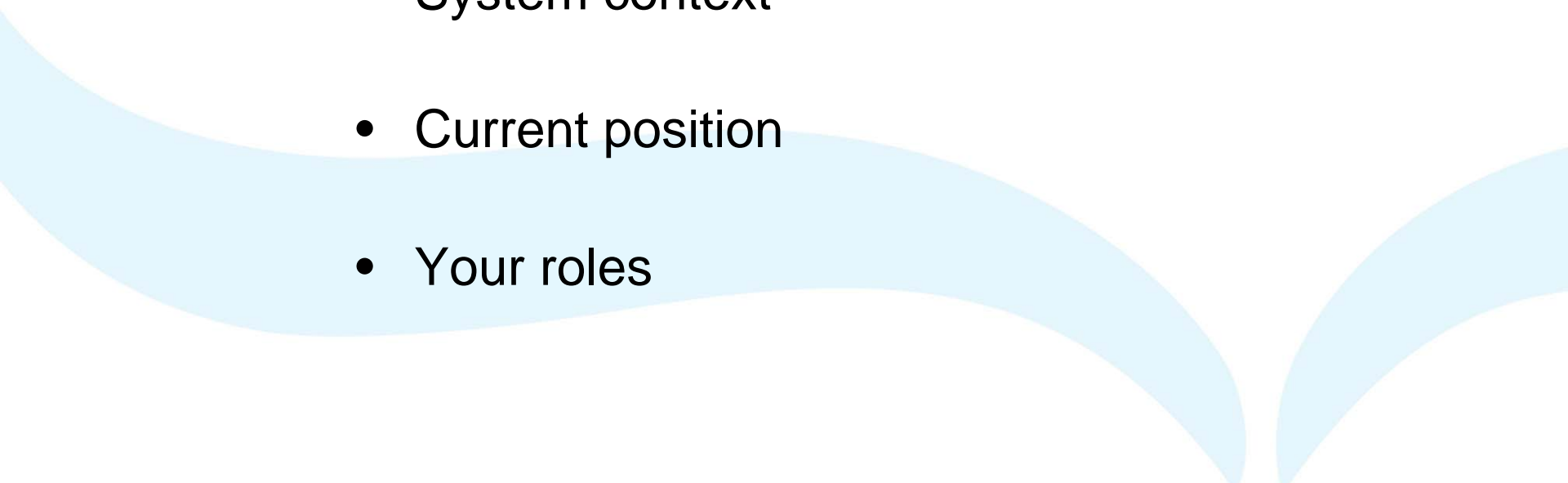


Healthier, Wealthier Children:

Children and Families Financial Inclusion Project

Pauline Craig

Local implementation

- Background
 - Aims and objectives
 - System context
 - Current position
 - Your roles
- 

Background

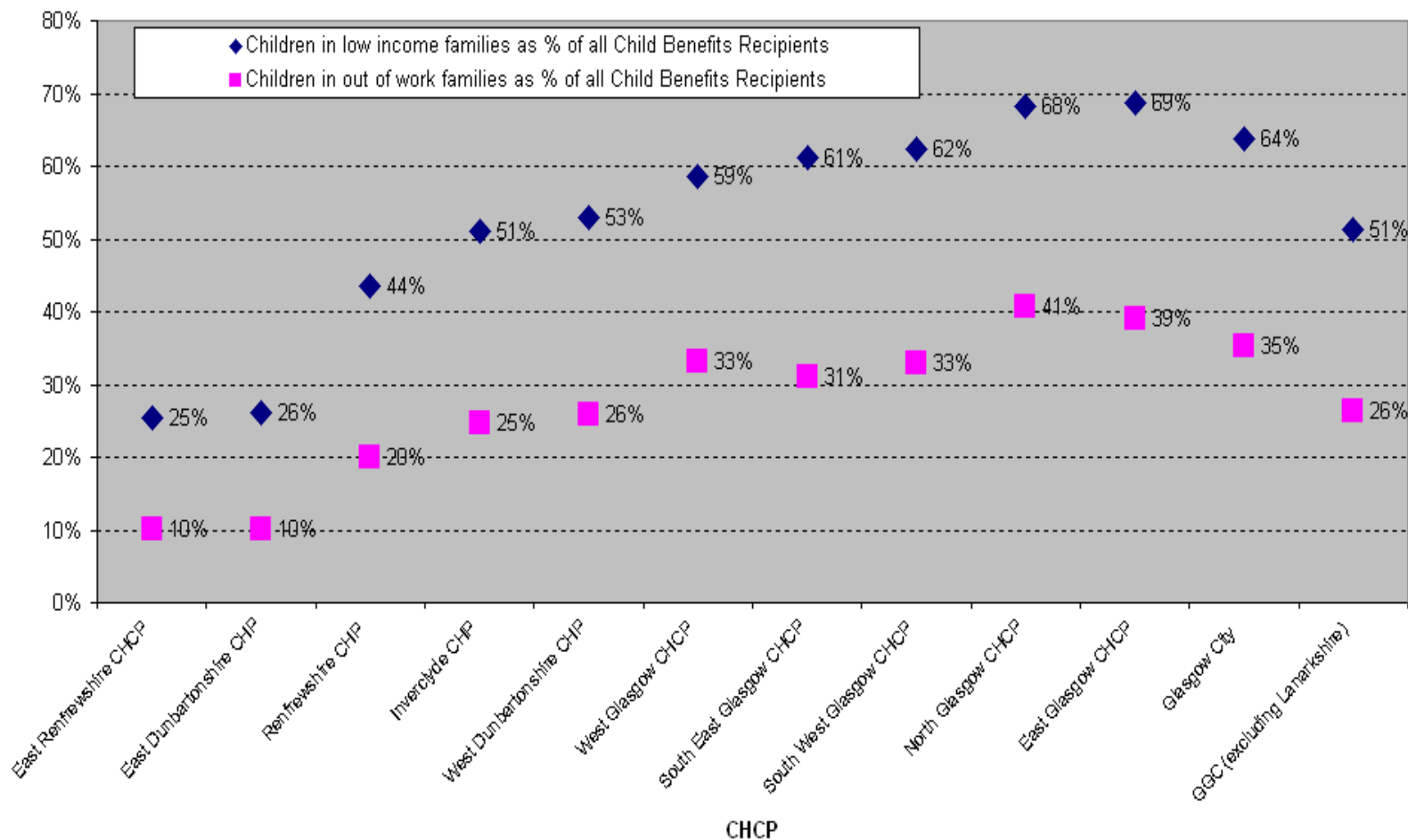
- Roots in Healthy Start implementation from CEL 36
 - Additional benefit to support nutritional advice
 - UK wide through DoH: services' knowledge base depended on individuals
 - Included HS in all antenatal and HV record keeping
 - Needed back-up to support income maximisation

Background contd.

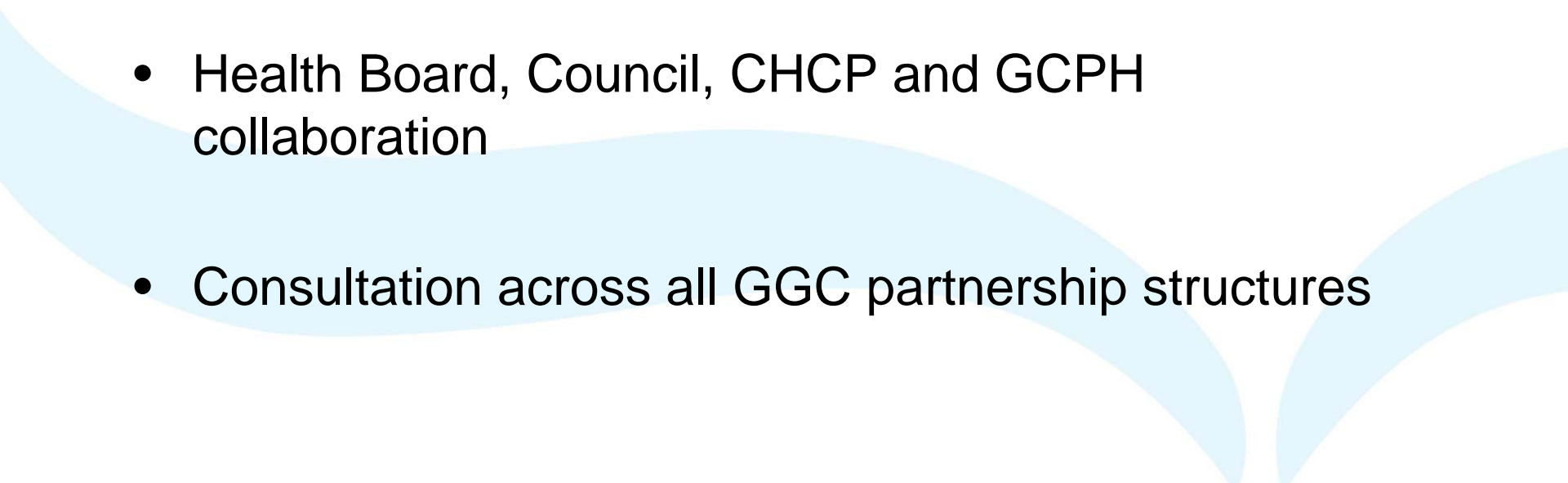
- No precedence or capacity in current system for focus on child poverty, and lack of research
- Wide array of benefits and grants available to pregnant women and families with young children
- Even welfare rights officers were not clear about them: some new or not administered through DWP
- Health professionals generally uncomfortable about raising issue of income, but Healthy Start offers an opportunity

Children in workless and lone income households (in families on out of work benefits) by Greater Glasgow and Clyde CHCP, 2006

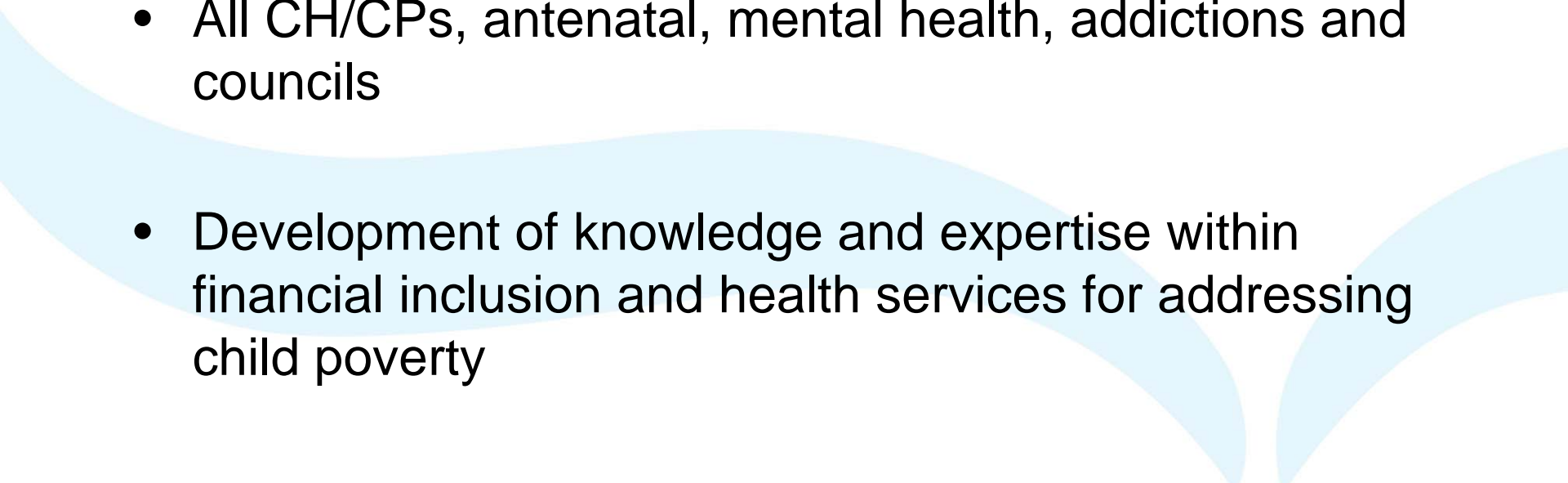
Source: HM Revenue & Customs data; SNS



Proposal

- History of health/financial inclusion links in Glasgow City
 - Opportunity to build on 'Achieving our Potential'
 - Health Board, Council, CHCP and GCPH collaboration
 - Consultation across all GGC partnership structures
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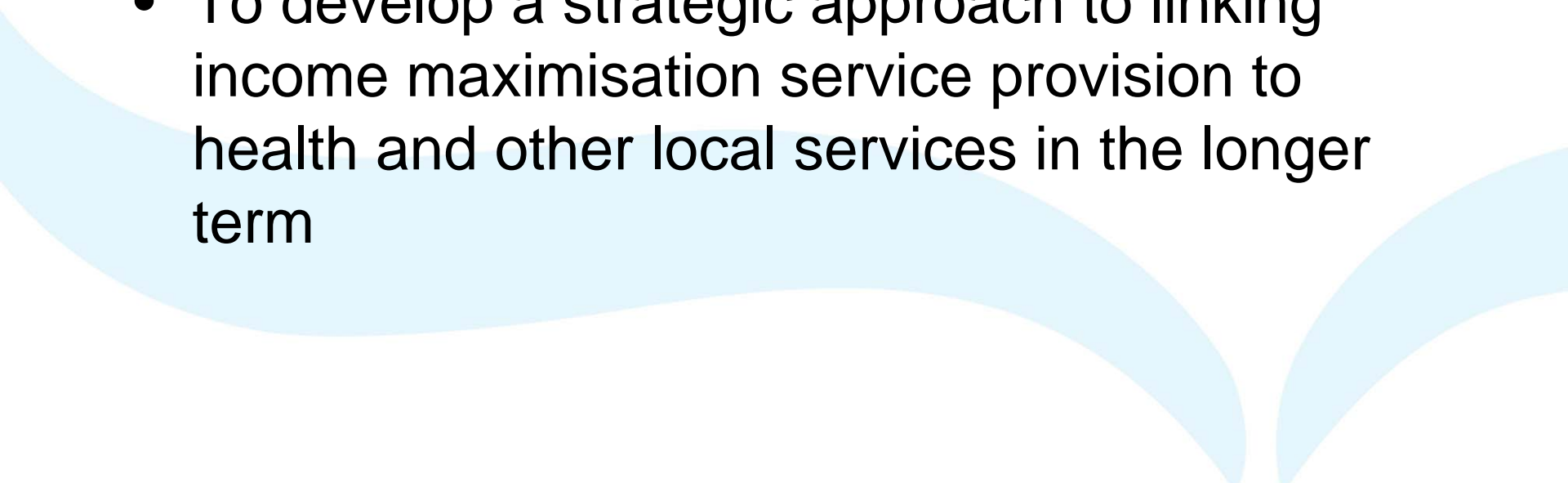
Proposal contd.

- £1,058,375 for 15 months (from start of project)
 - Income maximisation service provision, development plans and evaluation
 - All CH/CPs, antenatal, mental health, addictions and councils
 - Development of knowledge and expertise within financial inclusion and health services for addressing child poverty
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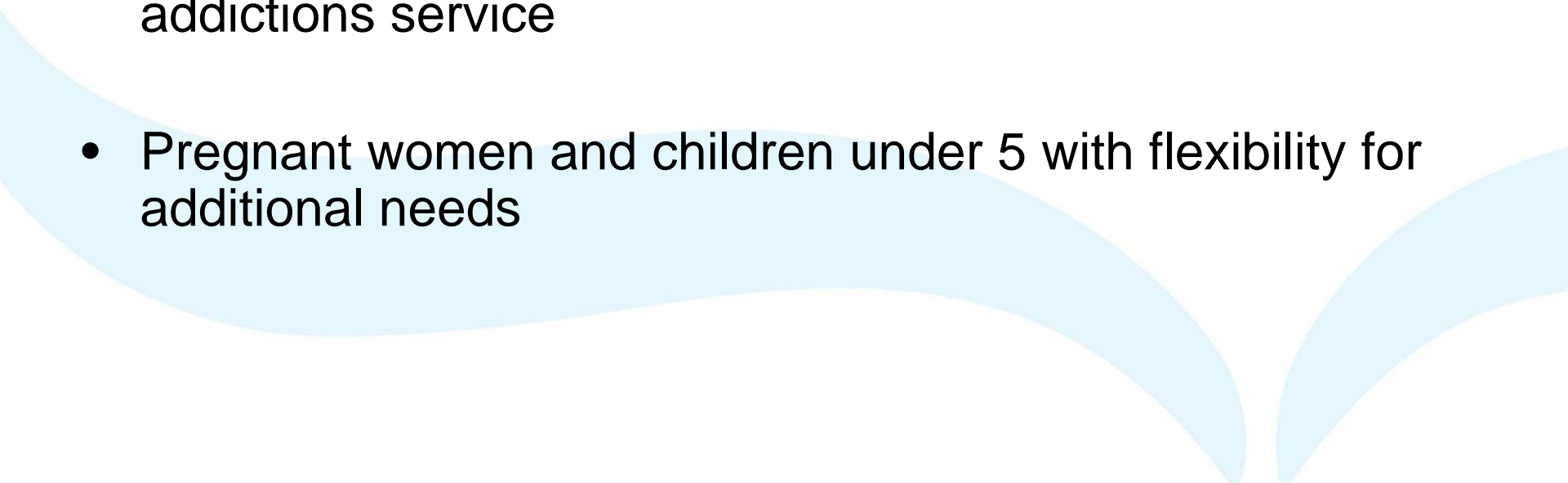
Nuts and bolts

- 9 development workers: Health Improvement Seniors, AfC Band 6
- 9 Income Maximisers: local compatability
- 1 Information/Administration officer: CIT, AfC Band 4
- 2 Researchers: GCPH, 1 Specialist AfC Band 6, 1 Assistant AfC Band 5
- Mangement and office costs and IT included

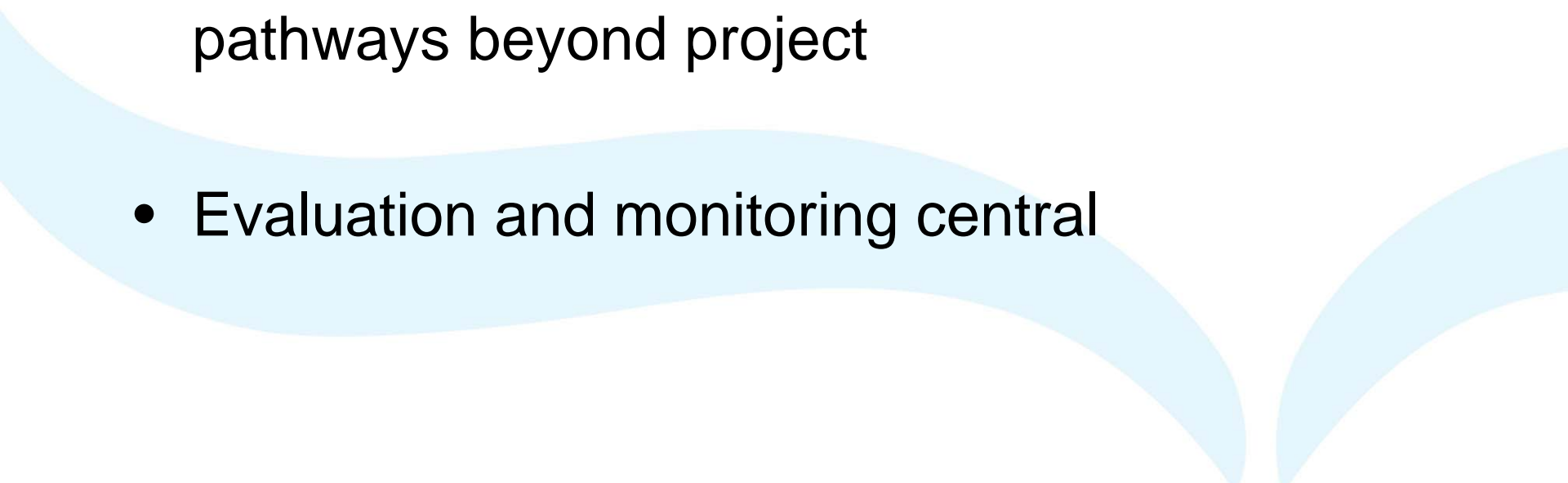
Aims

- To test out a partnership model of providing income maximisation advice at a local level
 - To develop a strategic approach to linking income maximisation service provision to health and other local services in the longer term
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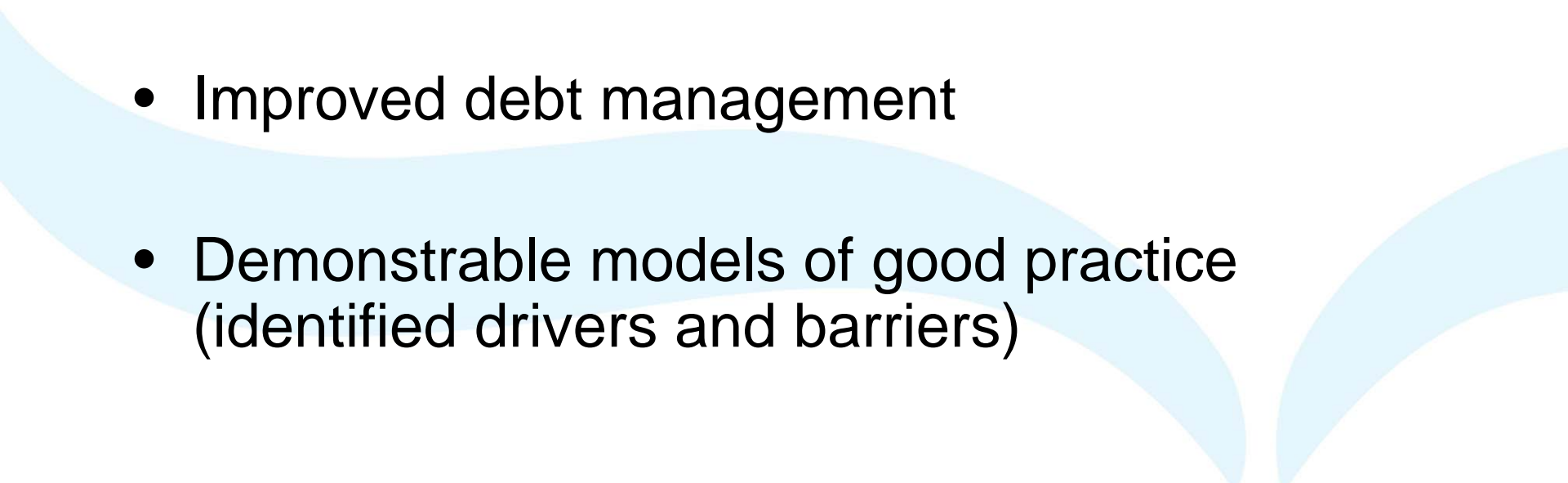
Assumptions

- That income is related to health: better start in life from better diet and potentially improved mental health of parents (SPIU)
 - Services provided through existing financial inclusion commissioning processes in eight CH/CPs plus specialist addictions service
 - Pregnant women and children under 5 with flexibility for additional needs
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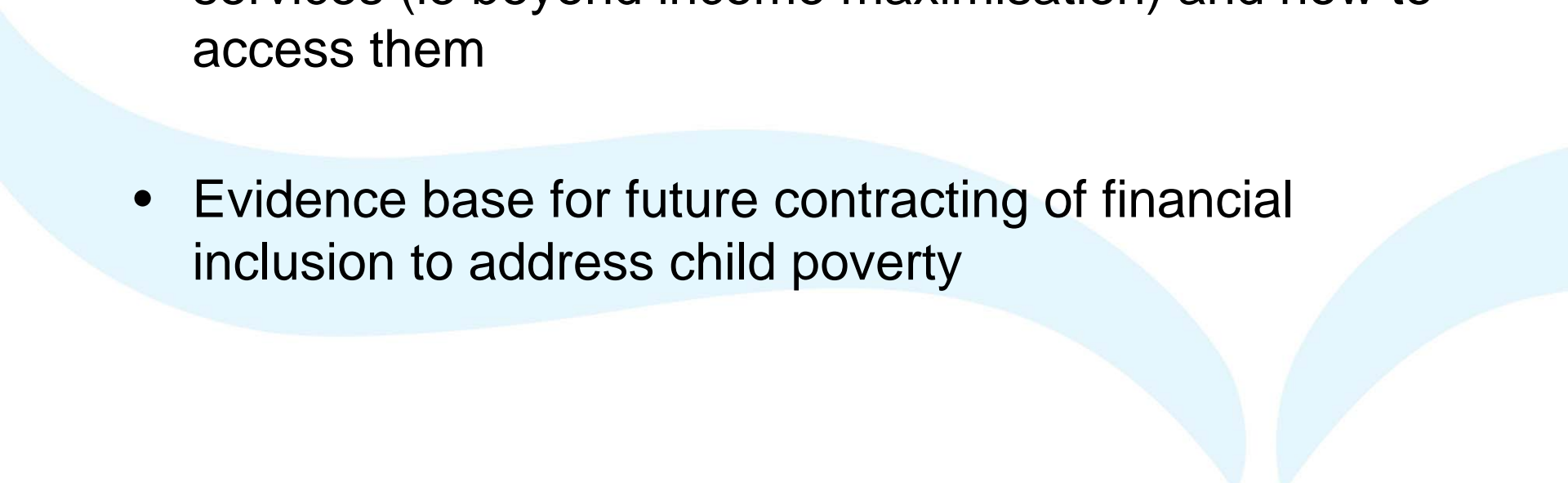
Assumptions contd.

- Local collaboration for broader financial inclusion measures
 - Seeking sustainable information and referral pathways beyond project
 - Evaluation and monitoring central
- 

Outcomes: direct services

- Higher numbers of families receiving and acting on help (throughput)
 - Additional income generated
 - Improved debt management
 - Demonstrable models of good practice (identified drivers and barriers)
- 

Outcomes: developmental work

- Health, social and educational professionals with improved knowledge of benefits and child poverty
 - Improved knowledge of local financial inclusion services (ie beyond income maximisation) and how to access them
 - Evidence base for future contracting of financial inclusion to address child poverty
- 

Evaluation

- Added value of a child poverty financial inclusion service
- Contribute to longer term monitoring strategy
- Describe successful models for effective information and referral pathways
- Disseminate learning across Scotland
- Potential for formulating research questions for further study eg impact of service on children's access to healthier diet, parental mental health

Project location

- Accountability: SG fund GGCNHS through DPH, delegated to GGC Financial Inclusion Strategy Group, to whom Steering Group reports
- Practice: CH/CPs local implementation linked with antenatal, mental health, addictions, early years, broad FI including debt management, employability, affordable childcare etc
- Strategy: links with Community Planning Partnerships, Child Poverty Subgroup of GCC Children and Families Planning etc

Current position (April 2010)

- Implementation group: prepared job descriptions for AfC posts, awaiting HR approval
- Recruitment of AfC posts through redeployment, secondments, advertising
- Awaiting response from procurement before planning FI recruitment
- Steering Group brings together all service stakeholders, first meeting March 2010.