



## Norfolk Safeguarding Adults Board Manager's Blog

February 2017

Help to 'Heineken' our safeguarding adults network

You may remember a series of beer adverts for Heineken shown in the 1970 and 1980s for which the tag line was '**Heineken refreshes the parts other beers cannot reach**'.

The adverts used this idea in a novel way – we saw it work on refreshing tired policemen's feet, or helping Wordsworth struggling to write his iconic poem. He tries a number of lines without success including – '*I walked about a bit on my own*' and '*I strolled around without anyone else*'. A drink of Heineken then gives him:

*I wandered lonely as a cloud that floats on high o'er vales and hills,*

And a 'sloane ranger' visiting a School of Street Credibility to learn to speak 'cockney' as a play on the film My Fair Lady. We see her practicing a well-known phrase but struggling to say '*The water in Majorca Don't taste like what it Ought to*' and after the help of Heineken she has cracked it.

In a similar way we need to 'reach' the parts (communities, workplaces, networks) we haven't yet reached with a safeguarding adult message – to 'Heineken' our Norfolk safeguarding adult network. I shared this idea with one of our health safeguarding adult leads the other day as a way everyone can play a part in safeguarding.

The definition of a network is an interconnected group or system. Networks are established or evolve to exchange things - of resources, commodities or in our case ideas.

Another definition is:

*'a cooperative structure where interconnected groups or individuals coalesce around a shared purpose on the basis of trust and reciprocity'.*

[Effective networks for improvement, Learning Report, Health Foundation March 2014](#)

So far NSAB has developed links with a number of partners helping to cascade alerts about our work or new items on the [website](#) including [Norfolk Community Advice Network](#), [Norfolk Independent Care](#), and **Norfolk Alliance for the Rehabilitation and Resettlement of Offenders** (N-ARRO) and Adult Social Care. We really appreciate the support.

More recent developments helped 'refresh' and reach parts we have not previously reached including:

- [Community Action Norfolk \(CAN\)](#), a significant network of community and voluntary sectors organisation. CAN works with over 500 organisations directly a year with links to over 5,000 organisations, volunteers and community champions, and they are planning to run a short article on adult safeguarding in their newsletter
- [The Guild Social Economy Services CIC](#) who support 170 organisations (charities, Community Interest Organisations (CIO's) Community Interest Companies (CIC's) and Co-Operatives) delivering day services
- NSAB is now on Twitter. Since we launched officially on Friday 27th January with 23 followers we now 124 (as of 20-02-2017) and are following 174 organisations and individuals

There great connections are helping build a ['surge against abuse'](#).

Do you know of a network you could connect NSAB too? Maybe it's a business network or a one joining people around a sports or leisure interest?

Could you help get our safeguarding adults message out to a part we haven't yet reached?

If you can help plug NSAB in to a Norfolk network please get in touch with me at [walter.lloyd-smith@norfolk.gov.uk](mailto:walter.lloyd-smith@norfolk.gov.uk)

Here's to a surge against abuse in Norfolk. Thank you.

Walter Lloyd-Smith

Norfolk Safeguarding Adults Board Manager

20 February 2017