



## Helping more families benefit from Healthy Start Southwark Council Interim report, November 2019

### Increasing awareness amongst professionals of the vouchers

We held a focus group with eligible families to understand any barriers they may face in applying and using the vouchers. We are now exploring locally how we can overcome such barriers.

We also held focus groups with healthcare and non-healthcare professionals to understand their experience of supporting families to access the vouchers.

Southwark's Healthy Start steering group have been involved in promoting the vouchers in a number of ways, for example ensuring all children's centres have display boards on the vouchers and introducing the vouchers at stalls in East Street market.



Healthy Start at the East Street Market

### Challenges and learning

Understanding healthcare professionals' experiences is crucial to how we can improve access to the vouchers locally. However, it has been challenging to hold a focus group with them due to workloads and scheduled clinics. We are hoping to hold another as part of their team meeting to increase attendance.

### Next steps

The findings from the focus groups will be used to develop the Healthy Start Champions training sessions. The training will focus on increasing the knowledge and confidence of professionals in discussing the vouchers with families. Champions will be recruited from a range of teams and organisations who work with families across the borough.

***"The vouchers are a bit of a mystery."***

Health professional in a focus group, October 2019

### Outcomes

Our outcomes are still a work in progress but we aim to train Healthy Start Champions across the borough who can support families in Southwark to access and make the most of the vouchers, as well as to increase the awareness of the vouchers among professionals and families.