



# Optimising Family Income in Cardiff

Food Cardiff Food Poverty Alliance: Final Report, May 2019

## Raising awareness of food schemes

After conducting a piece of research into the uptake and spending potential of Healthy Start vouchers, it became clear that awareness of the scheme was low with some frontline staff. We also established that awareness of other schemes such as Free Breakfast Clubs, School Holiday Enrichment Programme (Food and Fun) and to a lesser extent, free school meals, was low.

Through partnership working between Cardiff and Vale Public Health Team, Cardiff Council's Money Advice Team and the Cardiff and Vale University Hospital Board dietetic team, we developed a training package to support frontline staff to raise awareness and uptake of food schemes.

We adopted a train-the-trainer approach to maximise reach. Key members of staff undertake Level 2 training, then cascade Level 1 training to frontline staff. The training encompasses information about what the schemes are, eligibility and accessibility. Information about food banks, food co-ops, nutrition information and Nutrition Skills for Life courses are also provided.

Through sourcing and reviewing information about the different food schemes, we produced a suite of resources to facilitate training delivery, and support frontline staff during consultations with clients:

- Full training package and resources
- Supporting toolkit for frontline staff to use with clients
- Posters and flyers encouraging clients to research and ask advice team on food schemes
- A question on Healthy Start for the question flow during money advice consultations
- A survey to better understand why clients don't access food schemes

We successfully delivered our first train-the-trainer session on the 16<sup>th</sup> of May. Staff from various organisations such as Housing Associations, Cardiff Council's Money Advice Team, Help Me Quit and Wellbeing4U attended. Feedback was very positive, with interest already being expressed for the next training session.

This activity was assisted by financial support and other advice from Food Power.  
[www.foodpower.org.uk](http://www.foodpower.org.uk)

An infographic poster with a yellow and white sunburst background. At the top left are logos for 'food Cardiff', 'CARDIFF COUNCIL', 'FOOD Poverty', and 'VEG & VEGGIES'. The central graphic features a plate with 'Eat Well SAVE WELL' written on it, surrounded by various food items like bananas, broccoli, corn, carrots, and peas. A blue banner below the plate says 'YOU COULD SAVE AROUND £1600 A YEAR!'. Below the infographic is a red-bordered box with the heading 'ARE YOU MAKING THE MOST OF THE HELP AVAILABLE TO YOU?'. It contains text about missing out on help, a list of four food schemes (Healthy Start Vouchers, Free School Meals, Food and Fun, and School Breakfast Clubs) with QR codes and instructions for each, and a final note from Cardiff Council's Money Advice Team.

**ARE YOU MAKING THE MOST OF THE HELP AVAILABLE TO YOU?**

Don't miss out on help that you may be entitled to. A family with 3 children could save **up to £1600** a year by accessing these four food schemes if eligible.

**Healthy Start Vouchers**  
Visit [www.healthystart.nhs.uk](http://www.healthystart.nhs.uk) to find out more.

**Free School Meals**  
Search "Cardiff Council Free School Meals" to find out if you're eligible and to apply.

**Food and Fun (school holidays)**  
Check with your school to see if they run the programme.

**School Breakfast Clubs**  
Check with your primary school to see if your children could have free breakfasts.

Cardiff Council's **Money Advice Team** can help you access all of these great, money-saving schemes. Visit your local hub or call 029 2087 1071 for info

## Our challenges and learning

### Challenge 1: Scale of the project

There are over 700 frontline staff in Cardiff who would benefit from the training, but time and resources were limited. The 'train the trainer' approach enabled a smaller group to cascade the information within their own teams and/or organisations.

### Challenge 2: Uncertainty around food schemes

Throughout this project, there was a lot of uncertainty surrounding the changes around Universal Credit and how this will affect the eligibility criteria of the food schemes. Consequently, the training slides and toolkit will need to be regularly updated as more information about the situation surfaces. Universal Credit changes also affected the timeline of the project delivery.



### Challenge 3: Schemes are not universal

Although this project will help people access crucial support to help with food access, schemes are not always available. For example Food and Fun does not run in every school in Cardiff and people's local shop might not accept Healthy Start vouchers.

## Our next steps

- Those who attended the train-the-trainer session will continue to be supported to deliver Level 1 training to frontline staff.
- The feedback from the session will be utilised to improve the next training session, which is due to take place in September.
- We will also consider the feasibility of rolling out the training Wales-wide to further improve the uptake and awareness of the food schemes.

*"It was an excellent reminder of what is available."*

Training attendee

## Our key achievements and impact

- We have successfully run our first train-the-trainer session, and the Level 1 training will be rolled out to frontline staff in the near future
- Once frontline staff have received the Level 1 training, they can use their knowledge and resources to signpost clients towards the relevant food schemes. This will hopefully increase the uptake and awareness of the food schemes amongst those who will benefit the most from them.
- Resources have been created for frontline staff to facilitate their consultations with clients