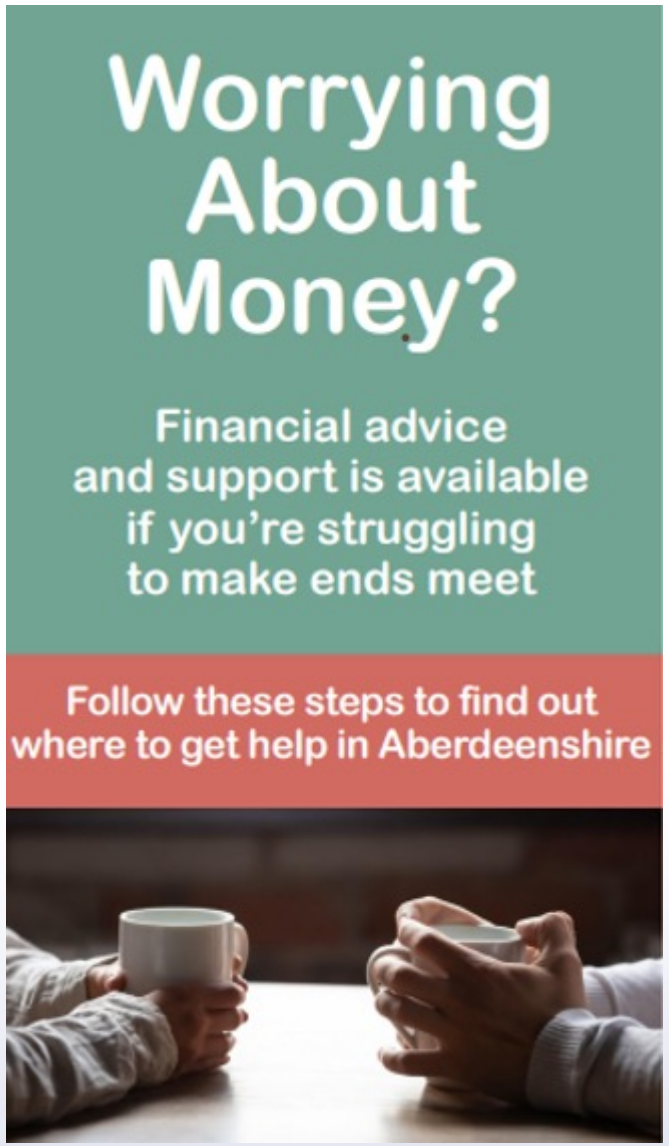
Our partnership approach to ‘Worrying About Money?’ leaflets

Caroline Hastings, Project Officer – Tackling Poverty & Inequalities



Why did we start?

Where did we start?



Leaflet launch – Challenge Poverty Week 2021

Delivered by

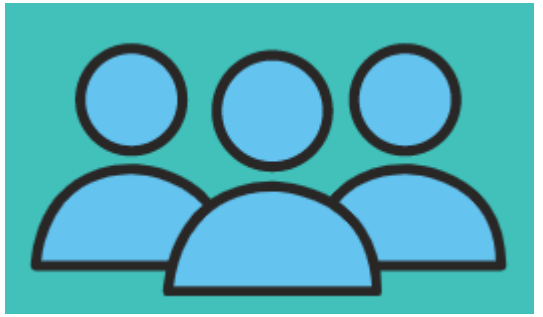
Aberdeenshire Council, Social Security Scotland and Public Health colleagues

Attended by

Aberdeenshire Council and NHS staff, Home-Start, Grampian Opportunities, and Community Food Initiatives North East (Cfine)

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Online training sessions



Delivered by

TP&I Aberdeenshire Council, TSI Aberdeenshire Voluntary Action and Public Health colleagues

Attended by

Sheltered Housing Coordinator, Housing Officers, Social Workers, Tenant Participation Officers, Financial Support Officers, Community Planning Officers, Health and Social Care Partnership staff, NHS staff and Home Carers. Volunteers and staff from Barnardos, Penumbra (mental health charity), Gordon Rural Action (independent advice agency), Home-Start, Aberdeen Foyer, Citizen's Advice, Salvation Army and local foodbanks.

Feedback

We asked – What will you take away from the session?



"Not to be afraid to start the conversation with clients at the foodbank and use the leaflet to signpost them on to other services"

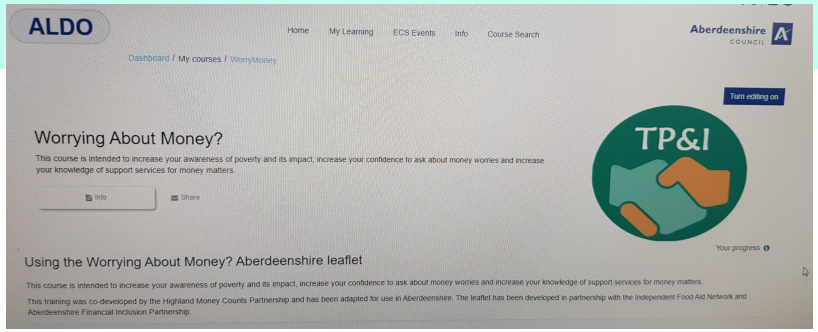
"It is good to try to ask people if they would like a leaflet, and giving someone choice when you discuss issues can make it more comfortable for them"

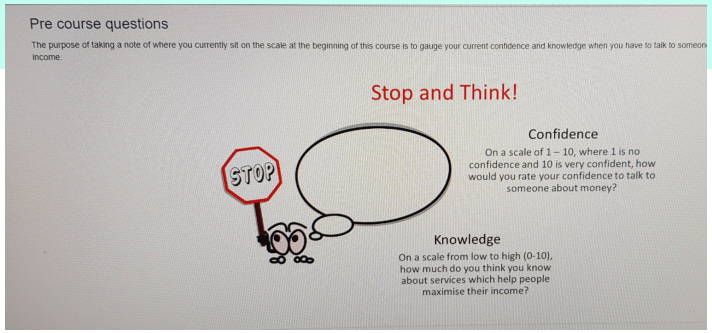
"I have more confidence in raising the leaflet with someone who has mentioned anything that sounds like money worries"

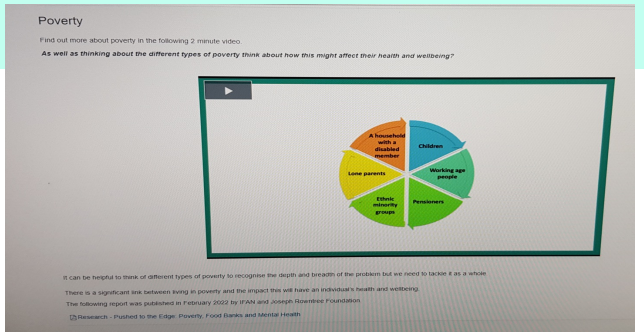
"Digital link for adding into my emails after sign up for tenancies. Helped me with my confidence in my new post for signposting people who may have money worries"

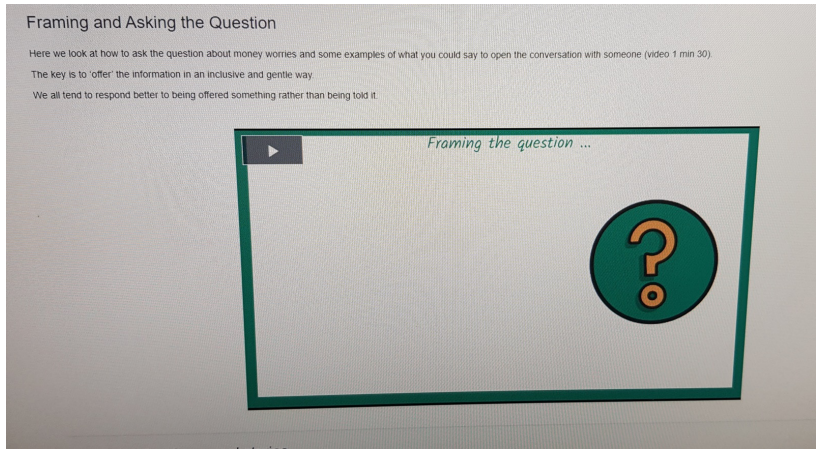
"Increased knowledge and confidence in enabling sensitive conversations with our tenants who may be experiencing financial hardship"

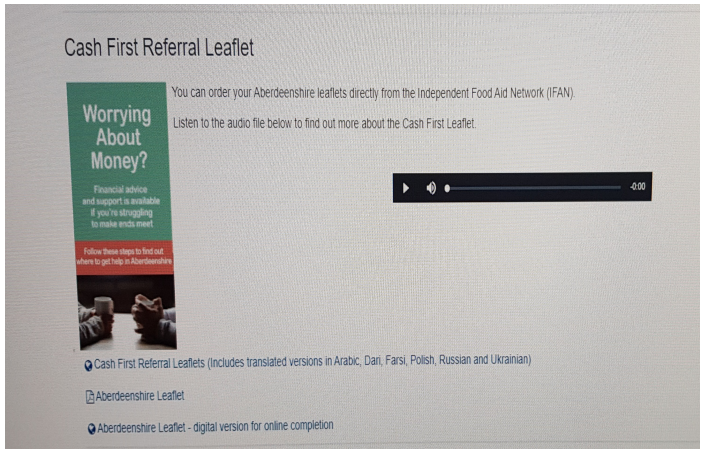
"The information to signpost clients to relevant organisations who could help. More informed about the available help"

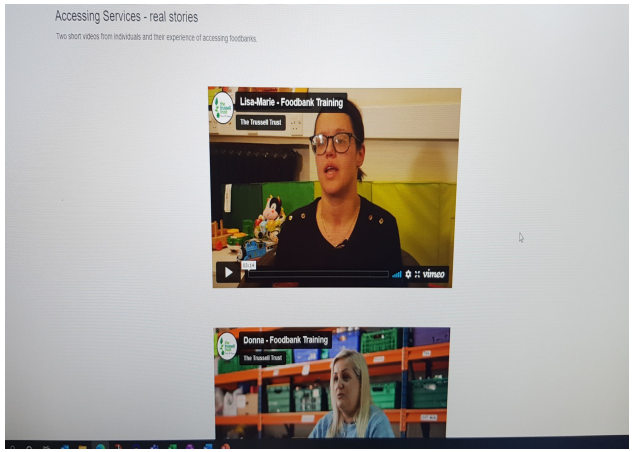


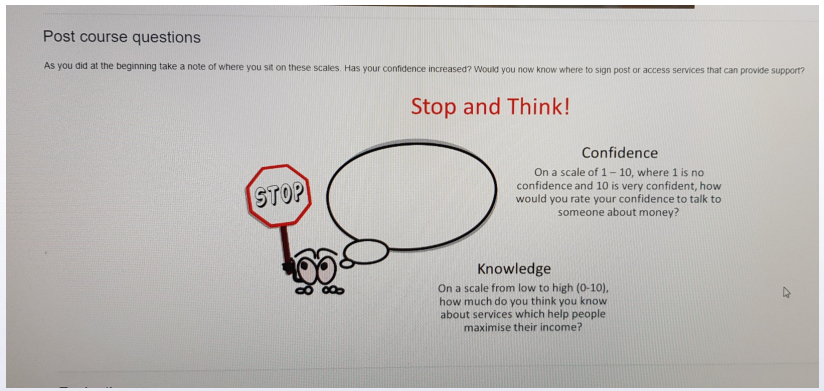


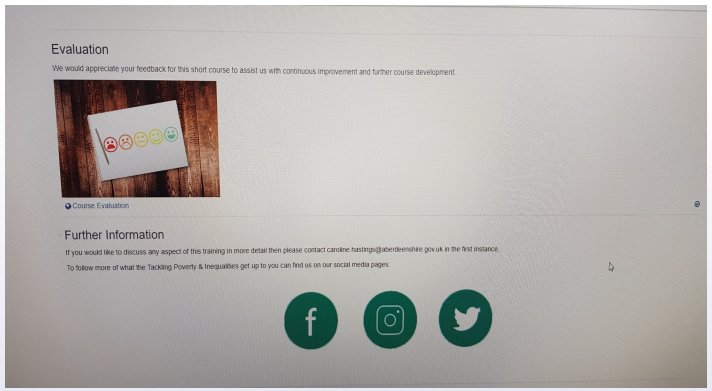












Aberdeenshire Council training module, available to third sector partners too.
Now adapted and available on the NHS training site TURAS

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Evaluation - ALDO

Optional feedback has provided us with some useful information on how we might adapt the training further.

Again we asked the question:

What will you take away from the session?

"Sources of support and advice/information. Also, it is definitely OK to ask for help"

"strengthen my belief that I need to get more information to my front line staff"

"its ok to get help and were to find it"

"not to be so clueless its a reality"

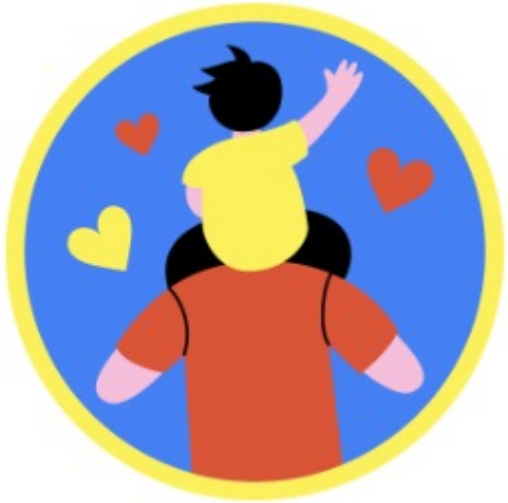
"Using the leaflet more with constituents"

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Parent/Carer Money & Wellbeing Sessions

Sessions delivered by the Tackling Poverty & Inequalities Team

- What some of the poverty statistics and issues are in relation to families across different areas of Aberdeenshire
- Where people can go to get help about money worries
- What that help looks like
- How you can get involved through our lived experience forums
- Well-being activities and groups



TP&I

"I realise that a lot more people are having financial difficulty and the current cost of living crisis is getting no better." (Participant feedback)

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Leaflet distribution



- Working with IFAN to ensure we can get hard copies to those that need it, requests from our resettlement team and third sector partners for translated copies into Arabic, Dari, Farsi, Polish, Ukrainian and Russian
- Further awareness of leaflet through social media channels and local radio
- Drop in community planning events for members of the public, community groups and partners
- We know that the online interactive version of the Aberdeenshire leaflet has had 663 views over the last 3 months, it's the most frequently accessed area in Scotland. People have been finding the leaflet through Facebook, the Aberdeenshire Council website and the Aberdeenshire North Foodbank website. Half of those were accessing it by desktop computer and the other half by smartphone



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What next?





"More awareness of local community hubs and you can opt for a time to go so you can get a one-to-one chat and it can be private also, which is the biggest problem....who will see me, especially in small towns"

"I would like to see more localised responses to poverty, particularly in rural locations"

"Interesting to hear more personal experiences"

"More info and make it longer/ more in depth. Really super short course"

"I think that there should be some discussion about the importance of raising sensitive issues in a confidential space, and an acknowledgement that this may not be available, and how you just have to make the best of the situation if it isn't, and possibly just ask people if they would like a leaflet, or put one in their food bag"

"No, I found it informative and shocking to feel how uninformed I was"

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Further information and contact details

Webpages: Tackling Poverty and Inequalities – Aberdeenshire Community Planning Partnership (ouraberdeenshire.org.uk)

Email: caroline.hastings@aberdeenshire.gov.uk

Social media:

- Facebook link
- Twitter link
- Instagram link

Lived Experience Forum - Agnese.carter@aberdeenshire.gov.uk



https://www.worryingaboutmoney.co.uk/aberdeenshire

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