

Economic Wellbeing- Delivering a Whole Family Approach

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NHS



Some Principles



- **Progressive Universalism:**
 - Children's Centres (early identification of need by midwives/HVs)
 - Non-stigmatising
 - Targeting via CAF
 - Use of data
- **Linking Family Support to other agendas:**
 - Family links, Family Learning
 - Adult literacy & skills
 - Economic development
 - Community development

Some Principles (cont)



- **Looking at Families as a whole:**
 - Children's Centres, extended services, Connexions
 - Parenting
 - Multi-disciplinary teams
 - Implications for organisation of local services.
- **Sustainability**
 - Jobs that pay
 - Self-determination

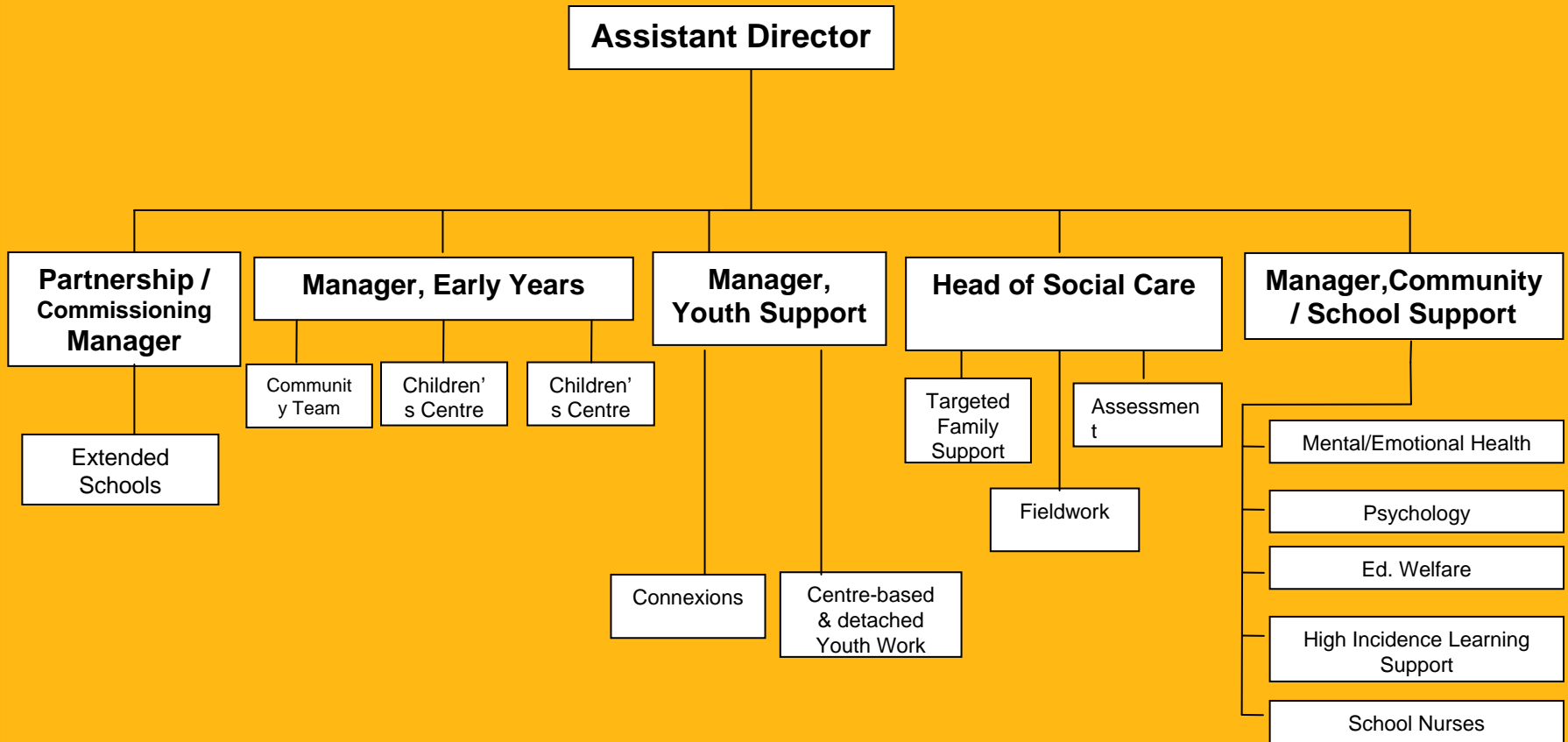
Some Challenges



- Inter-professional dialogue
- Funding
- Work opportunities (impact of students and migrant workers)
- Childcare affordability
- Travel to work

Brighton & Hove
Children and Young People's Trust

Area Team Structure



The Hollingdean Programme



- Combined Local Sure Start/Neighbourhood Renewal Programme
- Linking Childcare to community development:
 - community partnership board
- 2006/07- absorption into CYPT area structure

The Hollingdean Programme



A successful progression route:

Unskilled Mother of two



Client



Volunteer → Training

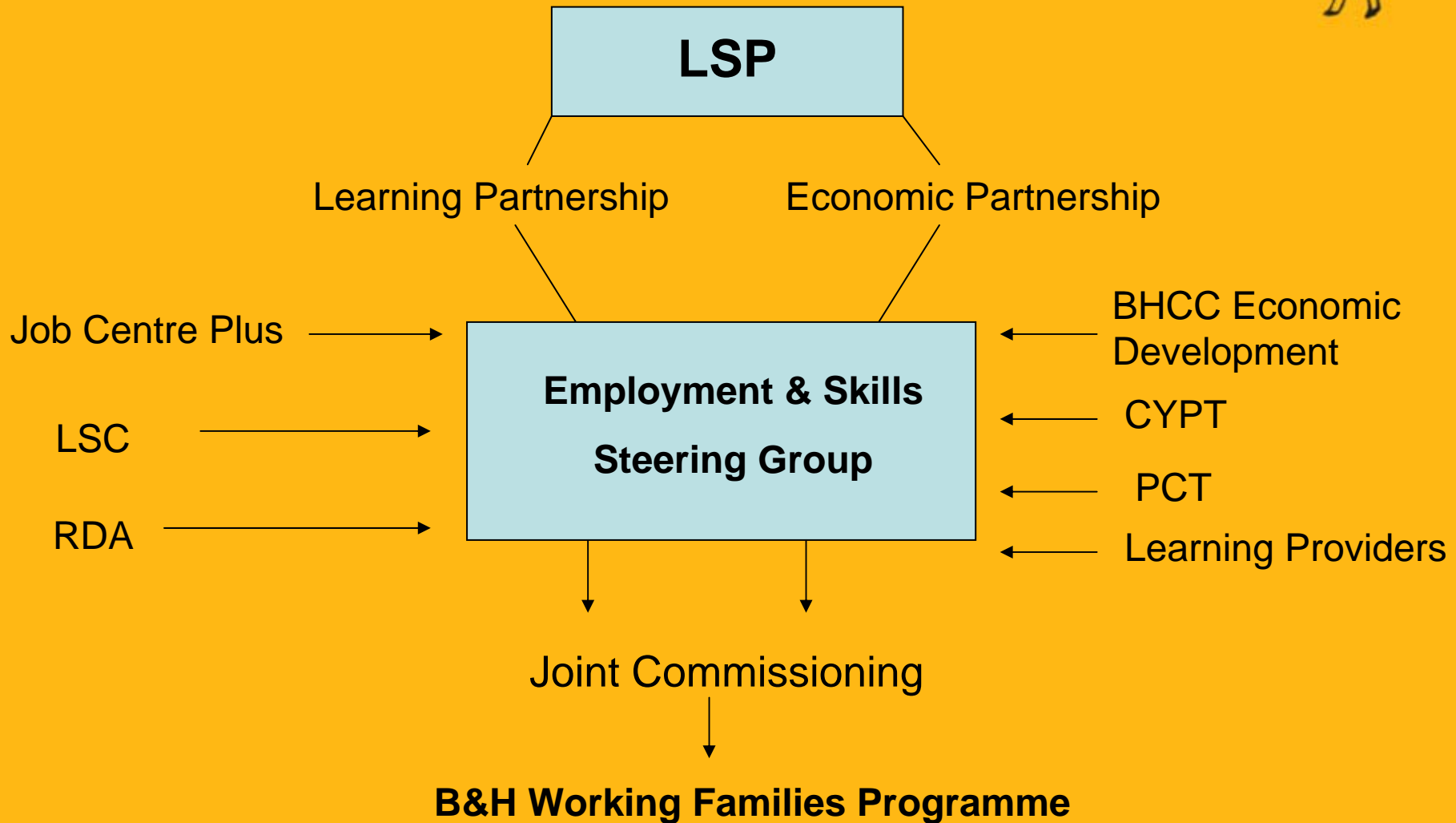


Board Member → Training



Skilled Employee

The City Employment and Skills Strategy



East Brighton : Some Statistics



Households with dependent children	1569
% CYP in most deprived 30% SOAs	95
% CYP living in poverty	51
% of lone parent households	42
% lone parent income support claimants	31
% claiming housing benefits or housing & council tax claims	61
Speech & language referrals per 1000	40
CAMHS referrals per 1000	86

The B&H Working Families Programme



Pilot in East Brighton involving 8 families:

- 2 on Incapacity Benefits
- 2 on Income Support
- 2 on Jobseekers Allowance
- 2 on Working Tax Credit

Aim: To help adult members of the family move closer to the labour market

Venue: Based on Roundabout Children's Centre in Whitehawk

Resources: Existing JCP resources, linked with other programmes (e.g. Equal)

B&H Working Families Programme



Method

Series of Interviews with Personal Adviser:

- explore barriers to returning to work
- develop an action plan
- review progress
- offer advice, guidance and onward referral to specialist agencies as necessary

The B&H Working Families Programme (cont)



Programme to Include

- Health
- Housing and Homelessness
- Education training and employment
- Mental and Physical health, drugs & alcohol
- Finance, benefits & support networks
- Attitudes, thinking and behaviour
- Training & volunteering opportunities available locally
- Job search techniques (inc. CVs and job applications)
- In-work financial incentives

Length of programme



March - Sept 07

Review

Effectiveness of methodology (inc. inter-agency work)

Evaluation of length of time/resources needed to make a difference

Feasibility of rolling out more widely

Is this a new co-ordinated strategy, or just another initiative?