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acting against abuse

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**safeguarding adults**

# **National Safeguarding Adults Week**

**16–22 November 2026**

Campaign launch June 2026



# What is Safeguarding Adults Week?

**Safeguarding Adults Week** is a time for organisations to come together and raise awareness of important safeguarding issues.



# Why is it important?

We believe that working in partnerships allows us to share knowledge of safeguarding, learn from others and ultimately create safer cultures.

**And Safeguarding Adults Week gives all of us the opportunity to do that.**



# Safeguarding Adults Week 2025 Highlights...

**8 Sold Out  
Events  
& Our Biggest  
Conference Ever!**

*From 9 online sessions  
and our conference.*

Free training for...

**818**  
people

*From over 1,000  
seminar and  
conference bookings!*

*May to  
November*

**40.9K**

views of our safeguarding adults  
week educational content

# Sharing the Prevention message in 2025

**Claire Nixon** · 3rd+  
Safeguarding Adults Board Coordinator at Newcastle City Co...  
37m · 📍

#SafeguardingAdultsWeek Day 2 update. We've had a great morning at Throckley Community Centre. We had a warm welcome and some great conversations...

- The most popular topic was cold callers and we gave out lots of MoneySavingExpert.com cards for people to put in their windows to discourage this.
- We encouraged people to access InformationNOW Newcastle to find out about services, support, groups and events. One specific area we touched on was help with aids and adaptations.
- We talked about the work Search Newcastle - services for older people CIO do to help older people live independently, particularly their work around energy advice and their handy man service.
- A number of attendees talked about their involvement with their local church and as they were volunteers they had accessed safeguarding adults and children training from Diocese of Hexham and Newcastle - great to hear.

Tomorrow we're at the Grainger Market, find out more here:




**Emily Robinson** · 2nd  
CEO | Non-Exec | Speaker | Strategy | Public Affairs | Campaign...  
47m · 📍

Today I'm wearing green because it's #SafeguardingAdultsWeek run by Ann Craft Trust and I want to remind everyone of the importance of adult safeguarding.

Safeguarding is an important part of London Sport work led by the brilliant Samantha Carey. If you are a local sports club in London please get in touch if you're looking for advice, training and support on adult or child safeguarding and welfare issues. Sam is ably assisted by a crack team including Chloe Morley-Greenberg Billy K. Helena Keenan Kamilla Ovrevik El Temple

Turns out I don't have a lot of green in the wardrobe so note to self to wear more green. But here I am with a green and white top next to a green plant!



**Countess of Chester Hospital**  
7,862 followers  
2h · 📍

Safeguarding Adults Week is here – and it's all about prevention.

At our Trust, we're committed to protecting vulnerable adults and embedding prevention into everyday care.

Watch Jill Cooper, our Associate Director of Safeguarding and Complex Care [nursing], share why this week matters and how our prevention pledges make a difference. #SafeguardingAdultsWeek #ActBeforeAbuse #PreventionInCare




DSAB  
Durham Safeguarding Adults Board

Safeguarding adults is everybody's business

**St Cuthbert's Hospice**  
1,065 followers  
22h · 📍

As part of Safeguarding Adults Week, Durham County Carers Support kindly joined us today to speak to Living Well Centre Guests, patients' families and staff and volunteers who have a caring responsibility. ...more



# Raising awareness offline

Westmoreland Council



Furness Council



Derby County FC



Carlisle SAB



Cardiff National Sports Centre





Going Green!



apex  
We're Supporting  
Safeguarding Adults  
Week!  
#SafeguardingAdultsWeek

# Safeguarding Adults Week

16-22 Nov 2026

- **Resources** to include Podcasts, Blogs, Social Media posts and a dedicated Newsletter with latest updates about the campaign.
- **Print** to download and reshare
- **Free Online Training Seminars** running during the week
- The annual **Safeguarding Adults Conference, Wednesday 18<sup>th</sup> November** in Nottingham.
- Join the **“Go green”** activations like **“Wear Green Wednesday!”**





# This year's theme and creative

# Safeguarding Adults Week

Mon 16–Sun 22 November 2026

Focusing on **Co-production** and **Making Safeguarding Personal.**

Putting choice, voice, and empowerment at the heart of safeguarding adults.

**Every Voice.**  
**Every Choice.**

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**Learning:**

# **Making Safeguarding Personal**



**Lisa Curtis**  
**Head of Safeguarding Adults & Deputy CEO.**

# What does Making Safeguarding Personal mean to you?



# Making Safeguarding Personal



“Nothing about me without me”

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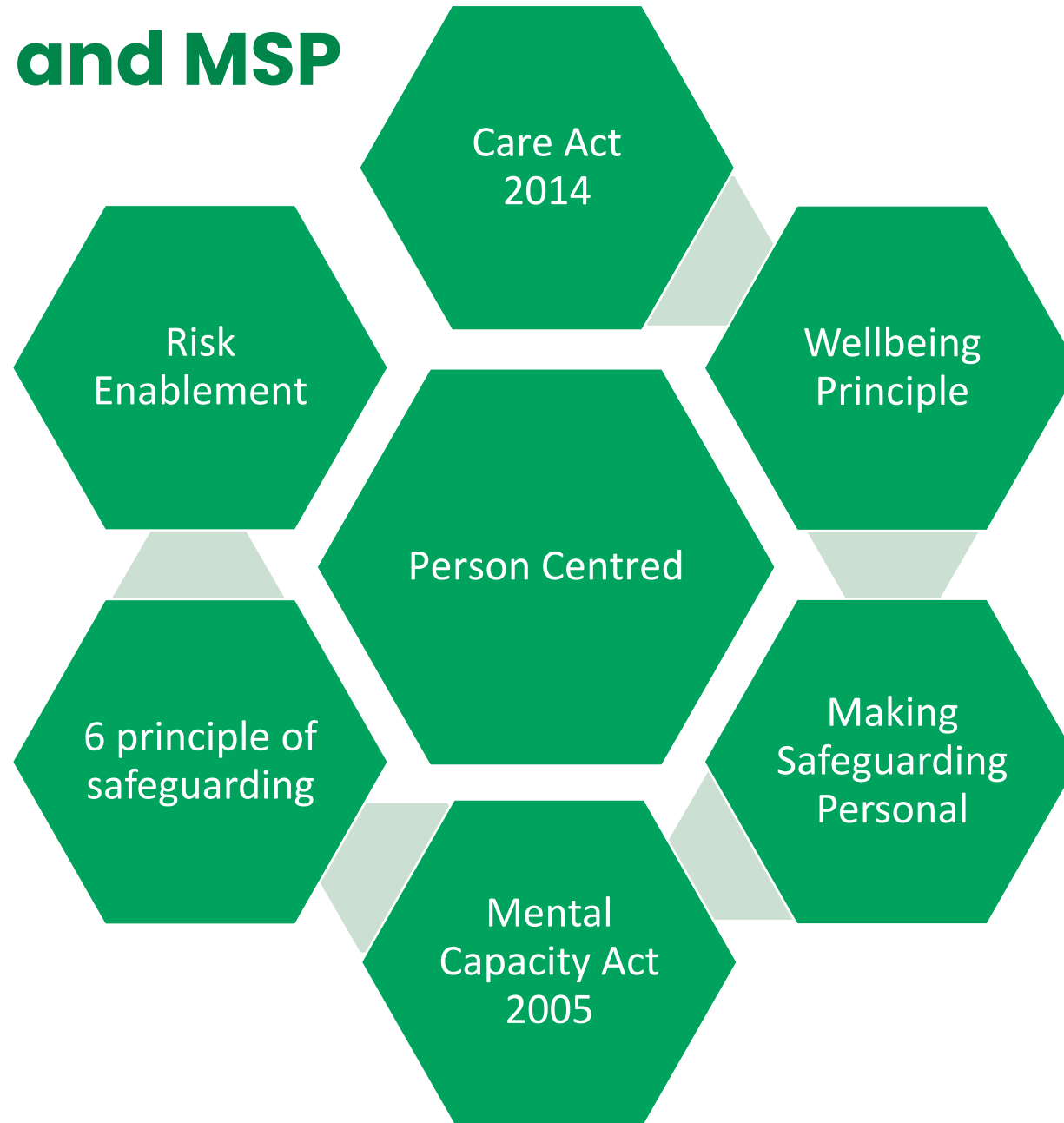


# Safeguarding Adults and MSP

Recognising people have complex lives and being safe is only one aspect they want for themselves. Professionals should work with the adult to establish what being safe means to them and how this can be achieved. (DH 2016, paras 14.7-14.8)



# Safeguarding and MSP







# Risk Enablement & Choice




- ✓ Listen to what **matters to the person**
- ✓ Respect their **voice and choice**
- ✓ Working together to **reduce harm**, not eliminate all risk
- ✓ Challenge our **preconceptions** about the risk and consequences.



**“You want to go out. Let’s look at how we can support you to do that safely.”**

# Challenges in Implementation

-  Cultural change
-  Workforce confidence
-  Time & resources
-  Default to fixing

-  Hearing the person's voice
-  Multi-agency challenges
-  Tension between duty of care and risk taking



# Reasons to Embed this Practice

- Improves safeguarding outcomes
- Supports proportionate responses
- Recognises individuals as experts in their own life
- Builds trust and engagement
- Personalised support instead of procedural
- Collaborative approach instead of directive.






# Campaign Creative Support

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Identity

# EVERY VOICE EVERY CHOICE

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**EVERY  
VOICE  
EVERY  
CHOICE**

Join us in making  
safeguarding personal  
through co-production  
and shared decisions.

**Safeguarding Adults  
Week 2026  
16 – 22 November**

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**#SafeguardingAdultsWeek**

Main poster

Alternative Text  
variant

# EVERY VOICE EVERY CHOICE





**EVERY  
VOICE  
EVERY  
CHOICE**



**EVERY  
VOICE  
EVERY  
CHOICE**

**EVERY  
VOICE  
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**"Speak to me,  
not for me"**

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**#SafeguardingAdultsWeek**

# Co-production Icon



**EVERY  
VOICE  
EVERY  
CHOICE**



# Making safeguarding personal icon



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**EVERY  
VOICE  
EVERY  
CHOICE**

Join the campaign  
to raise awareness  
of the importance  
to safeguarding  
adults in sport.

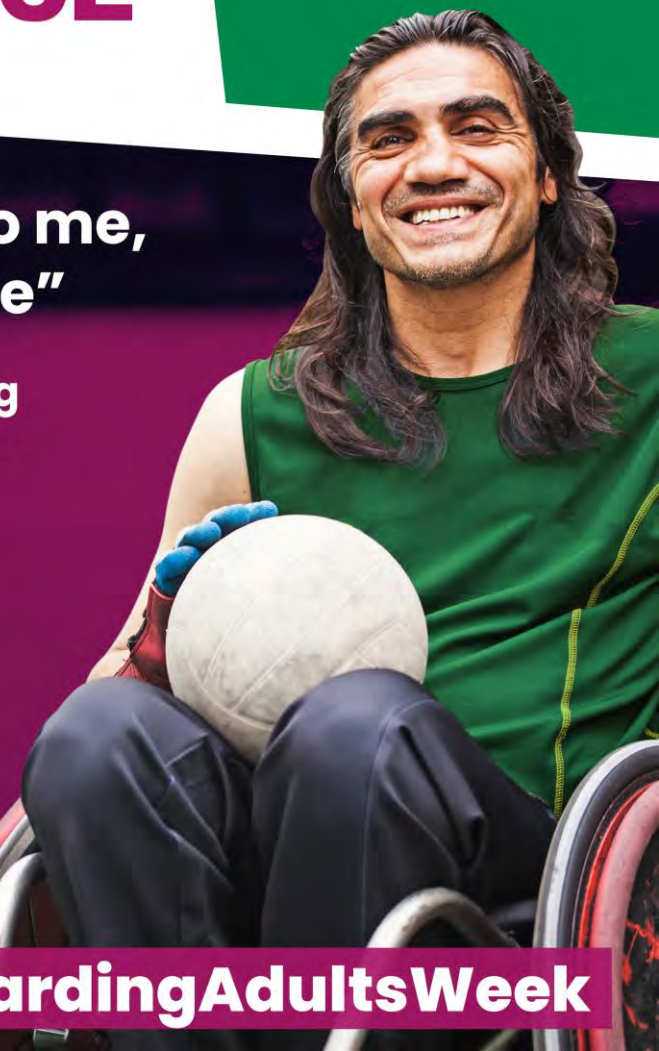
**“Speak to me,  
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**#SafeguardingAdultsWeek**



# Resources: Blogs / Podcasts / Toolkits

Upcoming resources about:

**Choice & Control**

**Empowerment**

**Shared Decision Making**

**Advocacy**

**Accessibility & Language**

**Partnerships**

**+ more**





## Resources: Social Media Templates

- ✓ Themed templates that can be reshared or edited for Instagram, Facebook and LinkedIn.
- ✓ Campaign Identity for use as social avatar.

Use **#SafeguardingAdultsWeek** to keep up to date



# Events

Free online educational seminars throughout the week.

## The Safeguarding Adults Conference Wed 18 Nov

- ✓ Keynote speakers
- ✓ Workshops
- ✓ Lunch
- ✓ Networking

Early bird tickets available today

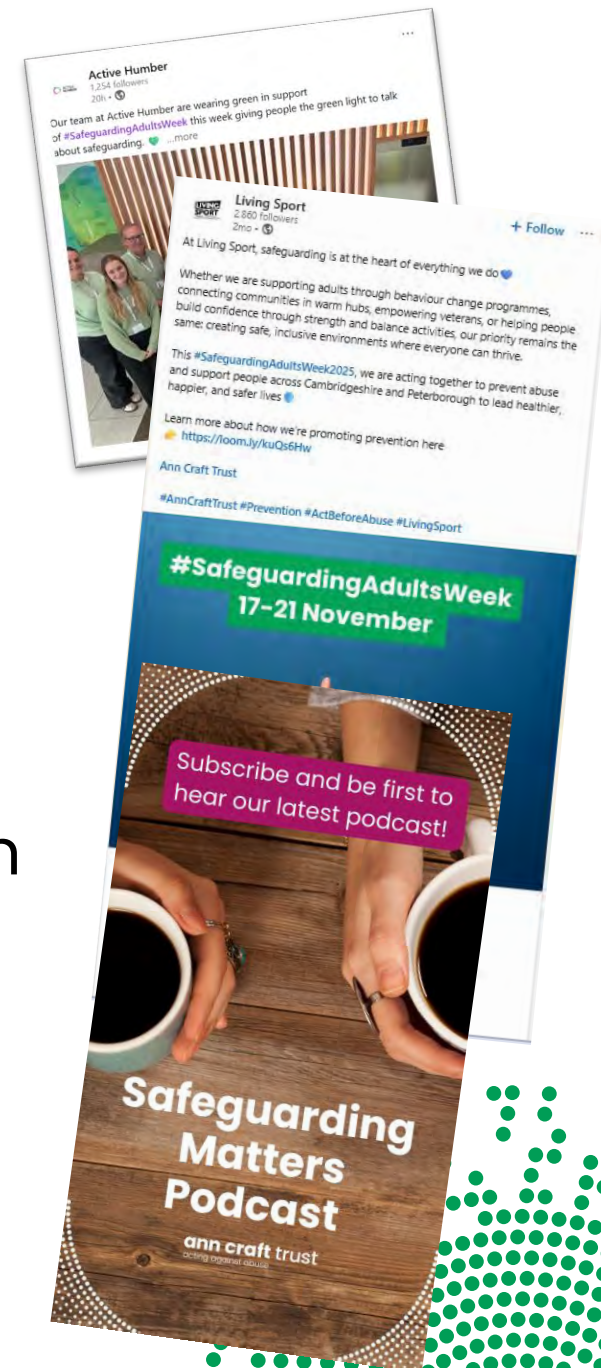
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# Become a Safeguarding Adults Week partner in 2026

- Submit an article for **our Newsletters** about a key safeguarding topic.
- Take part in our **Safeguarding Matters podcast** series and help get the conversation started
- Work with our Safeguarding Adults team to deliver an **online seminar** during the week.

**Let us know what events you are planning so we can share too!**



# Some of our partners...

- Macintyre
- One Small Thing
- Rhys Thomas
- Harmless
- Survivors Network
- Learning Disability England
- Dimensions
- DBS
- Catch 22
- St Philips Centre
- CASBA Broxtowe Women's Project
- We Are Survivors
- Gangmasters & Labour Abuse Authority
- Blind Veterans



- Norwich City Football Club
- Beacon Films
- Suzy Lamplugh Trust
- Grief Disco
- Pulp Friction
- CYP First
- Migrant Help
- Refuge
- Camphill Village Trust
- We are Survivors
- Sense
- The National Trust
- Open Door
- Justice for Joan



# How to get involved



Share Resources  
online



Wear green at work!



Share your good  
practice stories

# #SafeguardingAdultsWeek



Light up your buildings



Running events with us or  
let us promote yours.



Raise awareness and  
share your knowledge



# Thank you to our partners



*sportwales  
chwaraeoncymsu*



University of  
**Nottingham**  
UK | CHINA | MALAYSIA

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# Thank you for listening.

## Any questions?

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