



Challenge Poverty Week

7th – 13th October

2024

Fife Health Promotion Service

What is Challenge Poverty Week?

Challenge Poverty Week is an opportunity to unite with organisations across Scotland in calling for a more just and equal society. The week is organised by The Poverty Alliance and has a dedicated website with ideas and resources on how you can get involved with the campaign. The aims of the week are:

- To raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland.
- To build awareness of and support for solutions to poverty.
- To change the conversation around poverty and help end the stigma of living on a low income.

The overarching theme for the week is based on working together to end the injustice of Poverty, with suggested alternative themes for each day of the week. To find out more about Challenge Poverty Week visit povertyalliance.org/CPW or join the conversation on social media using [#ChallengePoverty](https://twitter.com/ChallengePoverty) Week 2024 and [#CPW24](https://twitter.com/CPW24)

Aim of the pack:

The aim of this pack is to showcase the range of services and support the Health Promotion Service provides relating to the aims and themes of Challenge Poverty week. Health Promotion Service has a role to support workers and practitioners by providing information, resources and training on a range of topics. Many resources related to poverty and poverty prevention are available.

The aim of this pack is:

- To help raise awareness of Challenge Poverty Week
- To provide details of the available information, resources and training
- To provide a resource list of useful local and national websites.

The Health Promotion Service leads on approaches and services which maintain and improve health and wellbeing, helping to reduce health inequalities. This covers the life course from early years and children to adults and older adults. This is done through five core functions; Service delivery, programme and project management, Organisational and partnership development, Capacity building, Workforce development, and Information and knowledge management.

Background:

Poverty is the state of not having resources or income to provide the basic necessities of life, including food, clean water, clothing and shelter.

In Scotland the definition of poverty is when the income available to an individual or household does not meet their needs. This then restricts their ability to participate in society.

It is estimated that 21% of Scotland's population were living in relative poverty after housing costs in 2020-23. Before housing costs, 19% of the population were living in poverty. ([Scottish Government](https://www.scotland.nhs.uk/our-work/health-promotion-service/health-promotion-service-reports/2020-23))

The following film from Joseph Rowntree illustrates how poverty can impact on a person's wellbeing: https://www.youtube.com/watch?v=0RO67LjN_ks

Poverty and health inequalities

Health inequalities are the unjust differences in health and wellbeing that are the result of inequality in individual, societal and economic circumstances. Health inequalities are the result of an unequal distribution of income, power and wealth. Long-term health inequalities can have a knock-on effect on people's ability to get and keep a job, achieve their goals and take part fully in their community – meaning that everyone is affected. Reducing health inequalities involves everyone working in Fife and it is in everyone's interest. For more information visit - <https://www.healthscotland.scot/health-inequalities/what-are-health-inequalities>

Forms of poverty

There are a variety of forms of poverty. For example:

- Fuel poverty – not having enough to heat your home. Or having to choose between heating your home and eating enough.
- Food poverty/ food insecurity – not having enough money for enough nutritious, filling food for yourself or your family.
- Rural poverty – increased transport costs to reach local services, local shops charging higher prices for food and essentials, no local supermarket.
- Abject poverty – no basic means of shelter, food or heat.
- Relative poverty – not having enough to afford more than the basics or be involved in community life.

Picture in Fife

Poverty affects a significant proportion of the Fife population and can have a big impact on many areas of peoples' lives. This can include their mental health and wellbeing, their ability to develop skills, find or maintain employment and can threaten basic needs such as access to food and housing.

Fife Director of Public Health Annual Report 2023

- At the end of 2021/22 the reported proportion of children aged under 16 who were living in relative poverty before housing costs in Fife was **23.2%**, this was an increase from **17.4%** in year ending 2020. The proportion in Fife in 2021/22 was higher than the **20.8%** across Scotland.
- Different areas in Fife have varying levels of child poverty. In 2021/22 at electoral ward level relative child poverty, before housing costs, was highest in Kirkcaldy Central (**35.9%**) and lowest in St Andrews (**11%**)
- **23.6%** of P6 - P7 pupils and **19.4%** of Secondary school pupils are registered for Free School Meals in Fife.
- **20%** of Fife families live in Fuel poverty, and **7%** of Fife families live in extreme fuel poverty.

Emotional Impact related to cost of living

The cost-of-living crisis is impacting on everyone regardless of job or income. We are all examining our outgoings and thinking about where we can make savings.

- This might mean **cutting back** on activities that people enjoy, such as a holidays, meals out, trips to the cinema or after school activities for children.
- Making **difficult decisions** such as taking on a second job or working overtime for additional income, which means spending less time with family; giving up a family pet due to increasing costs; or strict budgeting for basic outgoings such as food.
- People may face **fundamental choices** in relation to food, such as reducing the number of meals they have each day, maybe going without to allow children to eat; cutting down on using heating within the home; or in some cases, they might be choosing between 'heat or eat' as it's not possible to do both.

There are some simple steps that people can take which will help them with the range of emotions they may be experiencing. Further information and resources on the emotional impact of the cost of living crisis is [available here](#).

In-Work poverty

Work can and should be a reliable route out of poverty yet one in eight UK workers struggle to make ends meet.

In work poverty is when a worker's income is less than **60%** of the national average and they don't earn enough to meet the cost of living.

In work poverty can exacerbate health inequalities and make it difficult to maintain levels of health and wellbeing and in the UK, incidences is set to rise as a result of the cost-of-living crisis.

Citizens Advice & Rights Fife deliver a workshop for Line Managers and Supervisors of staff with practical skills to recognise when an employee's financial situation maybe affecting their work and how to approach the issue. This workshop features with the [Health Promotion Training Programme](#), lasts for 2.5hrs and is a face to face session with spaces available on the following dates:

- [Wednesday 6th November 2024](#) (Carnegie Conference Centre, Dunfermline)
09.30 – 11.30
- [Wednesday 5th February 2025](#) (Fife Gingerbread, Glenrothes)
09.30 – 11.30

The Workplace Team also provide free and confidential support and advice to help Fife employers and workers create a healthier and safer working environment to promote Good Work. Contact us at fife.hwlfife@nhs.scot or visit our [webpage](#).

Cost of Living Drop-Ins and Fife Benefit Checker Training

No one needs to face the worry of rising costs alone. Fife Council is working with community planning partners and community organisations to provide easy access to practical, timely information and advice to help people through the cost of living crisis.



The Cost of Living Support campaign seeks to raise awareness of that whole community response and ensure all Fifiers can access local support as early as possible to help relieve the pressure of rising costs and the associated impact on health and wellbeing.



Income maximisation plays a vital part in this response and the Fife Benefit Checker and Our Fife toolkit training sessions are available to staff and volunteers of any agency.

To book your place on a convenient session visit [Health Promotion Training Programme](#) or email fife.hittraining@nhs.scot



During CPW week, we have put on extra sessions of the following to help anyone wishing to find out more around poverty, income maximisation and what help is available in Fife.

- **[Tuesday 8th October – Fife Benefit Checker & Our Fife Toolkit](#)**
MS Teams 14.00-16.00
Please use the link above to book your place on this session
- **[Wednesday 9th October – Cost of Living Drop-In Session](#)** (30 mins)
MS Teams 10.00 -10.30
Please use the link above to access the session. No need to book. The session starts promptly at 10am
- **[Thursday 10th October – Poverty Awareness Information Session](#)**
MS Teams 11.00-12.00
Please use the link above to book your place on this session
- **[Thursday 10th October – Energy Efficiency & Fuel Poverty Awareness Skills](#)**
MS Teams 13.00-15.30
Please use the link above to book your place on this session

Support with transport costs

The cost of travelling, or getting public transport, can sometimes be a barrier for people who need to attend emergency and non-emergency NHS appointments. But support is available.

If you are referred to hospital or other NHS premises for specialist NHS treatment or diagnostic tests by a doctor, dentist or another health professional, you may be able to claim a refund of reasonable travel costs (taxi fares cannot be claimed).

There are also a number of community transport options and schemes throughout Fife, to support transport for people with reduced mobility and health conditions.

To find out more visit [How to get to our main hospitals | NHS Fife](#)

Smoking

In the last 5 years, the price of tobacco has gone up by 89.2%. The retail price of a 20 pack of cigarettes is currently at an average of £15.90 (August 2024). This means that stopping smoking is now more than ever, better for your finances.

If someone smokes a packet of 20 cigarettes a day at £15.90 stopping smoking would be a support to the house budget by saving **£111.30 a week**. [Calculate my savings - Stopping smoking | NHS inform](#)

People experiencing poverty are just as likely to want to stop smoking. Many people living in areas of deprivation may not know that free smoking cessation support is available in their area. People who smoke and are living in poverty should be offered information and provided with easily accessible support services sensitive to their personal circumstances. Never underestimate the power of planting a seed. People may not act on this information right away, but if you give them information to take away with them, may take some action in the future.

Anyone who lives or works in Fife can get free help and support to stop smoking. If you or someone you know is interested in stopping smoking or would just like to chat through what support is available, please call the Fife Stop Smoking Service free on **0800 025 3000** or email fife.smokingcessation@nhs.scot

Eating well on a low Budget

With prices continually rising, managing to balance the weekly food budget is getting harder and harder for everyone. However, we can support colleagues, clients and community groups by encouraging the belief that eating healthily doesn't have to be expensive or boring. It just takes time, planning and a few good tips.

For example:

Planning out weekly menus – writing a shopping list – then sticking to it!

- This means less waste and not buying anything you don't need
- Cook the correct portion sizes also helps to reduce waste and save money [Portion sizes | British Nutrition Foundation](#)

Make sure that meals are well balanced

- Starchy foods like brown bread and pasta, potatoes and rice are the inexpensive part of the meal but are what can keep you fuller for longer. The following leaflet is available to order via our online Health Promotion Catalogue [HPAC](#) - [Eat some starchy food at ... each meal](#)

Remember eggs!

- Eggs are versatile, cheap and nutritious and quick to cook - Click the link for microwave magic for some eggy recipes [Microwave magic meals - budget friendly, easy cook recipes](#)

Simple ways you can stretch a meal (or leftovers) to make more servings

- Add an extra tin of tomatoes to sauces or stews, add lentils to mince or beans or pasta to make soup a more substantial meal
- Add veggies to pasta sauce (carrots are great.... and really cheap)

Think Soup – it is filling, nutritious and uses up vegetables that may be on left over

- If you add dried barley or lentils , you can add protein quite inexpensively

More tips can be found at [here](#)

Join our [Feeding Fifers face book](#) page and see what people are cooking in the community, share recipes and get tips on how to make your meals go further!

Fancy becoming a Fife Food Champion?

Free training is available to support others to cook well, for less – see our [Health Promotion Training Programme](#) for more information.

Health Promotion Information and Resources Centre (HPIRC)

Health Promotion Information and Resources Centre aims to support statutory and voluntary organisations and workplaces in Fife by providing free quality assured information, resources and materials to anyone working with the population of Fife on health improvement. Our collection consists of over **3000** resources on a wide range of health promotion topics - ranging from interactive models, displays, teaching packs, displays, games, leaflets and posters. Detailed below are examples of resources which can be downloaded, ordered or borrowed free of charge. To view our full range of resources, visit our online catalogue [HPAC](#)

- [5 family payments – find help to balance your budget](#)
- [Worrying about money? - downloadable leaflet](#)
- [Am I the only one worrying about money?](#)
- [Microwave magic meals - budget friendly, easy cook recipes](#)
- [Slow cooker magic - budget friendly, easy cook recipes](#)
- [Keeping Connected in Fife – Adults](#)
- [How to stop smoking and stay stopped](#)

Training

In 2017 a multi-agency Poverty Awareness Training Group was set up in response to the recommendation from the [Fife Fairness Matters Report 2015](#), the Group's work has been to establish free training sessions to support public and third sector organisations in Fife.

The report identified frontline staff as key to ensuring that everyone is treated with dignity, regardless of their persona or neighbourhood circumstances - it emphasised that all those coming into contact with people experiencing poverty and inequality should have an understanding of the causes and consequences in order for them to act with respect and empathy and to be in a position to challenge misconceptions and pre-conceived ideas.



The Health Promotion Training Team produces an annual Training Programme covering a wide range of topics. The aim of the programme is to provide accessible, relevant and high-quality learning and development initiatives that build **competence** and **confidence** across Fife's workforce to improve **health and wellbeing outcomes** and **reduce health inequalities**.

Courses on offer are suitable for frontline staff and managers and open to all public and voluntary sector workers.

Training offered reflects current issues such as the cost of living crisis and supports key areas of work such as income maximisation, no wrong door approach, child poverty and reducing health inequalities

“Many of the families I see regularly are experiencing difficulty with their budgeting skills and are worried how to manage with the changes in welfare reform. I have been able to pass on the information to them from this course and also direct them to other knowledgeable services.”

Participant

Poverty Awareness Training:

- [Thinking about Stigma – promoting inclusive practice across Fife](#)
- [Energy Efficiency & Fuel Poverty Skills Awareness](#) - NEW
- [Child Maintenance – Confident Conversations](#) - NEW
- [Fife Benefit Checker & Our Fife Toolkit](#)
- [Poverty Awareness Information Session Children & Young People](#)
- [Poverty Awareness Information Session](#)
- [Benefit Basics in Scotland](#)
- [Supporting Low-Income Households](#)
- [Cost of the School Day](#)
- [Cash in Crisis](#)
- [Scottish Welfare Fund eLearning](#)
- [Scottish Social Security eLearning](#)
- [Fuel Poverty eLearning](#)
- [Child Poverty Hub](#)
- [Challenging Poverty Stigma and Discrimination](#)
- [UK Poverty 2024: The essential guide to understanding poverty in the UK Webinar](#) NEW
- [In Work Poverty for Managers](#)

Reducing Health Inequalities Training:

- [7 Habits of Highly Effective People](#)
- [Creating a Fairer Healthier Fife](#)
- [Improving Health : Developing Effective Practice](#)
- [Understanding Health Literacy](#)
- [Realistic Conversations: shared decision making in practice](#) – NEW
- [Introduction to Value Based Health & Care](#) - NEW
- [Health Behaviour Change Level 1 and 2](#)
- [MAP of Health Behaviour Change](#)
- [Health Literacy : You can Make a Difference](#)
- [The link between health literacy and health inequalities](#)
- [Advocacy to reducing health inequalities](#) – NEW
- [Effective partnership working to reduce health inequalities](#) - NEW
- [Health Inequalities](#)
- [Breaking Barriers to Reducing Health Inequalities](#)
- [Demonstrating your impact on Health Inequalities](#)
- [Making connection between health, housing and homelessness](#)
- [Introduction to Realistic Medicine](#) - NEW

Useful Websites

Local websites and publications:

- Benefits and money advice:
 - <https://www.fife.gov.uk/kb/welfare,-benefits-and-money-advice>
- Citizen Advice & Rights Fife
 - General Advice:** <https://www.cabfife.org.uk/>
 - Money Advice:** <https://moneyadvice.cabfife.org.uk>
- Cosy Kingdom
 - <https://www.cosykingdom.org.uk/>
- Feeding Fifers Facebook
 - <https://www.facebook.com/FeedingFifers>
- Fife Digital Directory
 - https://www.fife.gov.uk/_data/assets/pdf_file/0025/157633/Fife-Digital-Directory.pdf
- Fife Health and Social Care Partnership
 - <https://www.fifehealthandsocialcare.org/your-community/the-well>

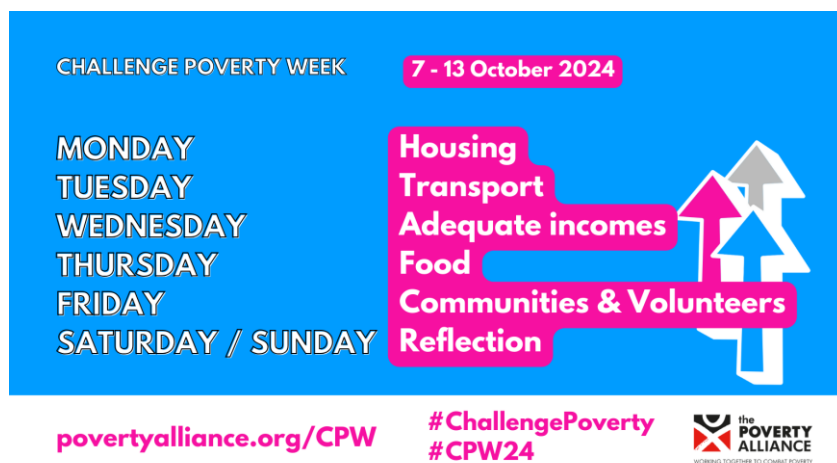
- Support with food
[Support with food | Cost of Living Support \(fife.scot\)](#)
- Moodcafe :
<https://www.moodcafe.co.uk/>
- NHS Fife
<https://www.nhsfife.org/news-updates/campaigns-and-projects/suicide-prevention-week-2022/>
- On Your Doorstep Fife
<https://www.onyourdoorstepfife.org/>
- Our Fife
<https://our.fife.scot/>
- Help to Claim Universal Credit:
[Help to Claim Universal Credit | Citizens Advice Scotland \(cas.org.uk\)](#)

National Websites:

- Child Poverty Action Group
 - <https://cpag.org.uk/>
 - <https://cpag.org.uk/cost-of-the-school-day>
 - <https://cpag.org.uk/talking-costs#resource>
- Chartered Institute of Personnel and Development
<https://www.cipd.co.uk/knowledge/culture/well-being/employee-financial-well-being/in-work-poverty/living-working-poverty>
- Glasgow Centre for Population Health
[https://www.gcph.co.uk/children and families/family and child poverty](https://www.gcph.co.uk/children%20and%20families/family%20and%20child%20poverty)
- Health Issues in the Community
<https://www.hiic.org.uk/hidden-poverty>
- Joseph Rowntree Foundation
<https://www.jrf.org.uk/>
- NHS Inform
<https://www.nhsinform.scot/healthy-living/mental-wellbeing/stress/coping-with-money-worries>
- Parent Club
<https://www.parentclub.scot/articles/supports-and-benefits-available-parents>
- The Poverty Alliance

<https://www.povertyalliance.org/>

- Poverty and Inequality Commission
<https://povertyinequality.scot/>
- Public Health Scotland
 - <http://www.healthscotland.scot/health-inequalities/fundamental-causes/poverty>
 - <http://www.healthscotland.scot/population-groups/children/child-poverty>
- Scottish Government
 - <https://www.gov.scot/publications/best-start-bright-futures-tackling-child-poverty-delivery-plan-2022-26/>
 - <https://www.education.gov.scot/improvement/learning-resources/pupil-equity-funding-looking-inwards-outwards-forwards-sharing-effective-practice-to-maximise-support-for-learners-and-practitioners/>
 - <https://www.gov.scot/policies/schools/pupil-attainment/>
 - <https://www.gov.scot/policies/poverty-and-social-justice/>
 - [Poverty definition - Poverty in Scotland: methodology - gov.scot \(www.gov.scot\)](https://www.gov.scot/poverty-definition)
- Emergency Support:
[Emergency support | Cost of Living Support \(fife.scot\)](#)




CHALLENGE POVERTY WEEK **7 - 13 October 2024**

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY / SUNDAY

Housing
Transport
Adequate incomes
Food
Communities & Volunteers
Reflection

povertyalliance.org/CPW #ChallengePoverty #CPW24

 **the POVERTY ALLIANCE**
WORKING TOGETHER TO COMBAT POVERTY

Fife Health Promotion Service
September 2024
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