ris...
Probation services have introduced a series of new safeguards in response to rising domestic abuse rate...
amp.belfasttelegraph.co.uk

WDSVP NI @wdsvp_ni · 30 Jul
Replying to @PBNINews and @CEPprobation
Good to see PBNI Perpetrators Programmes and Partnership delivery highlighted along with other articles of interest. Thanks for sharing

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NEED HELP ?

What are you looking for ?

SEARCH

HOME | RESOURCES | NEWS & EVENTS | ORGANISATIONAL STRUCTURE | FORUM | LINKS | HELP & FAQs

COVID-19 STAFF UPDATE 05.10.20

1 2 3

read more

Published on: October 5, 2020

ALL NEWS

Practice Standards 2018

ICOS | CRV | Causeway | ESS | My Cintra

COVID-19 UPDATE ADVICE & INFORMATION

PBNI Probation Board for Northern Ireland

ECMS

Sharing practice

Probation News

GDPR

FOI and DPA

E-Learning

Complaints Information

Location Map

PBNI WEBSITE | INTRANET HELP | ACCESS KEYS | COPYRIGHT 2015

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Service users appreciate Probation Page 8

Results of Internal Communications survey Page 16

An internal magazine of the Probation Board for Northern Ireland

PROBATION NEWS

Chief Executive and Board Chair visit staff as all offices re-open

Board Chair, Dale Ashford, and Chief Executive, Cheryl Lamont, are carrying out a series of visits to local teams to meet staff and thank them for their efforts during the COVID-19 pandemic.

The first visit was to the North West where they met staff in the recently opened Shipquay Street office to see how the recovery plan was being implemented and hear about some of the local initiatives staff were involved in. They then met staff at the Richmond Chambers office in the city.

Ballymena was next on the list and Dale and Cheryl met with the local manager and staff and took the opportunity to thank Marbeth Stevenson for her 40 years service to probation.

The Chair and Chief Executive have also met staff in Duncairn Gardens and Andersonstown offices. They thanked staff for continuing to deliver services to communities during the pandemic and heard about some of the issues facing front line staff. Again they took the opportunity to meet with Moira Quail and Gail Wilson who have both achieved 40 years of service. Dale and Cheryl were delighted to meet with local staff to see how the recovery plan was being put into practice and look forward to visiting other offices throughout Northern Ireland.

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Tweets by @PBNINews

Probation Board for Northern @PBNINews

Read in today's @irish_news about how our Psychologists Stephen Caldwell & Rachel Whann are organising a virtual event for all PBNI staff to mark #WorldMentalHealthDay irishnews.com/news/northerni... @Justice_NI @BimpeIN @healthdpt @CEPprobation

FOR PEOPLE UNDER SUPERVISION

FOR SENTENCERS

FOR VICTIMS

FOR THE COMMUNITY

Changing Lives

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