

About You	
1.	Your Name
	Stevan Sutherland
2.	Your Employer / Organisation
	Clued Up Project
3.	Your Position
	Team leader at Clued Up Project
4.	Your E-Mail at Work
	stevan@cluedup-project.org.uk
5.	Your Address at Work
	Stevan Sutherland Team Leader Clued Up Project 441 High Street Kirkcaldy KY1 2SN
6.	Your Telephone Number at Work
	Office: 01592 858248 Mobile: 07557364630
7.	Your Role in the Project
	Team leader/co-ordinator for the Making it Work for Families project.
An Introduction to the Project	
8.	Which partner organisations are involved in delivering the project (local authorities, organisations, community groups, etc.)?
	Clued Up, Fife Gingerbread, Citizens Advice & Rights Fife, Poverty Alliance
9.	Does the project have specific aims and/or objectives? <i>If so, please add to the box below.</i>
	The aim of this project is to highlight and challenge stigmatisation as a social problem. The objectives are to develop and provide a toolkit for service providers to help improve outcomes for families affected by stigmatisation as well as to raise awareness about poverty stigmatisation across Scotland.
10.	Does the project have a title? <i>If so, please add to the box below.</i>
	Fife Stigma Toolkit
11.	When did it start?
	Early 2022.
12.	Has it finished? Is it on-going? Does it have an end date? <i>Please add dates to the box below.</i>
	Finished but open to amendment.
13.	Which groups of people, if any, are targeted by the service provided?

	No specific target groups identified. However, it is delivered to professionals across a wide array of services including education and healthcare.	
14.	How many people have been served by the project?	
	Currently unknown as of Summer 2023.	
15.	Where is it delivered?	
	Nationally in Scotland.	
The Initial Idea		
16.	Who had the initial idea?	
	Stevan Sutherland	
17.	How did the idea for the project come about?	
	From the feedback from Making it Work for Families project's service users.	
18.	Did you draw on any published reports / papers / research evidence or practice you had seen elsewhere to inform your plans? <i>If so, please add details to the box below.</i>	
	Yes, Poverty Alliance stigma reports were drawn on. Stevan and his colleagues also utilised lived experience feedback from service users to inform their plans. This included stories from families about how they were being treated by others, society, and support services.	
19.	Who was involved in developing the initial idea of the project?	
	Stevan Sutherland, service users, Making it Work for Families, and Poverty Alliance.	
20.	Were those with lived experience of poverty involved in developing the initial idea of the project?	
	Yes. Several families shared their stories about how they were being treated by others, society, and various services. What they were describing was stigma, which often occurred in multiple forms (i.e., poverty-, substance use-, geographical-, and age-related stigma). These stories helped Stevan and his colleagues devise a plan on how to act on those experiences. These families then became involved in shaping and designing the Toolkit. Some stories are used as examples and activities throughout the Toolkit.	
21.	What funding was used, if any, to support the development of the initial idea of the project?	
	£10,000 was allocated from existing budgets, primarily Fife Gingerbread's, to work with Poverty Alliance to develop the Toolkit.	
22.	What in-kind resources were needed when developing the initial idea of the project?	
	Facilities	Making it Work for Families' offices.
	Equipment	In-house IT equipment.
	Local Knowledge	Lived experience of service users related to stigmatisation was needed. Stories which described various forms of stigma, including poverty-, substance use-, geographical-, and age-related stigma, were drawn




		on. They also used social networks and their presence in communities to support the initial idea.
23.	What, if any, barriers did you have to overcome when developing the initial idea of the project?	
	Time was a barrier, as staff worked outside of their contracted hours to develop the project.	
24.	What, if anything, was helpful when developing the initial idea of the project?	
	Poverty Alliance and service user feedback.	
25.	Did you conduct a feasibility study? <i>(if yes, please describe what you did and what you concluded)</i>	
	Not formally, although feedback on draft toolkit was sought from staff and service users.	
26.	What was the timeline between the initial idea and the start of the project?	
	12 months.	
27.	Who made the decision to introduce the project?	
	Making it Work for Families and Stevan Sutherland.	
Pilot Project		
28.	Did you run a pilot project?	
	No.	
The On-going Development of the Project		
29.	Has the project changed through time? <i>(if no, please skip to the next section, Q. 37)</i>	
	It will be tweaked in the future to facilitate feedback from service users and providers, and to deliver learning and development workshops on the material in the Toolkit to service providers.	
30.	In what ways has it changed? As described above	
	Scale	Reach has extended nationally with growing interest in the toolkit.
	Location	N/A
	Population	N/A
	The Offer	N/A
31.	What were the reason for these changes?	
	Interest in the project beyond Fife.	
Accessing the Service and Engaging with Service Users		
32.	Is there a referral process? If yes, how does the referral process work (self-referral, referred by other agencies, identified from an existing database)	
	No.	
33.	How are potential clients made aware of the project?	

	Social media.
34.	How do you keep in touch with service users? Do your service users have a preferred method of contact?
	Social media.
Working With People with Lived Experience of Poverty	
35.	Are those with lived experience of poverty involved in <u>delivering</u> the project? <i>If so, please describe below.</i>
	Yes, they are involved in the development and launch of the Toolkit, and will be involved in the delivery of future workshops.
36.	Are people with lived experience of poverty involved in <u>managing</u> the project, <u>supervision</u> within the project, or project <u>governance</u> ? <i>If so, please describe below.</i>
	No.
37.	Are people with lived experience of poverty involved <u>in any other aspect</u> of the project? <i>If so, please describe below.</i>
	No.
Leadership, Governance and Partnership Working	
38.	Who has overall responsibility for the XXX?
	Stevan Sutherland
39.	Is this the only responsibility of the person managing the project? <i>If not, please describe the manager's wider roles and responsibilities.</i>
	No. Multiple projects are managed by Stevan within Fife's Making it Work for Families, as well as inter-agency collaborations on associated Fife Gingerbread projects.
40.	Is there a Project Steering or Advisory Group or Organising Committee? <i>If yes, who is involved in this and how does it work.</i>
	No.
41.	If there is no Steering Group, what governance arrangements are in place to review strategy and performance?
	Not in place yet.
Staffing	
42.	Are there any paid staff? <i>Please describe their role and their contribution.</i>
	11 members of paid staff whose roles involve development and drafting of the Toolkit, and delivery of information at launch.
43.	Are volunteers involved in delivering the project? <i>Please describe their role and their contribution.</i>
	12 volunteers who facilitate activities and delivery of information at launch in addition to being involved in the development of the Toolkit.
Links to Wider Policies, Strategies and Statutory Requirements	

44.	Is the project part of a wider anti-poverty strategy? <i>If so, please give details.</i>	
	Yes. It fits into various Poverty Alliance strategies because Poverty Alliance took a lead role in designing the Toolkit. They have a mutually supportive relationship with those who developed the Toolkit. Poverty Alliance have incorporated the Toolkit into their work and Stevan and his colleagues have also learned from their knowledge base.	
45.	Is the project part of any other strategy? <i>If so, please give details.</i>	
	No, not explicitly. That being said, it could be linked to various poverty, mental health and wellbeing strategies.	
46.	Is the project delivering a service that is a statutory commitment. <i>If so, please give details.</i>	
	No.	
Funding		
47.	Who funds the project? <i>Please give details.</i>	
	Funding to work with Poverty Alliance to develop the Toolkit came from existing budgets, primarily Fife Gingerbread's.	
48.	How is the project funded?	
	£10,000 was allocated for Poverty Alliance to help facilitate the project in its development.	
49.	What is the budget for the project / how much does it cost to deliver?	
	The project cost £10,000. This came from existing budgets to help facilitate work with Poverty Alliance. From this collaboration, the Toolkit emerged.	
50.	Is future funding based on pre-agreed outcomes or outputs being delivered? <i>If so, please give details</i>	
	The core running costs are absorbed by the charity.	
Resources		
51.	What in-kind resources do you need to deliver your project?	
	Facilities	Training room for future workshops.
	Equipment	Whiteboard, video screen, IT equipment.
	Local Knowledge	Staff and service user knowledge of stigma.
	Food and Drink	Refreshments.
52.	For each of the in-kind resources listed above, who provides it?	
	Facilities	Making it Work for Families.
	Equipment	Making it Work for Families.
	Local Knowledge	Making it Work for Families.
	Food and Drink	External catering services (to be confirmed.)
53.	Did you have to buy or develop new IT systems, software (databases, apps) or technology to deliver your project? <i>Please describe below.</i>	

	No.	
54.	Was additional staff training required to deliver your project? <i>If so, please describe.</i>	
	No, but potential volunteer training in the future.	
Formal Monitoring and Evaluation		
55.	What information, if any, do you collect about your project?	
	Number of users	Site traffic to be confirmed.
	Profile of users	No.
	Experience of users	No.
	Anything else	No.
56.	How often is data collected? Who collects the data?	
	To be evaluated and reviewed on Toolkit workshop delivery. Quarterly reports on all projects are currently completed.	
57.	Do you have baseline data on what things were like before the start of the project or before users started the project? <i>Please describe the type of baseline data that you have.</i>	
	Data on what things were like before the start of the project comprised of lived experience testimonials. Families shared their stories about how they have experience various forms of stigma. This shaped the Toolkit going forward.	
58.	Do you produce an annual report? <i>Please provide details of what this includes.</i>	
	Yes, on all projects and not just the Toolkit.	
59.	In what ways, if at all, do you use the data that you collect to adapt the service that you provide?	
	There are no current plans to change the foundation of the Toolkit. However, they hope to develop and integrate new lived experience stories into learning and development workshops. Some workshops have been in Fife, whereas others are on Microsoft Teams. They involve going through the Toolkit with professionals, completing the activities, exploring the media, reflecting on what they have learnt and seeing what resonates with them. The workshops are primarily delivered to professionals and service providers.	
60.	Have you employed an external organisation to formally evaluate your project? <i>If yes, please provide details.</i>	
	Making it Work for Families is formally evaluated, not specifically the Toolkit.	
61.	If yes, in what ways, if at all, have you used the External Project evaluation to adapt the service that you provide.	
	N/A to the Toolkit.	
62.	Do you intend to employ an external organisation to evaluate the service that you provide in the future? <i>If yes, please provide details.</i>	
	N/A	
Impact		
63.	What difference has the project made?	

	The project has made service users and providers more confident in their ability to challenge stigmatising behaviours. It lessened the social isolation experienced by those affected by social and structural stigmatisation. It also made service providers, such as educators, think about the harm language can cause and how it contributes to stigmatisation.
64.	How do you know this? What evidence demonstrates impact (metrics, interviews, feedback)?
	Service user and provider feedback.
65.	To what extent have the aims of the project been achieved?
	The project has on-going aims, but based on feedback by service providers the project aims have been achieved.
66.	How, if at all, has the demand for the service provided by the project changed since it started?
	The demand for the Toolkit has grown.
67.	If yes, has the project had the capacity to meet these changing conditions and demand? <i>Please describe and explain below.</i>
	At present, capacity to deliver the Toolkit is being met. However, further capacity will be needed if associated workshops are to be delivered.
68.	Has the project had any unexpected or unintended outcomes? <i>If so, whether positive or negative, please describe.</i>
	Parents and the families have been provided with working experience and have grown in confidence during the development and delivery of the Toolkit. Another outcome has been the on-going development of a stigma charter by a service provider who attended the launch.
69.	In your opinion, is the project having an impact on tackling poverty? If so, please describe in what ways.
	Yes. It has highlighted structural and diverse stigmatisation and the negative impact this has on poverty.
Learning from Experience	
70.	What is working well?
	The chance to co-produce a toolkit with the potential to have a large impact across Scotland.
71.	What, if anything, is working less well?
	Nothing, the Toolkit is working well.
72.	What are the key learning points that you'd like to share with other practitioners? For example, is there anything that you would do differently?
	Have dedicated role allocation and understand that stigmatisation is a barrier to social outcomes. The Toolkit provides an opportunity to self-reflect on individual practice.
73.	What plans do you have to develop or expand the project in the future?
	Stigma Toolkit workshops.
74.	How easily do you think your project could be replicated in another setting?

	Easily adaptable culturally and to any service provision.	
Social Media		
75.	Please enter social media contact details and weblinks to supporting documents or resources below:	
	Web Pages	https://www.povertyalliance.org/fife-stigma-toolkit/ https://www.fifegingerbread.org.uk/stigma-toolkit https://static1.squarespace.com/static/5fa13c5508d2d644db02ef95/t/643ebbe6ac7e5465a9b75778/1681832935046/MIWFF+Fin+al+2023+FM.pdf https://joinedupforfamilies.org/news-%26-blog/f/stigma-toolkit-promoting-inclusive-practice https://policycommons.net/artifacts/3748361/fife-stigma-toolkit/4554289/ https://www.povertyalliance.org/wp-content/uploads/2023/02/Report-of-the-inquiry-into-stigma-CPG-on-Poverty.pdf
	Facebook	N/A
	Instagram	N/A
	Twitter	https://twitter.com/cluedupproject/with_replies?lang=ar https://twitter.com/amandaurquhart6?lang=en https://twitter.com/WellbeingInFife
	TikTok	N/A
	Other	<p>YouTube videos</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Challenging stigma </div> <div style="text-align: center;">  Letting go of stigma </div> <div style="text-align: center;">  Stigma animation </div> </div>
GDPR Consent (Add yes or no in the box)		
I give my permission to be named in the tackling poverty locally directory and associated public outputs.		Yes
I give permission for our organisation to be named in the tackling poverty locally directory and associated public outputs.		Yes
I give permission for me to be contacted by directory users.		Yes
I am willing to be contacted if more details are required		Yes