



**POLICE**  
SCOTLAND  

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POILEAS ALBA

THE  
**HERBERT**  
**PROTOCOL** **L**  
Safe & Found

# Herbert Protocol National Implementation September 2021 Communications Toolkit

# Herbert Protocol: National Implementation

- Police Scotland is adopting a single national process for the Herbert Protocol.
- It enables police officers to quickly obtain vital information about vulnerable people who have been reported missing.
- The implementation has been developed through a partnership between Police Scotland, Health & Social Care Scotland, Alzheimer Scotland and the Scottish Government.



# Herbert Protocol: National Implementation

- The protocol is a form which family members or carers complete for a person living with dementia.
- It provides personal details, medical history, significant locations and information about previous incident of going missing.
- The Herbert Protocol can also be used together with Alzheimer Scotland's Purple Alert.
- This is a free app, which has been designed to help trace missing people with dementia.
- When a vulnerable person with dementia goes missing, app users are notified and can help with local searches.



# Herbert Protocol: National Implementation

- The Herbert Protocol has been used in some areas of Scotland already, however, it is now being used in the same format in every policing division in Scotland.
- Police Scotland has a dedicated Herbert Protocol page on its website:  
<https://www.scotland.police.uk/what-s-happening/missing-persons/the-herbert-protocol/>
- Family, friends and carers can download the Herbert Protocol from this website.
- It can be printed out and stored in a safe, easily accessible place in the person's home or kept by a family member electronically.
- It is also possible to keep the form in a jar inside the fridge



# Media Launch

- There should be no mention or reference to the national implementation publicly or in the press until 0001hrs, Tuesday, 21 September, 2021.
- Police Scotland is hosting an embargoed media launch for the national implementation of the Herbert Protocol. This will take place on Monday, 20 September, 2021, and is also embargoed until 0001hrs, Tuesday, 21 September, 2021.
- A media release will be provided to journalists at the event and issued to media on Monday, 20 September, 2021.
- A news article will be featured on Police Scotland's website in the News section as of 0001hrs, Tuesday, 21 September, 2021.



# Social Media Messaging

- Police Scotland will issue social media content on Tuesday, 21 September, 2021.
- This will be shared on Twitter (@PoliceScotland and @PSSaferComms), Facebook (facebook.com/policescotland) and LinkedIn.
- Partners are welcome to share this content.



# Social Media Messaging

- Suggested social media messaging as below:
  - 1) *We're supporting @PoliceScotland & the national launch of the #HerbertProtocol. If you care for someone with #dementia & worry they may go missing, please fill in the form & have it ready, just in case you need to give police information on a vulnerable #MissingPerson.*
  - 2) *. @[PoliceScotland](#) has rolled out the #HerbertProtocol nationwide to help gather information about vulnerable people quickly in the event they become a #MissingPerson. If you care for someone with #dementia, fill in the form to give you some peace of mind.*



# Social Media Messaging

3) *If you are a carer for someone with #dementia, give yourself some peace of mind by filling out a #HerbertProtocol form, in case that person happens to go #missing. The protocol is being implemented nationally by @policescotland and we're pleased to support this initiative.*

4) *We want to help keep vulnerable people with [#dementia](#) as safe as possible, so we're showing our support for [@policescotland](#)'s national implementation of the [#HerbertProtocol](#). You can download a protocol form on their website: <http://ow.ly/bRpD50GbdF1>*



# Herbert Protocol – Resources

- Video clips of a case study, Morag Francis, talking about her decision to implement the Herbert Protocol for her mother are available on YouTube:

<https://www.youtube.com/watch?v=v5RvYp4L7ks>

- 5 mins

<https://www.youtube.com/watch?v=tRy5VzBHa1U>

- Abridged version

- A PowerPoint slide deck is also available from Health & Social Care Scotland, which provides more information on the Herbert Protocol. This is available here:

<https://hscscotland.scot/media/news/the-herbert-protocol-safe-and-found.html>



# Herbert Protocol: National Implementation

- Suggested News Article – not for publication prior to 0001hrs, Tuesday 21 September, 2021:

Police Scotland is encouraging the friends and family of people living with dementia to sign up to the Herbert Protocol on International Alzheimer's Day.

The organisation is today (Tuesday, 21 September, 2021) adopting a single national process to help officers quickly obtain information about a vulnerable missing person who has dementia, saving vital time in the early stages of an investigation.

The national implementation of the Herbert Protocol has been developed in partnership with Police Scotland, Health and Social Care Scotland, Alzheimer Scotland and the Scottish Government.



# Herbert Protocol – National Implementation:

Carers or family members can download the Herbert Protocol form from the Police Scotland website, or request a copy from local Health & Social Care Partnership staff, or other agencies, including Alzheimer Scotland.

The form is completed in advance and generally kept in the person's home or with relatives. It holds personal details, a description, a recent photograph, languages spoken, as well as previous addresses, places of employment and other significant locations in someone's life. This can include their old school, a church, or a favourite walking route, plus their medical history and information about past incidents of going missing.

While the Herbert Protocol is in use in a number of Scottish policing divisions, a single form is now available nationwide to optimise the police response to locate the person and return them home, safe and well, as quickly as possible.

The Herbert Protocol form can be used together with Alzheimer Scotland Purple Alert, a free app designed to help finding missing people with dementia. If someone is missing, users will get notified via the app and can help with local searches.



# Herbert Protocol – National Implementation:

**Assistant Chief Constable Gary Ritchie** (Partnerships, Prevention and Community Wellbeing) said: “When a person goes missing, the first hour is vitally important. Previously, we would have spent a significant amount of time gathering information from family, friends or carers, but being able to give officers a completed Herbert Protocol form saves valuable minutes and hours.

“We hope that families who choose to complete a form will never have to use them. But if they do, having that completed form to hand gives relatives or carers peace of mind that they’re providing the police with detailed, relevant information to enable us to send officers to places where your loved one may be.

“We are completely committed to protecting vulnerable people from harm and having the Herbert Protocol in place Scotland-wide is a significant step towards keeping people safe.”



# Herbert Protocol – National Implementation:

**Morag Francis** is a carer for her mum, who has a dementia diagnosis. Her family has already completed a Herbert Protocol form, as Morag explains: “We did it as a little project with Mum, because it was about her life, so it turned into a bit of a reminiscence session, so we could pinpoint areas that were still important to her. We could guess most of them because she did talk a lot about the past, but we wanted to make sure we'd thought of all the areas she might turn up at because that's where she remembered.

"To me it's my insurance document, because I appreciate if we couldn't find her the levels of stress would be incredible and we wouldn't really be able to think straight.

“Everyone in the family who's on the form as a contact has the Herbert Protocol saved in their emails, so if something did happen we would have very quick and easy access to it on our phones and we could email it to whoever needed it. Having that ready to go is very reassuring to me as her daughter. It's really important to have it there, just in case.”



# Herbert Protocol – National Implementation:

**Alzheimer Scotland Deputy Director Joyce Gray** said: “Alzheimer Scotland is fully committed to our partnership with Police Scotland, and delighted to endorse any opportunities to support families to use the Herbert Protocol. The Herbert Protocol and Purple Alert will help us to make people living with dementia safer in Scotland. We are proud of the partnership and in these world leading initiatives which help support our communities.”

**Kevin Stewart, Minister for Mental Wellbeing and Social Care**, said: “Having a loved one with dementia go missing is a very stressful time for families, friends and carers and the priority is to find the person safe and well and as quickly as possible. “The Herbert Protocol is a straight-forward way for families and carers to provide all the necessary information easily and efficiently in one form which will save vital time in missing person enquiries.

“I welcome the national roll-out of this partnership which is being taken forward by Police Scotland, Health and Social Care Scotland, Alzheimer Scotland, Scottish Care and the Scottish Government.”



# Herbert Protocol – National Implementation:

**Judith Proctor, chair of the Chief Officers' Group, Health and Social Care Scotland**, said: “We are delighted to be a key partner supporting the national roll out of the Herbert Protocol.

“Care professionals across health and social care partnerships in Scotland will be encouraging and supporting family and friends of people at risk of going missing to complete and hold onto this simple form. It’s another proactive way we can all work together in our communities, helping to keep people safe.”

**ENDS**

