

REDC

**Safeguarding
IRELAND** 
Promoting the rights of vulnerable adults

Awareness and Understanding of Safeguarding in Ireland

November 2021

Job No: 554421

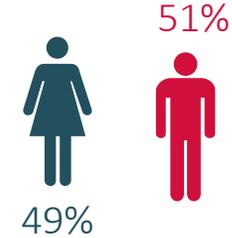


RED Line Methodology

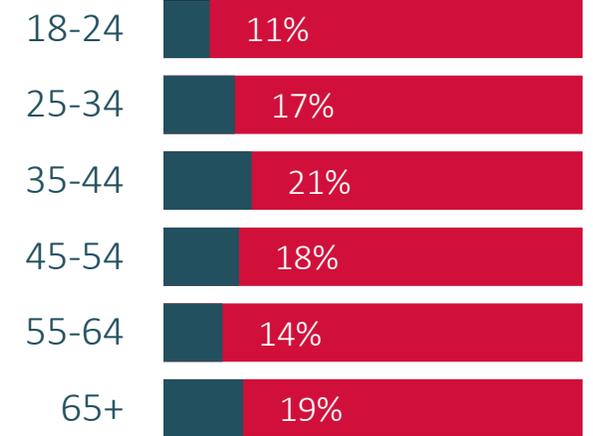
- Online research was conducted with n=1,003 ROI adults aged 18+. Respondents were recruited using RED C Live, RED C's own online panel of over 40,000 members.
- Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- Fieldwork for this research took place between 22nd and 28th October 2021. Respondents were asked about their degree of understanding of the term "safeguarding" and if they associated various scenarios with it.



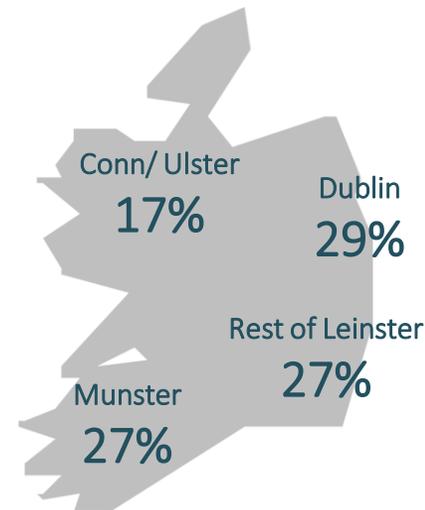
Gender



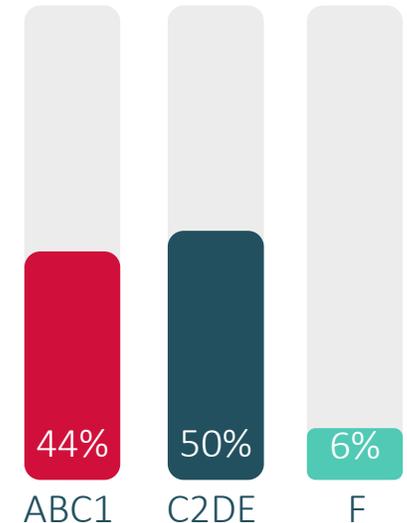
Age



Region



Social Class



Key findings from the research



Two thirds of people aware of the term safeguarding

But only just over half of these people said they already understood what it meant. Good to see that the term itself is widely recognised, but clearly work is still required to improve understanding of what it is.



Understanding of safeguarding lowest amongst younger age groups

Important to improve both awareness and understanding for younger age cohorts, especially given they may be in situations where they can help safeguard older people from adult abuse.



Need to improve understanding of what areas safeguarding covers

Can be confusion that safeguarding covers functional areas (e.g. security, inspections), as opposed to planning ahead and Enduring Power of Attorney – especially amongst younger age cohorts.

One in three both aware and understand the term safeguarding

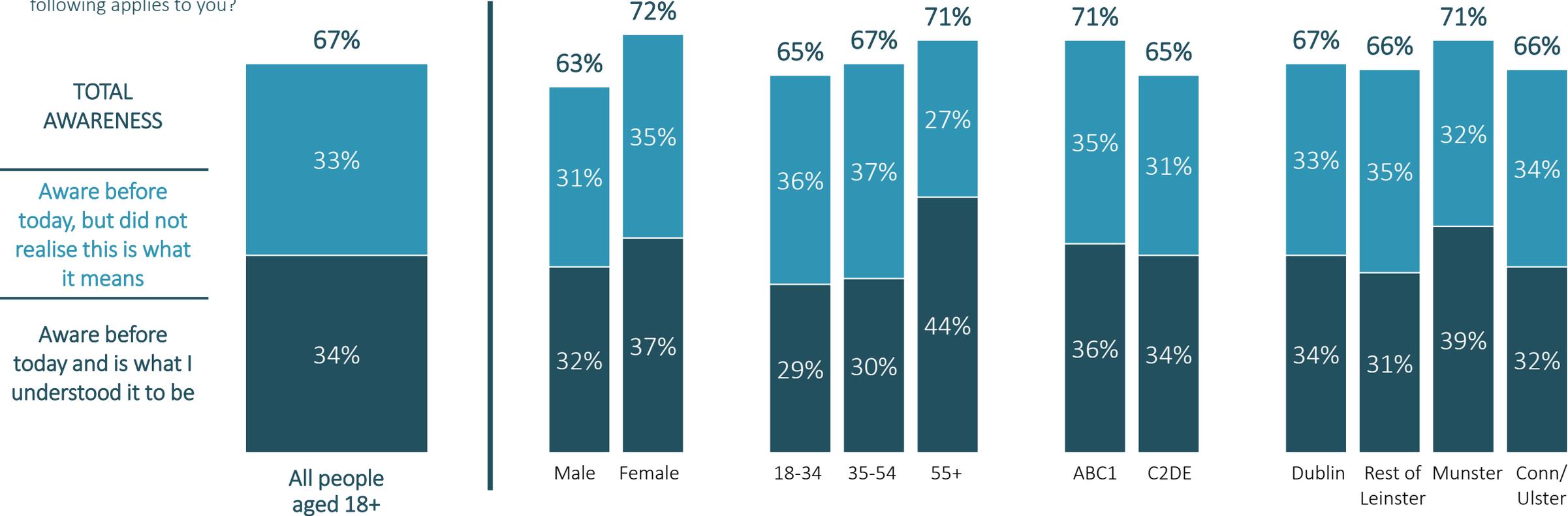


Two-thirds had heard of the term before, but only just over half claimed to know what it actually meant. Awareness and understanding is higher amongst women, older age cohorts and people living in Munster.

Awareness of Safeguarding

Safeguarding from adult abuse means putting measures in place to support people's human rights and health and wellbeing, to reduce the risk of harm and to empower each person to protect themselves.

Having read this explanation of safeguarding, which of the following applies to you?

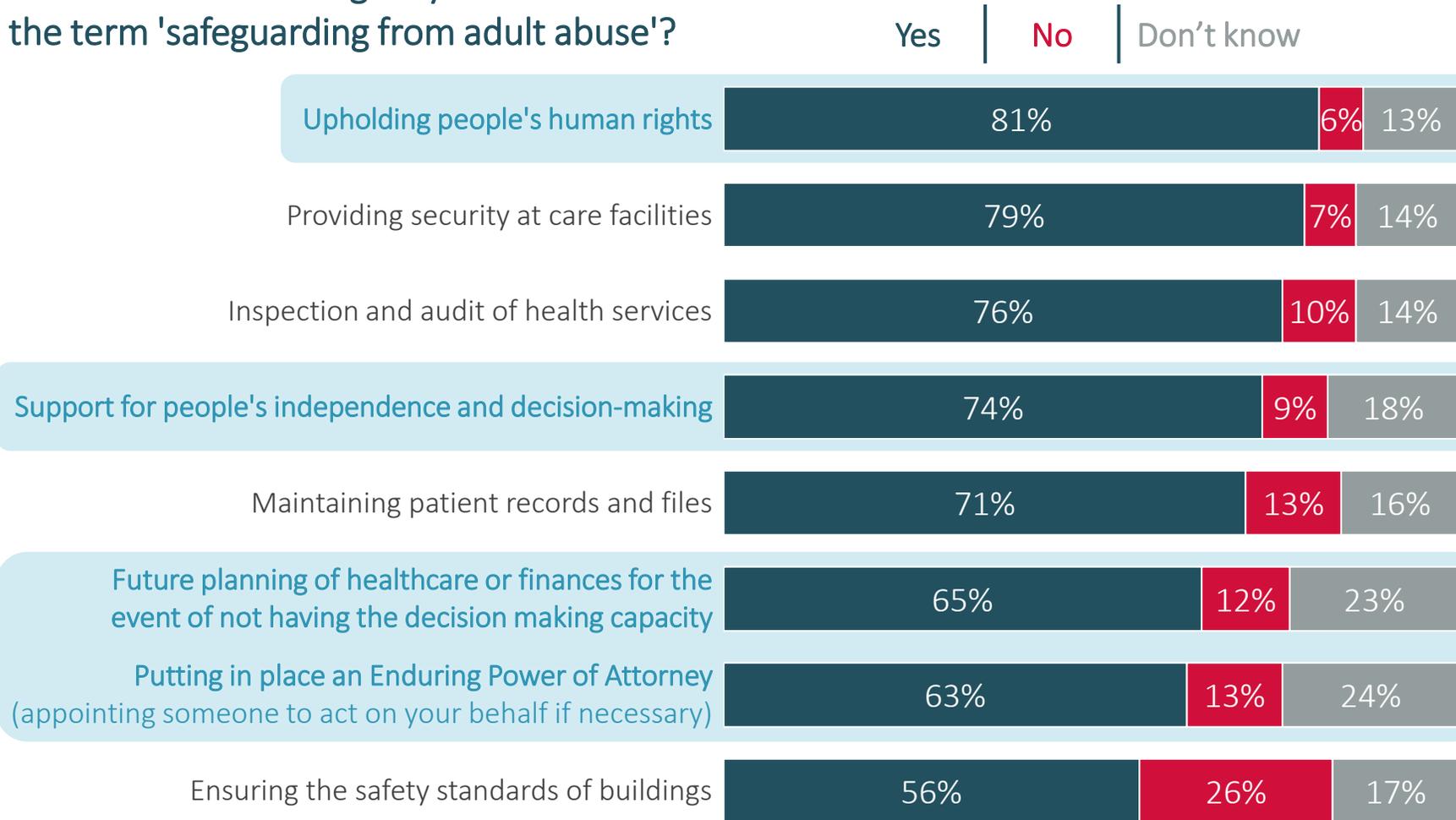


Base: all adults in ROI aged 18+; n=1,003

Upholding human rights most commonly seen as being associated with safeguarding



Which of the following do you associate with the term 'safeguarding from adult abuse'?



But many people also associate safeguarding with very functional roles, like providing security at care facilities, inspection and audit of health services, and maintain patient records and files.

Key areas such as planning ahead for healthcare / finances and Enduring Power of Attorney are less likely to be associated with safeguarding – in fact a notably higher proportion of people don't know whether or not these are associated with safeguarding.

Note: statements highlighted in **blue** key ones associated with safeguarding.

Base: all adults in ROI aged 18+; n=1,003

Older people more likely to associate all areas with safeguarding



While they are more likely to associate the correct key areas with safeguarding, they are also more likely to associate the more functional areas with it too.

% YES – associate with the term 'safeguarding from adult abuse'?

	Total	Gender		Age			Social class		Region			
		Male n=469	Female n=534	18-34 n=262	35-54 n=417	55+ n=324	ABC1 n=512	C2DE n=460	Dublin n=243	Rest of Leinster n=289	Munster n=285	Conn / Ulster n=186
Upholding people's human rights	81%	81%	82%	79%	77%	89%	85%	78%	83%	83%	82%	75%
Providing security at care facilities	79%	78%	79%	76%	73%	87%	81%	76%	80%	81%	78%	76%
Inspection and audit of health services	76%	76%	77%	72%	71%	87%	80%	75%	79%	77%	77%	70%
Support for people's independence and decision-making	74%	72%	75%	72%	69%	81%	76%	72%	76%	72%	73%	73%
Maintaining patient records and files	71%	69%	73%	66%	66%	81%	73%	69%	73%	70%	72%	67%
Future planning of healthcare or finances	65%	64%	66%	58%	62%	73%	68%	63%	67%	64%	66%	60%
Putting in place an Enduring Power of Attorney	63%	62%	63%	54%	60%	73%	68%	59%	63%	61%	65%	60%
Ensuring the safety standards of buildings	56%	56%	57%	53%	51%	66%	56%	56%	58%	53%	59%	53%

Note: statements highlighted in **blue** key ones associated with safeguarding.

  = statistically significantly **lower** / **higher** versus total at 95% confidence

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