



Maximise!

Sylvia Baikie

Public Health Practitioner

EH&SCP



Working together for a caring,
healthier, safer Edinburgh
NHS · EDINBURGH ·
Lothian THE CITY OF EDINBURGH COUNCIL



RECAP



- Last year presented on income maximisation in schools
- Full time advice worker in 6 schools
- Worked with 91 families
- Financial gains of ***£356, 333***

Year 2 model – MAXIMISE!



Long term, holistic model of intensive family support

- Advice Worker (full time)
- Family Support Worker (full time)
- Employability Worker (part time)

- Cluster of schools
 - Primary
 - Secondary

Maximise!

Income - Wellbeing - Attainment - Potential

Now available at
your local school

Do you need help with:

- Family Support?
- Housing Advice?
- Money Advice?
- Benefit Advice?
- Employability Support?

**The Maximise Team
can help YOU!**



Maximise is a partnership between CHAI and Children 1st, supported by The City of Edinburgh Council and the NHS. Together, we want to ensure that school pupils can achieve their educational potential. We provide an all round service to the families of pupils to help improve relationships, increase confidence, support wellbeing and increase community links as well as providing advice to maximise your income, reduce debt, resolve housing issues and gain employment.

CHAI

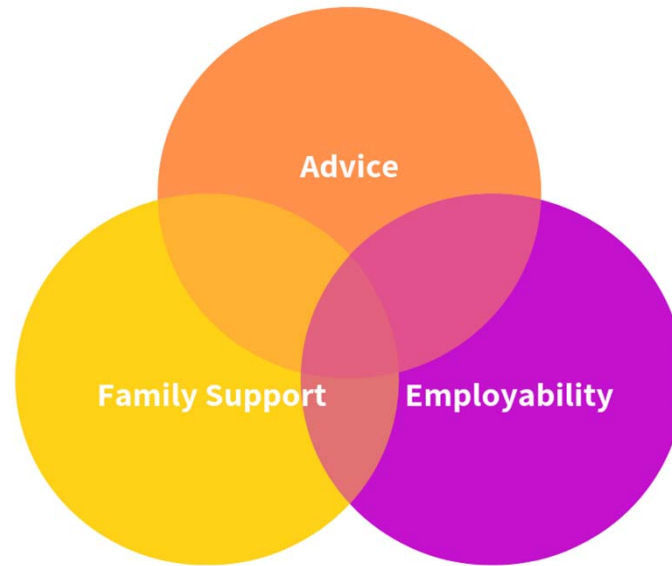


Children 1st
Supporting children's potential

NHS
Lothian

EDINBURGH
THE CITY OF EDINBURGH COUNCIL

For more information on how to
book an appointment, please
contact your child's school
or CHAI on 0131 442 2100



- **Advice** – income maximisation, debt and housing issues. Providing greater financial stability where applicable and addressing inequalities.
- **Intensive Family Support** – looking at the core issues that may affect the whole family and addressing these, stabilising families, and increasing independence. It may also include prevention work and assisting people to move forwards.
- **Employability** – promoting independence and supporting families to engage in employment and/or employability related activities, breaking down inequalities.

Key Elements



- Partnership approach, CHAI, Children 1st, NHS Lothian, EH&SCP, 1 in 5, CEC, School Cluster (Liberton Cluster)
- Aims to increase children's positive participation in school life and education attainment, reducing the attainment gap between higher and lower income families.
- Maximise! Uses a whole family support approach: addressing the wider issues that often impact families affected by poverty

Referrals



- Advertising campaign
- Teachers
- Social work
- Self referral
- Local service

Parents are seen in a convenient place for them

The need – poverty related issues

- Earn less than the living wage
- Zero hour contracts
- Unemployment
- Inability to pay for household essentials i.e food
- Financial debt
- In arrears with bills
- Homelessness
- Non – suitable housing conditions

Quotes



“My financial situation means that he can't have what other people at his school have”

“It has impacted the life of me more than my children. Every penny goes to them and my partner and I go without things”

“I really struggle buying healthy food which impacts on the health of my children”

“We were homeless and really struggling and living in a hotel”

“My daughter is autistic so all the change and uncertainty for her is always hard to adjust to”

“We were hit by the benefit cap and were really struggling and having to rely on foodbanks”.

Mid Report

Advice



56 Individuals
supported to date

127 appointments
attended

Total financial Gains
Achieved:
£89,398

Family Support



The service has
supported
13 families in total
including
16 parents
and 31 children

Employability



11 individuals have received
support

2 people have progressed
into employment:

1 full-time and **1 part-time**

1 person has engaged in
part-time education

Targeted Family Support Work-Plans



- Safety
- Healthy
- Achieving
- Nurtured
- Active
- Included

Maximise! Family Fun Day – Community Engagement Event



Quotes

"[My child's] behaviour has improved massively, which has had positive impacts on everyone in the family"

"Maximise have been absolutely fantastic. Catherine was brilliant"

"My child is far more confident and gets far more involved at school."

Next Steps....



- Secured funding
- Roll out a Maximise! Within each Locality
- 4 localities and roughly 5 schools per cluster
- 20 schools in Edinburgh





Thank you

Any questions?

Sylvia.baikie@nhslothian.scot.nhs.uk

07843701037