

Norfolk Safeguarding Adults Board Manager's Blog

November 2017 (Part 2)

I want you as a 'safeguarding multiplier' or 'tell two, protect many'

Getting a message out there is something I have written about before in this blog - for example, see [Help 'Heineken' our safeguarding adults network](#) (February 2017). And with an expanding number of communication methods available, we have exciting new opportunities to reach all sorts of different communities. But word of mouth can be so effective too.

I saw a really striking message on Twitter the other day from Durham Police Fraud Team (by the way, if you are on Twitter and not yet following [@DurhamFraud](#) do, they produce some great material). It said simply this – **Tell Two, Protect Many**. Its simplicity disguises its brilliance. And it works like this: I tell two people about safeguarding, these two people each tell two people. Now, four people each tell two people and so on. You get the idea.

Here's the great part: in 10 connections we have **512 people** with a safeguarding adults message! And in 21 connections the message has been shared with a staggering **1,048,576 people**. Each person in the process is multiplying the message.

So here's what I would like you to do. From the 14th November to the 14th December [Norfolk Trading Standards](#) team will be running a series of pop-up Scams Advice Shops in libraries across the county.

Let's use the **Tell Two, Protect Many** method to tell Norfolk about these local events. It will be a great opportunity to help raise awareness about scamming.

All you have to do is:

- 1) Visit the [NSAB: Other events page](#) and download two copies of the list of the dates and times of the Scams Advice Shops
- 2) Give or send the lists to two other people (it doesn't matter who) and encourage them to attend their nearest one
- 3) Ask the same two people to each tell two more people each and forward them the list, and so on down the line. More copies can be downloaded on [NSAB: Other events page](#).

Go on - help **Tell Two, Protect Many**.

Walter Lloyd-Smith
NSAB Board Manager, 06 November 2017