

Cost of Living

Social Determinants of Health

Victoria Morgan & Michelle O'Neil



Blackpool Better Start

Blackpool Better Start



Investment

Blackpool Better Start is a 10-year programme funded by a £45 million investment from the National Lottery Community Fund.



Partnership

Led by the NSPCC, the Blackpool Better Start partnership includes the local community, senior leaders, healthcare organisations and public services.



Our Work

We are driving major systems change, ensuring all families are getting the right help at the right time and from a high quality and consistent workforce.



Outcomes

We are giving every new baby in Blackpool a better start in life by improving speech and language, diet and nutrition, and social and emotional development



The Blackpool Centre for Early Child Development

The Centre for Early Child Development (CECD) is the research and development hub of Blackpool Better Start.

Our Vision

Our vision is for Blackpool families to raise happy, healthy children who grow up in communities that they feel proud of. Every new baby in Blackpool will have access to the care and nurture they need for healthy development and will be ready to start school.

Our Mission

We support and empower families in Blackpool to have the best outcomes for their babies and children, from pregnancy to starting school.

We work with families to find the right support for them, at a personal and community level. Our investment, our research and our expertise will provide a legacy to the future families of Blackpool.

We will give the community the tools and advice to improve the outcomes of Blackpool children for years to come.

Centre for **Early Child Development**



Survey reveals cost of living is biggest worry for Blackpool families

The biggest worry for Blackpool families this winter is the cost of food and heating their homes, according to a survey in the town.

By Shelagh Parkinson

A poll of 495 professionals working with Blackpool's poorest families found 73 per cent of respondents felt a large number would have to choose between heating and eating this year.

The survey, by Blackpool Better Start, also revealed a 'baby blind spot' with fears raised that babies and toddlers have missed out more on support during the pandemic compared to school age children.

The results were gathered at Blackpool Better Start's recent online conference, Rebuilding the Future: Putting Babies and Children First.

Cost of Living Crisis

SURVEY FROM 2021 CONFERENCE

What do you think is the biggest challenge Blackpool families will face this winter?

73%

Fuel/Food Poverty

26%

Mental Health

1%

Physical Health

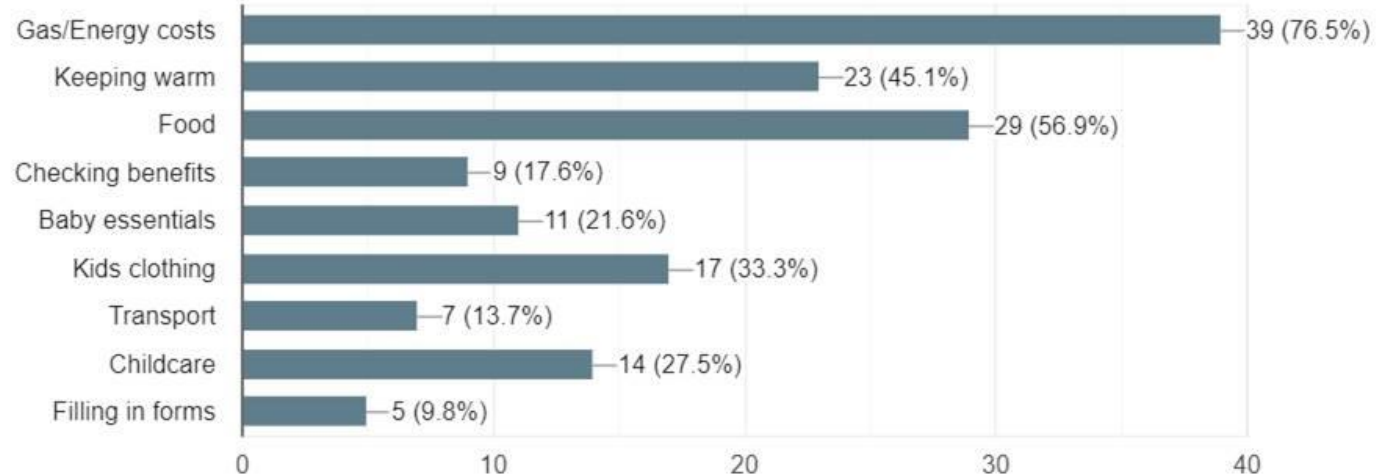
Cost of Living Crisis

FACEBOOK SURVEY



What areas would you like help or advice on to do with the Cost of Living?

51 responses



Impact on Health

Barnardo's Survey

- More than half of parents (54%) have been forced to cut back on food spending for their family over the past 12 months.
- One in five parents said they have struggled to provide sufficient food due to the current cost-of-living crisis, and over a quarter (26%) said their child's mental health has worsened due to the situation.
- Parents have admitted resorting to desperate measures, with a quarter (26%) having sold possessions, one in five (20%) having taken on new credit cards, extra debt or a payday loan, and sixteen respondents have even left pets at rescue centres due to the rising cost-of-living.

Conference 2022

CO-PRODUCED FILM

- [Just about managing on Vimeo](#)



Cost of Living Crisis

ROADSHOWS & DROP-INS

- Timetable of events over the winter
- Quarterly Roadshows
- Promotion through social media
- Supported by DWP, CAB, Fire Service, Public Health
- Supporting access to good quality reduced cost food (Food Pantry)
- Community Connector peer support
- Play sessions being offered to support in-depth conversations



Blackpool Better Start

COST OF LIVING ROADSHOW

Friday 31st March
9:30am-12pm
at St Thomas' Church
Counce Street
FY1 3NJ

The cost of living is on everyone's mind. We're here to help families with 0-4 year olds.

Join us with your little ones for a fun play session, where you can find out about local offers, get advice, and collect freebies to take home.

Offers include:

- Vouchers for energy debt
- Very low cost 0-4 clothing
- Free care packs for parents
- Food pantry offer
- Free coat rail
- Better Start packs & vitamins

NO NEED TO BOOK

FREE BREW & SNACKS



Blackpool Better Start

COST OF LIVING DROP-IN

Come along for a chat with our friendly Connectors about the **Cost of Living**. We can offer tips on **reducing costs** and show you schemes that may be able to help your family.

- Healthy Start
- Help with forms
- Local offers
- Info on grants/funds

Our Community Connector offer is free and confidential

Blackpool Better Start

Cost of Living Crisis

WORKING TOGETHER



Cost of Living Crisis

WEB PAGE & RESOURCES

- Dedicated Cost of Living Webpage
- Digital Awareness Campaign
- Cost of Living Cards



DID YOU KNOW?

We can help you fill in forms. At our weekly Cost of Living Drop Ins our Community Connectors can help you apply for Healthy Start, Discretionary Support or Childcare.

To find out where our next drop in will be, visit:
[Blackpoolbetterstart.org.uk/cost-of-living](https://blackpoolbetterstart.org.uk/cost-of-living)

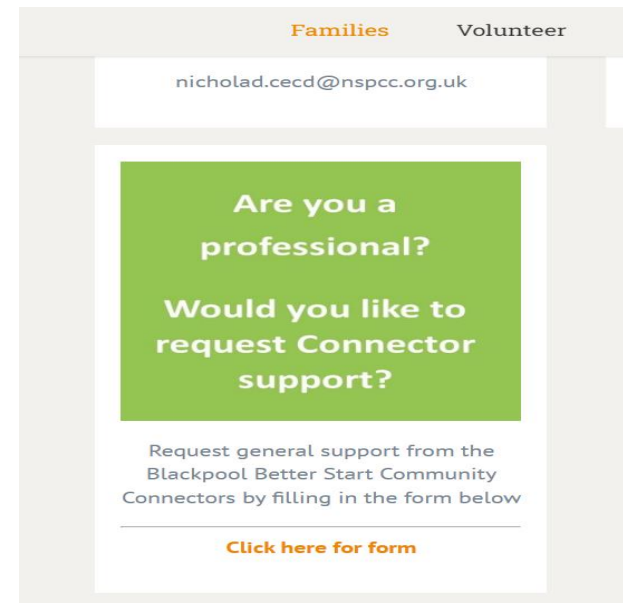
The NHS Healthy Start scheme can help towards your weekly shop. It's worth £34 a month for the first year of your baby's life and £17 per month during your pregnancy and between ages 1 and 4 years.

For more information on applying visit: blackpoolbetterstart.org.uk/healthy-start

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REFERRAL PROCESS AND LINKS

- Community Connectors Request for support
 - [Request for Support Form](#)
- Cost of Living and Money Saving Connector
- Cost of Living Webpage
- [Blackpool Better Start Cost of Living Page](#)
- Weekly Cost of Living Drop In (see timetable)



COST OF LIVING DROP-IN TIMETABLE

MONDAY	TUESDAY	THURSDAY	FRIDAY
CENTRAL FAMILY HUB, FY1 3JW 1-2:30pm	SOUTH FAMILY HUB, FY1 5PW 1-2:30pm	NORTH FAMILY HUB, FY3 7NX 9:30-11am	LAYTON LIBRARY, FY3 7BD 10:30am-12noon
3rd April 5th June 3rd July	11th April 9th May 13th June 11th July	20th April 18th May 22nd June 20th July	28th April 26th May 30th June 28th July



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ANY QUESTIONS ?

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