

MCP, age 9

*"My mum had a job, working all the time, but now she doesn't get as many shifts so we're struggling at the moment."*

MCP, age 10

*"People who do not have heating means they will get cold and ill. They will not focus in school because they are cold and unwell when they are doing work."*

## **Child Poverty: a public health issue**

Dona Milne, Director of Public Health, NHS Fife

# Poverty is a public health issue

- and a human rights issue and a political choice
- Taking action to ensure everyone has enough money to live longer, healthier lives is crucial
- Compelling evidence of direct link between money and outcomes for children
- Living with not enough money increases stress for families, puts pressure on families and limits life chances

# Children understand it

(thank you MCPs @Creative\_Voices)

MCP, age 10

"They're doing stuff, but there's still people in poverty. That means what they're doing is pointless because it mainly helps the rich."

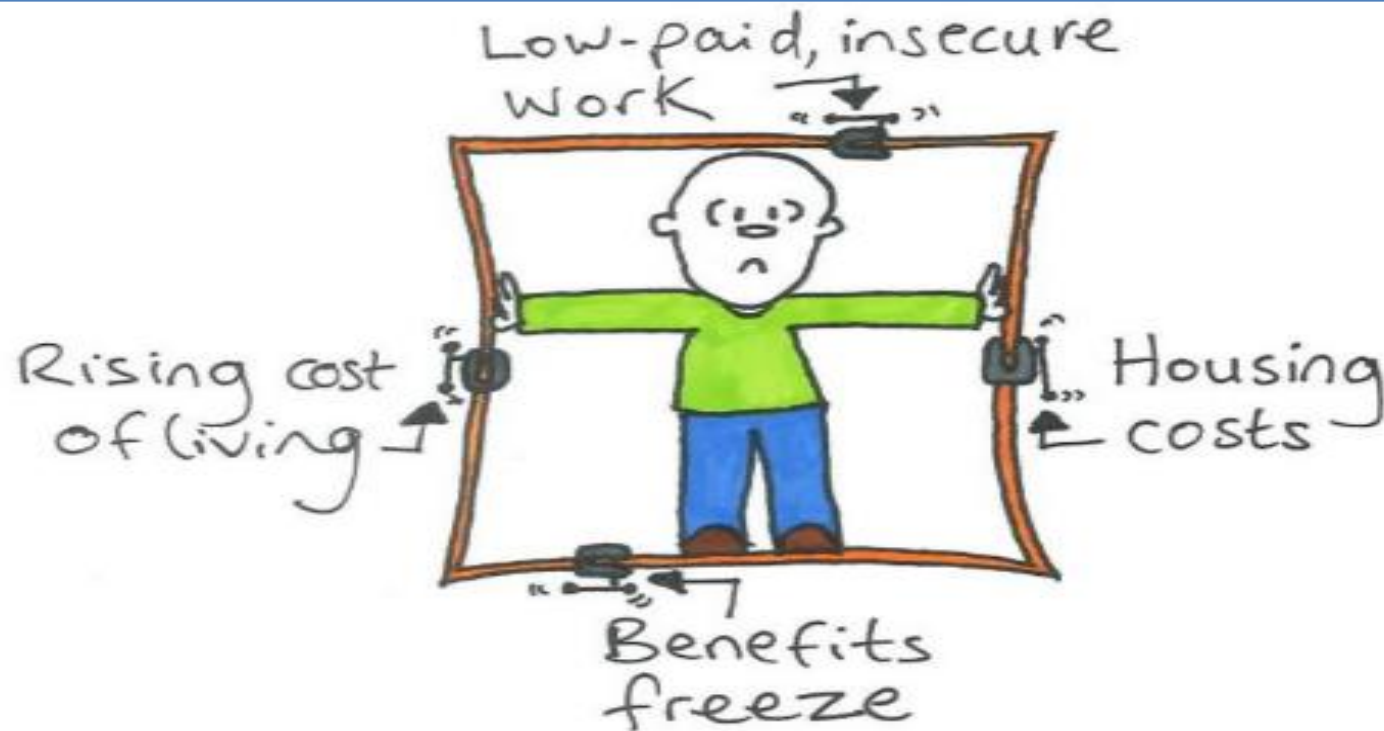
MCP, age 12

"I think you should move poverty up as a priority because it's becoming more likely to happen."

MCP, age 12

"There are so many people that do not have money. As we know, money is an everyday necessity, especially for those with children or no job. I personally feel that we could do much more!"

# Poverty can be solved



Low-paid, insecure work, housing costs, the benefits freeze and the rising cost of living combine to lock people in poverty.

# All of these need action now

- How can public health leaders help bring about a step-change in action on each of these areas?
- What can public health leadership, advocacy and influence bring to effect a whole system approach to tackling these?
- How can we best advocate on the causes and consequences of poverty on population outcomes?
- How can we ensure that we develop effective partnerships with local authorities to deliver on these areas?