

## **Review of CNE Poverty Proofing Review Report**

### **Overview**

- Wide range of financial cost barriers and challenges identified in the maternity journey.
- Overarching recommendation for “trusted and timely, multi-lingual information and support on so many financial aspects of having a baby.”
- Too early for the service to evidence impact, given the long-term nature of the Poverty Proofing process as well as difficulty for new and expectant parents to “articulate that the impact that the changes have had on them.”
- CNE find that their Poverty Proofing findings have been “taken seriously and have opened services up to doing things differently.”

### **Possible actions/recommendations for Resolve:**

- Work with Oldham NCA on the SED? Find out what changes have been introduced since its introduction there.
- How to expand action across GM to improve accessibility of travel & parking for low-income patients? Mandate training on travel reimbursement for GM staff more widely?
- How to expand uptake of free prescriptions (FW8 form) across GM?
- Expand uptake of poverty awareness training, continually update and refresh trained staff, and make it more accessible to more staff (particularly frontline).
- Expand use of the MART, to support the existing use of the Multi-Agency Directory of Support Services by MFT maternity staff.
- How do we replicate pockets of good practice across the system?
- GM Equity & Equality Plan mentioned – are our recommendations already included?
- How do we ensure tackling poverty is a priority alongside responding to clinical pressures, whilst relieving existing tensions? Social prescribers mentioned.
- CNE recommend establishment of an NHS GM Community of Practice – where would this sit with our Community of Practice?
- How do we evaluate impact over longer-term?

## Relevant actions in Oldham and North Manchester

### Oldham NCA

- Introduced a **“standard operating procedure” for the SED**, leading to **19 changes to elements of care** offered.
- Introduced a **Specialist offer of maternity support for the most vulnerable** who meet criteria to be seen by Rochdale and Oldham Specialist Midwives (ROMES).
- Prioritising digital inclusion, having introduced a new initiative where **users can loan devices from the council, available to all residents** (not just maternity). Identified need to **enhance the offer from its current 3-month loan to cover the duration of pregnancy**.
- **Exploring how their Travel Schemes can be improved**, made more accessible and “poverty proofed.”
- Putting emphasis on **signing women up to free prescriptions via the FW8 Form** (prescription charge exemption certificate).

### North Manchester (MFT)

- Expects **midwives to give the prescription exemption (FW8 form) out to women universally**. Issues faced by midwives without the NHS.net email necessary to complete the form are being “worked through.”
- Re-sharing information on **process and eligibility for Travel Schemes**, as well as **training staff on travel reimbursement** knowledge.
- Installing **additional posters and screens with signposting** in waiting areas.
- Reviewing and seeking to negotiate **better parking terms and conditions**
- Undertaking work to **align services so people can be seen locally**, minimising the need for long distance travel.
- **Participating in the Digital Inclusion Group** in the city.
- **Providing x70 free SIM cards** via Good Things Foundation to **improve digital inclusion**.
- Universal & Routine Financial Screening & Support is **training staff in talking about finances**, the expectation being that they avoid making assumptions.
- **Funding Citizens Advice staff to be available on every site**, with a long-term plan to **“re-profile” charity funding to ensure it is consistent and universal**
- **Provided maternity staff with a Multi-Agency Directory of Support Services**, updated weekly, to help with **information, referrals and signposting** into help and support services.

## General challenges/barriers

- Need to **join up work across both sites and across maternity more widely** – to avoid duplication, share best practice and ensure consistent resourcing across all the areas.
- Need to develop mechanisms to efficiently **replicate the Poverty Proofing approach and embed recommendations throughout the GM system** through the Local Maternity and Neonatal System (LMNS) and Evidence and Engagement (E&E) workstream.
- Need to **include remaining Poverty Proofing recommendations in the Equity & Equality Plan**, to help replicate it across the whole of GM.
- Need to **communicate and be understood across diverse communities**, given language barriers in Oldham and Rochdale in particular.
- Need to iron out continued **tensions between making a difference to those in poverty while responding to critical pressures**. Not all responsibility should sit with the midwife; social prescribers previously relieved some of this burden.
- Need to continually **train staff in poverty awareness**, prioritising certain clinics
- Need to deal with logistical difficulties such as **clinics being based across various sites, consultant availability and travel between sites**.
- Need to improve **accessibility of Poverty Proofing training**, particularly for frontline staff with limited or no resource to backfill during 3-hour training sessions, such as an online offer chunked into smaller, “bite-sized” sessions.

## CNE general recommendations

- Consider a **GM Poverty Proofing Community of Practice**, to ensure consistency and ongoing action in a systematic way.
- Consider **aligning with CNE’s Poverty Proofing Community of Practice**.
- Consider **methods to evaluate impact** of the Poverty Proofing process over the longer-term.
- Develop a “**Change Management and Communications Plan**” to support Poverty Proofing implementation.
- Consider **Poverty Proofing additional services and pathways** for greater insight into common themes.
- Continue **collective working on digital inclusion**.
- Consider **universal poverty awareness training** to include and engage the wider workforce in Poverty Proofing.