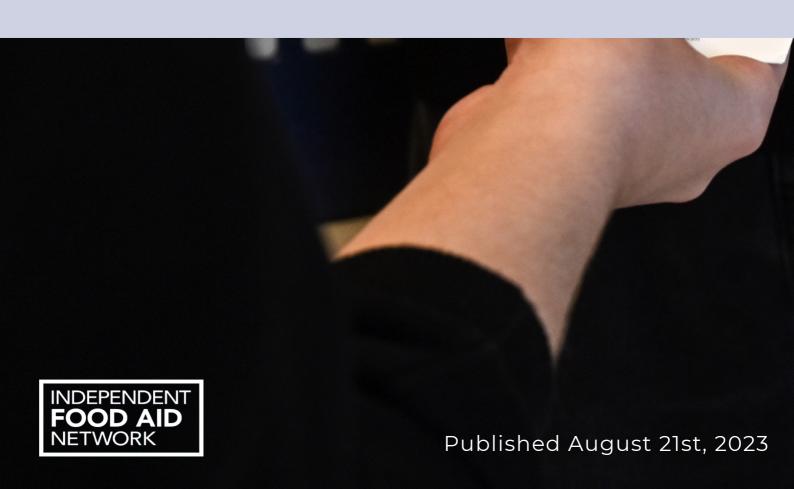


Independent Food Aid Network, 2023

'Worrying About Money?' Cash First Referral Leaflets in Scotland



Introduction

Since June 2020, the Independent Food Aid Network (IFAN) together with local partners have developed and disseminated 'Worrying About Money?' cash first referral leaflets and their alternative versions across Scotland.[1]

This work began alongside Nourish Scotland based on learning from the A Menu for Change Project aims to reduce the need for charitable food aid by promoting a cash first approach to food insecurity locally.

Between April 2022 and March 2023, the Scottish Government funded IFAN to continue and expand the co-production and dissemination of 'Worrying About Money?' leaflets across Scotland. This report covers the work undertaken by IFAN during this time.

'Worrying About Money?' leaflets, also known as cash first referral leaflets, are designed to help people identify available cash first options as well as local advice and support services. They are available as hard copies as well as in poster, interactive, translated and Easy Read formats. The 'Worrying About Money?' resources can be used by people facing money worries or financial crises and/or volunteers and frontline support workers.

There are now 34 'Worrying About Money?' leaflets in Scotland, covering 31 Scottish local authorities. [2]

To develop these resources, IFAN has worked locally with:

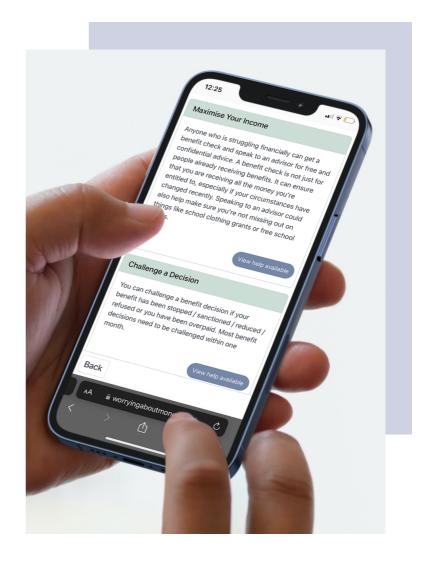
- local authority teams
- Citizens Advice Scotland
- food aid providers
- third sector interfaces
- addiction services
- fuel poverty organisations
- development trusts
- mental health organisations
- housing associations
- wellbeing services

If you have any questions or would be interested in getting involved in this work in your community please get in touch: admin@foodaidnetwork.org.uk.

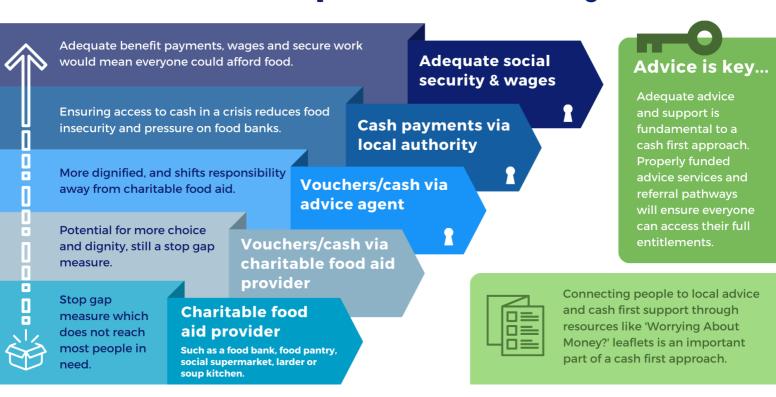
What is a cash first approach to food insecurity?

A cash first approach looks to address the root cause of food insecurity and low income through prioritising incomefocused responses over a charitable food aid response.

The below diagram explains the hierarchy of cash first responses and how the cash first referral leaflet fits into this approach by connecting people to advice and support [3].



The cash first response hierarchy



'Worrying About Money?' leaflet co-development process

The co-development process for each leaflet has differed depending on local circumstances - but collaboration is integral to the process.



Establish local stakeholder working group

IFAN reaches out to local stakeholders interested in the co-development of a 'Worrying About Money? leaflet in partnership. Alternatively a local group, local authority or partnership can reach out to IFAN to initiate collaborative work. Different organisations, including local authorities, advice services and food aid organisations might have different levels of involvement and engagement.



Co-develop leaflet draft

Using local expertise, the local stakeholder working group provides content and feedback for an initial draft of the 'Worrying About Money?' leaflet produced by IFAN. IFAN works with local partners to change and co-develop the leaflet's content while keeping the basic design/wording in place.



Confirm accuracy and consent from organisations listed in Step 3 and Other Support sections of the leaflet

IFAN, and partner organisations, work together to check the accuracy of information on the leaflet. This includes gaining permission from services listed on the leaflet as well as clarification on what their service offers to make sure information is clear, accurate and up-to-date.



Disseminate finalised 'Worrying About Money?' leaflet into the community

Finally, IFAN and the wider stakeholder group work together to disseminate the leaflet. This involves distribution of paper leaflets as well as an interactive version, translated, Easy Read and poster versions.

In some areas, IFAN has worked with local stakeholders to run Money Counts training linked to the step-by-step guides. This training, originally developed by the Highland Money Counts Partnership, helps people working on the frontline to gain confidence in using the 'Worrying About Money?' resources. (read more about this on page 14).

For examples of best practice on disseminating the leaflets see pages 14-16.



Keeping 'Worrying About Money?' leaflets up-to-date

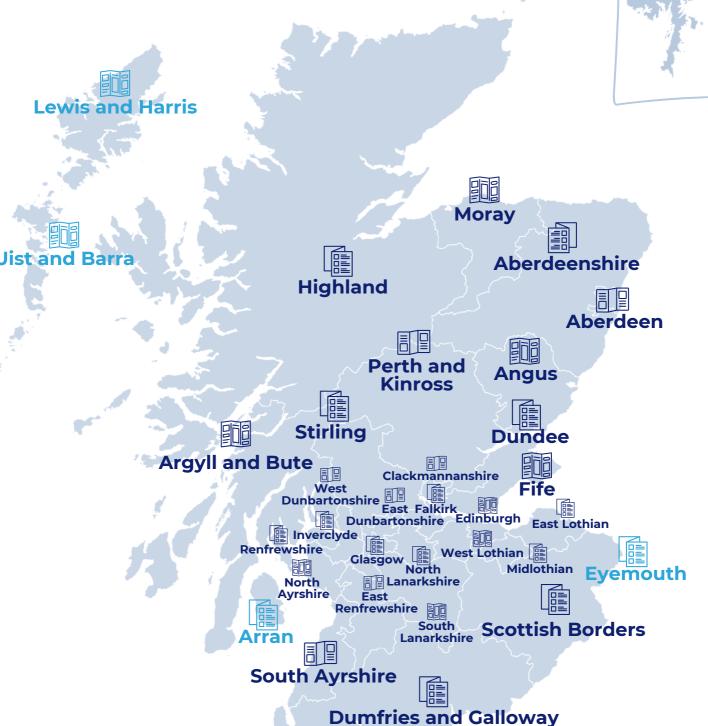
Approximately every 6 months, IFAN undertakes work with local stakeholders to update each individual 'Worrying About Money?' leaflet, verifying that all details are correct and checking in with stakeholder groups for any changes in local context and need for alternative formats. IFAN is always on hand to update leaflets with any detail changes if a stakeholder requests this.

If you are aware of any details that need updating on a leaflet, please get in touch at admin@foodaidnetwork.org.uk.

Areas with a 'Worrying About Money?' cash first referral leaflet







'Worrying About Money?' leaflet for individual local authorityLocalised 'Worrying About Money?' for individual local community

2022 Update of 'Worrying About Money?' leaflet's design

Based on feedback from experts by experience - the leaflet design was updated in 2021 to improve accessibility The new design comprises new colours and revised layout with numbers throughout to guide users through the three steps. IFAN sought expert advice from Disability Information Scotland regarding the colours, font, and the leaflet's paper type.

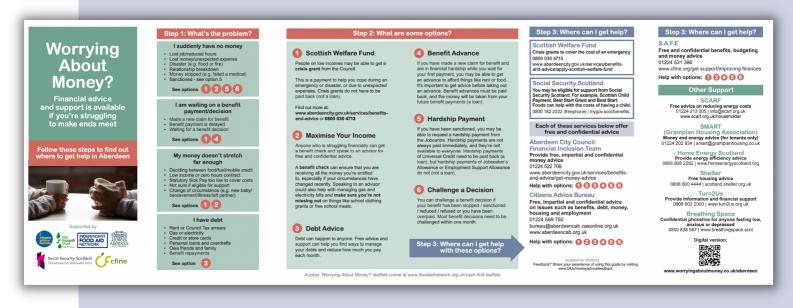
Previous leaflet design



Updated leaflet design

Throughout 2022 as all leaflets were updated and checked for new details, they were also updated in this new design when needed.

Smaller 3-fold leaflet: with numerical navigation



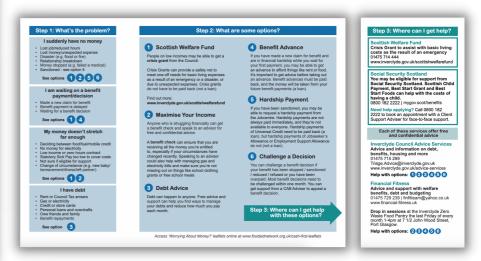
Larger 2-fold leaflet: with numerical navigation





Adapting leaflet design to fit local requirements

The leaflet design can also be adapted to meet stakeholder needs and tie into other work. See examples from Inverclyde (Scotland), Islington and York (England).



Example: Inverclyde





Interactive 'Worrying About Money? leaflets

From 2021-2022, together with Time To Spare, IFAN developed and updated an interactive version of the leaflet. Improvements to the resource ensured that the interactive versions:

- can be embedded for use on stakeholder websites
- can be viewed in different languages
- use step-by-step process that follows leaflet design
- are accessible with a screen reader
- are easy to use on mobile, tablet or desktop
- are easy to be kept up-to-date
- link to other versions of the leaflet such as PDF, translations and easy read

The interactive tool also provides a way for local stakeholders to measure the impact of their individual 'Worrying About Money?' leaflet through access to data on how frequently this is used.

Find and order free copies of the 'Worrying About Money?' leaflets at: www.foodaidnetwork .org.uk/cash-first-leaflets



Example: Interactive leaflet for Edinburgh

| | rrying About Money? - Edinburgh and support is available if you're struggling to make ends meet. |
|----------|--|
| Advice | , and support is available if you're struggling to make chas meet. |
| ∂ U | Ukrainian (PDF) & Polish (PDF) & Poster (PDF) |
| & A | arabic (PDF) |
| ∂ L | eaflet (PDF) |
| | Step 1 → Step 2 → Step 3 |
| | t's the problem? |
| Selec | t 1 or more options to see what local support is available |
| | |
| | suddenly have no money Lost job / reduced hours |
| • | to the control of the |
| • | |
| • | P. Life and C. Lander |
| • | |
| <u>~</u> | have been sanctioned |
| hs | am waiting on a benefit payment / decision |
| | an watering on a portone paymone, acontion |
| | Made a new claim for benefit |
| | Made a new claim for benefit Benefit payment is delayed |
| | Benefit payment is delayed |
| • | Benefit payment is delayed |
| • | Benefit payment is delayed Waiting for a benefit decision My money doesn't stretch far enough |
| • | Benefit payment is delayed Waiting for a benefit decision My money doesn't stretch far enough |
| • | Benefit payment is delayed Waiting for a benefit decision My money doesn't stretch far enough Deciding between food / fuel / mobile credit Low income or zero hours contract |

Alternative versions

文文

'Worrying About Money?' leaflets are available as 3-fold, bifold, poster/one-page, translated, easy read and interactive versions. IFAN works with stakeholders in each area to produce alternative versions when beneficial.

As of July 2023, 'Worrying About Money?' leaflets in Scotland have been translated into:

Ukrainian

 available in Aberdeen, Aberdeenshire, Argyll and Bute, Edinburgh, Fife, Highland, Moray, North Lanarkshire, Perth and Kinross and Renfrewshire.

Dari

 available in Aberdeenshire and Highland.

Polish

 available in Aberdeenshire, Argyll and Bute, Edinburgh, Glasgow, Highland, Perth and Kinross, Stirling and West Dunbartonshire.

• Russian

• available in Aberdeenshire, Perth and Kinross and Renfrewshire.

Spanish

o available in Glasgow

Slovakian

o available in Glasgow

Arabic

 available in Aberdeenshire, Argyll and Bute, Edinburgh, Glasgow, Highland, Moray, North Lanarkshire and West Dunbartonshire.

Farsi

 available in Aberdeenshire and Glasgow.

• Urdu

available in Glasgow

Gaelic

 available in Argyll and Bute and Highland.

• Bulgarian

 available in Edinburgh, Perth and Kinross, West Dunbartonshire

Romanian

 available in Edinburgh, Fife, Glasgow, Perth and Kinross and West Dunbartonshire.

Hungarian

o available in Fife.

Arabic translation: Aberdeenshire





Poster version

Worrying About Money? Follow these steps to find available financial advice and support in Aberdeen

Step 2: What are some options?



Step 1: What's the Problem?

I suddenly have no money

- Lost job/reduced hours
 Lost money/unexpected expense
 Disaster (e.g. flood or fire)
 Relationship breakdown
 Money stopped (e.g. failed a medical)
 Sanctioned see option 5

See options 1 2 5 6

I am waiting on a benefit payment/decision

- Made a new claim for benefit
 Benefit payment is delayed
 Waiting for a benefit decision

See options 1 4

My money doesn't stretch far enough

- Deciding between food/fuel/mobile credit Low income or zero hours contract Statutory Sick Pay too low to cover costs Not sure if eligible for support Change of circumstance (e.g. new baby/ bereavement/illness/eft partner)

See options 12

I have debt

- Rent or Council Tax arrears
 Gas or electricity
 Credit or store cards
 Personal loans and overdrafts
 Owe friends and family
 Benefit repayments

Scottish Welfare Fund

People on low incomes may be able to get a **crisis grant** from the Council. This is a payment to help you cope during an emergency or disaster, or due to unexpected expenses.

Maximise Your Income

Anyone who is struggling financially can get a benefit check and speak to an advisor for free and confidential

Speaking to an advisor could also help you with managing gas and electricity bills and make sure you're not missing out on things like school clothing grants or free school meals.

Debt can happen to anyone. Free advice and support can help you find ways to manage your debts and reduce how much you pay each month.

Open Advice

Benefit Advance

If you have made a new Universal Credit benefit claim and are in financ hardship while you wait for your first payment, you may be able to get an advance to afford things like rent or food.

It's important to get advice before taking out an advance. Benefit advances must be paid back, and the money will be taken from your future benefit payments (a loan).

6 Hardship Payment

If you have been sanctioned, you may be able to request a hardship payment from the Jobcentre. Hardship payments are not always paid immediately, and they're not available to everyone.

Hardship payments of Universal Credit need to be paid back (a loan), but hardship payments of Jobseeker's Allowance or Employment Support Allowance do not (not a loan).

(i) Challenge a Decision

You can challenge a benefit decision if your benefit has been stopped / sanctioned / reduced / refused or you have been overpaid.

Step 3: Where can I get help?

Scottish Welfare Fund Crisis Grant to cover the cost of an emergency 0800 030 4713 www.aberdeencity.gov.uk/services/benefits-and-advice/apply-scottish-welfare-fund

Social Security Scotland
You may be eligible for support from Social
Security Scotland, including Scottish Child
Payment, Best Start Grant & Best Start Foods
which can help with the costs of having a child
0800 182 2222 | mygov.scot/benefits

Each of these services offer free and confidential advice

Aberdeen City Council: Financial Inclusion Team

Provide free, impartial and confidential money advice 01224 522 709

www.aberdeencity.gov.uk/services/benefits-and-advice/get-money-advice

Help with options: 1 2 3 4 6 6

Citizens Advice Bureau

Free, impartial and confidential advice on issues such as benefits, debt, money, housing and employment 01224 569 750 | www.aberdeencab.org.uk
Help with options: 1 2 3 4 5 3

Free and confidential benefits, budgeting and

Help with options: 1 2 4 5 6

Other Support

Easy Read leaflet for Moray



For information and h Website - www.turn2us.



For debt advice and me Contact – StepChange Phone – 0800 138 1111 Website - www.stepcha







Adapted from the Craven Easy Read Aid Network

This leaflet is based on learning from Scotland and has been developed with support from the

You can access the Worrying about Money le











Are you worried about money or about being in debt?



There may be lots of reasons why you are worried about money. You may suddenly have no money, be in debt, owe money, or you have to choose to spend money on food or heating or paying bills. Or you may be waiting on benefits



Here is some information on the ways to contact people for help and advice with your money problems if you live in



Crisis Grant, Community Care Grant, and Flexible Food Fund

If you are experiencing a crisis or disaster and you have if you are experiencing a crisis or disaster and you have difficulties coping with unexpected expenses, you may be able to get a Crisis Grant or Community Care Grant. You may also be able to get support for essentials through Flexible Food Fund.

Contact Moray Council or Scottish Welfare Fund or Citizens Advice Bureau or Children 1st Financial Wellbeing or Revolution for Good



Best practice example:

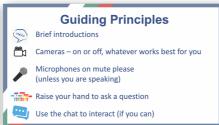
Highland

Collaborating with NHS Highland and the Highland Money Counts Partnership.

The 'Money Counts' training course was developed by the Highland stakeholder group. This course is a single (45min or 1hr) session designed to help frontline workers and volunteers to best use the 'Worrying About Money? leaflet when supporting people who are struggling with money worries or financial crises. The sessions help frontline staff to gain confidence in having initial conversations with people about their money concerns.

The success of these sessions have led to Money Counts training being replicated in other areas including Glasgow, Orkney, Aberdeenshire, and Argyll and Bute as well as in many local authorities in England and Wales.







Images: Slides from Highland Money Counts session

Following the Money Counts training, the Highland Money Counts Partnership have developed:

- Money Counts Level 2 a second level of training (1.5hr) building on knowledge and providing more detail
- Train the Trainers sessions to enable people to run Money Counts sessions in their local area
- 'Worrying About Money?' app for Highland

 an app based version of the leaflet that
 can be downloaded and used offline

 (launched February 2023)

Interested in running Money Counts training?

Get in touch at admin@foodaidnetwork for more information and access to training materials.



Best practice example:

Aberdeenshire

Partnership working with the council's Tackling Poverty and Inequalities team to promote the resource, digital impact and share best practice

The Aberdeenshire 'Worrying About Money?' leaflet partnership is a great example of best practice. As of March 2023, over 21,000 printed leaflets have been distributed throughout Aberdeenshire. IFAN liaises with the council's Tackling Poverty and Inequalities team to coordinate printing efforts.

Aberdeenshire Council's Tackling Poverty and Inequalities team and the Financial Inclusion Parntership have promoted the resource through social media channels and local radio. This has worked to increase the uptake for the paper and interactive resource. The Aberdeenshire interactive 'Worrying About Money?' resource is the most frequently accessed of all the interactive versions.

After attending a Highland Money Counts Train the Trainer course, the Aberdeenshire Council Tackling Poverty and Inequalities team, TSI Aberdeenshire Voluntary Action and Public Health colleagues have delivered Money Counts level 1 training courses. Participants ranged from council employees to food bank team members. A training module was made developed for training platforms, ALDO in Aberdeenshire Council and Turas for NHS Scotland, which has extended the reach of the course.



Image: Slides - Caroline Hastings (Tackling Poverty and Inequality Team, Aberdeenshire Council) sharing feedback from Money Counts training sessions at IFAN and the Trussell Trust's Cash First Future Conference in March 2023.



Best practice example: **Argyll and Bute**

Using the leaflet to support local efforts to connect people to advice and support

With the launch of the initial leaflet in 2021, Bute Advice Centre used the opportunity to network with partner organisations across Argyll and Bute. The leaflet used the Flexible Food Fund Roadshow in 2021 during which thousands of copies of the 'Worrying About Money?' leaflets were distributed, to raise awareness for the Flexible Food Fund.

In 2022 the leaflet design was updated and, following a request from the stakeholder, was translated into four additional languages: Ukrainian, Polish, Arabic and Gaelic.

The leaflet has worked to connect people in Argyll and Bute to local advice and support. In March 2023, Julie Semple from Bute Advice Centre, shared this best practice at the IFAN and Trusell Trust Cash First Future conference. Bute Advice Centre has supported 1,194 cases since January 2021 and through this work, £2,725,957.40 has been gained for clients through benefit grants and rebates.

This example shows how the leaflet can support and enhance local efforts to connect people to advice and support. "The leaflet became a corner stone of the roadshow that took place as we travelled across Argyll & Bute promoting the project. The leaflet highlighted the Flexible Food Fund, Bute Advice Centre and ALIenergy but also the range of other support services across the region. We delivered 6,000 leaflets during the roadshow and many organisations have asked for supplies to give to clients."

Julie Semple, Bute Advice Centre



Image: Flexible Food Fund Roadshow (Oban, Coll and Tiree)

16

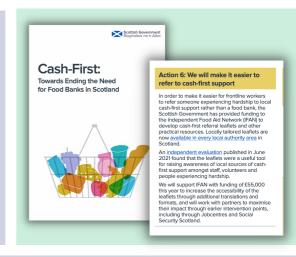
Events and wider impact

The 'Worrying About Money?' leaflets have been included in wider conversation and strategies around tackling food insecurity

Scottish Government Plan - Cash First: Towards Ending the Need for Food Banks in Scotland

June 2023

The 'Worrying About Money?' leaflets in Scotland is Action 6 of the Scottish Government Plan, Cash First: Towards ending the need for food banks in Scotland.





Cash First Future: Ending the need for charitable food aid in Scotland together

March 2023, Glasgow

In March 2023, IFAN held a joint 'Cash First Future' conference with the Trussell Trust in Glasgow. This event was an opportunity to share learning, perspectives and plans to build on local cash first approaches. A breakout session on the 'Worrying About Money?' leaflets included presentations from Caroline Hastings (Aberdeenshire Council), Julie Semple (Bute Advice Centre) and Katy Kitchingham (Trussell Trust).

ScotCen Impact Evaluation

November 2021

In June 2021, IFAN commissioned ScotCen Social research to conduct an independent qualitative study into the impact of the 'Worrying About Money?' leaflet in four local authority areas. The report found that impressions of the leaflet were overall positive, citing the simplicity and adaptability of the resource.



Ongoing work in England and Wales

IFAN continues to collaborate with local partners on 'Worrying About Money?' leaflets in England, Wales, and Northern Ireland. As of August 2023, IFAN has codeveloped a total of 79 leaflets outside of Scotland. Further work is underway in many new local authorities in England, Wales, and Northern Ireland.





Glasgow City Food Plan

2019-Ongoing

The Glasgow 'Worrying about money?' is included in the Glasgow City Food Plan and IFAN works with stakeholders as part of the 'Food Poverty - Fair Food for All' sub-group.

Building Cash First Event

February 2023

In February 2023, IFAN put together a Building Cash First online event which brought in 150 participants from across Scotland as well as elsewhere in the UK to share learning and best practice. Conversations at the event exemplified how the development of the leaflets locally have often been a catalyst for local partnership working and creative thinking on how to promote a cash first approach.





Dignity in Practice Workshops

At Nourish Scotland Dignity in Practice workshops, the 'Worrying About Money?' leaflets were used as an example of putting the dignity principles into practice. These workshops are for food aid providers, focussing on ways to enhance dignity.

UNICEF Guidance

UNICEF's Guide for Local Authorities and Health Boards: Supporting Families with Infants Under 12 Months Experiencing Food Insecurity establishes cash first as best practice within infant food insecurity pathway and references IFAN's 'Worrying About Money?' leaflets.



Printing

IFAN is funded by the Scottish Government to support the development and printing of 'Worrying About Money?' leaflets in Scotland. IFAN works locally with stakeholders in each area to coordinate printing efforts. Below is a summary of printed leaflets, posters and translated versions by area from April 2022 to March 2023.

| Local authority | Printed leaflets | Printed posters | Printed translations |
|---------------------|------------------|-----------------|----------------------|
| Aberdeen | 5,950 | 122 | |
| Aberdeenshire | 21,650 | | 450 |
| Angus | 1,850 | | |
| Argyll & Bute | 5,000 | 2 | 50 |
| Isle of Arran | 1,025 | | |
| Clackmannanshire | 500 | | |
| Dumfries & Galloway | 20,900 | | |
| Dundee | | | |
| East Dunbartonshire | 250 | | |
| East Lothian | 950 | | |
| East Renfrewshire | 250 | | |
| Edinburgh | 6,000 | | |
| Eyemouth | 500 | | |
| Falkirk | 750 | | |
| Fife | 1,750 | | |
| Glasgow | 4,600 | | 1,750 |
| Highland | 4,250 | | |
| Inverclyde | 3,000 | | |
| Lewis & Harris | 1,250 | | |
| Midlothian | 5,250 | | |
| Moray | 24,000 | | |
| North Ayrshire | 750 | | |
| North Lanarkshire | 22,250 | 1 | |
| Orkney | 2,000 | 20 | |
| Perth & Kinross | 15,000 | 20 | |
| Renfrewshire | 4,300 | | |
| Scottish Borders | 2,750 | | |
| Shetland | 2,800 | 2 | |
| South Ayrshire | 1,500 | | |
| South Lanarkshire | 43,500 | 81 | |
| Stirling | 250 | | |
| Uist & Barra | 500 | | |
| West Dunbartonshire | 2,000 | | |
| West Lothian | 1,000 | | |
| TOTAL | 208,275 | 248 | 2,250 |

Endnotes

[1] The Independent Food Aid Network (IFAN) represents hundreds of independent food aid providers operating across the UK, including over 550 independent food banks. IFAN campaigns and advocates on behalf of its member organisations and IFAN's vision is of a country without the need for charitable food aid where adequate and nutritious food is affordable to all. You can find more about IFAN at www.foodaidnetwork.org.uk.

[2] This project has now expanded to England and Wales, where there are 79 leaflets published. For more information about the 'Worrying About Money?' leaflet project, see: https://www.foodaidnetwork.org.uk/cash-first-leaflets

[3] For more information on cash first visit www.foodaidnetwork.org.uk/why-cash-first.



















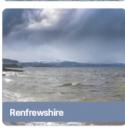




















Find out more

- Find 'Worrying About Money?' leaflets, read more about the project and order free copies
- Find out more about a cash first approach to food insecuirty
- Read ScotCen's November 2021 impact evaluation
- ,Finding hope in cash first approaches at the bleakest of times', blog by Sabine Goodwin (IFAN) for Sustain, February 2022.
- <u>'The Shropshire 'Worrying About Money?'</u> leaflet', blog by Sopie Padgett (Shropshire Food Poverty Alliance) for IFAN, January 2022.
- 'Cornwall's 'Worrying About Money?' leaflet and building momentum for change', blog by Emma Greenwood (Trussell Trust) for IFAN, December 2021.
- 'Promoting a 'cash first' approach to food insecurity in Scotland: Lessons from developing 'Worrying About Money?' leaflets', briefing by Dr. Chelsea Marshall (Nourish Scotland) and Sabine Goodwin (IFAN), June 2021.
- <u>Under one roof: Finding ways to improve</u> availability and access to financial support in Cornwall, joint blog by IFAN, the Trussell Trust and Transformation Cornwall. June 2023.

Get in touch

www.foodaidnetwork.org.uk



admin@foodaidnetwork.org.uk



@IFAN_UK

