



Maximising Access in Rural Areas (MARA): The impact and cost-effectiveness of an anti-poverty intervention

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Introduction

- 20% NI general population living in poverty – many in rural areas (JRF, 2016)
- Poverty associated with range of negative health outcomes (incl. increased morbidity; cardiovascular, circulatory and respiratory disease; accidents & falls; poor diet; social exclusion; poor mental health etc.)
- MARA
 - aims to improve health and wellbeing of rural dwellers in NI by increasing access to services, grants and benefits
 - Pilot of 4,135 in top 88 most deprived rural areas
 - Phase I all rural SOAs with target of accessing 50 households in each SOA



Aims & objectives

- Evaluation aims:
 - To evaluate the early implementation of MARA to make recommendations for change and/or improvement (if required)
 - To ascertain the immediate outcomes that may impact on clients' levels of poverty and social exclusion and ultimately on their health and wellbeing
- Evaluation objectives
 - Formatively evaluate the implementation of MARA and the effectiveness of the IT system and processes
 - Assess reach and uptake by area and targeted vulnerable groups
 - Evaluate the impact of MARA on clients' access to services, benefits and grants
 - Assess changes in health and wellbeing associated with their participation in MARA
 - Evaluate the economic benefit and social return on investment

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Methodology

Intervention (May '12 – Dec '14)

- 12,085 households
- 13,784 individuals (60% female; M=64 years; 58% retired)
- 13 lead organisations (rural networks)
- 244 enablers
- Initial assessment (1 ½ hrs)
 - Referred for Warm Homes, Levy, Home safety, Benefit Entitlement checks, local services, Rural Community Transport Partnership, Smartpass, Boiler replacement, occupational therapy assessment, social work assessment.
- 12 week review survey (80%)

Evaluation

- Analysis of all data for households/individuals
 - Initial assessments
 - 12 week review
 - Referral outcome data
 - Telephone survey 6 months post intervention (n=1,031; 8%)
- Two proformas with lead organisations
 - Household identification & recruitment of enablers
 - Referral processes etc
- Survey of 244 enablers
- Stakeholder consultation & SROI



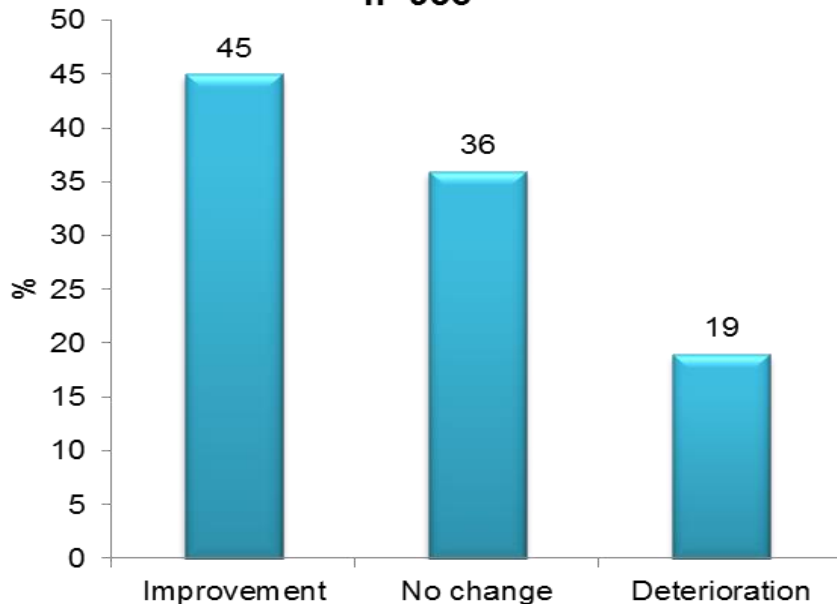
General findings

	Referrals	Awarded
Households	53% Home Improvement scheme (31% Warm Homes, 12% Levy, 23% Boiler Replacement)	16%
	51% Home Safety	39%
Individuals	53% Benefit Entitlement Check	4% Total value £1,965,346.98 Average £64.17 p/w
	28% local services	16% accessed
	19% Universal service (5% social services, 17% OT)	7%
	21% transport service (18% RCTP, 4% Smartpass)	9%

General findings

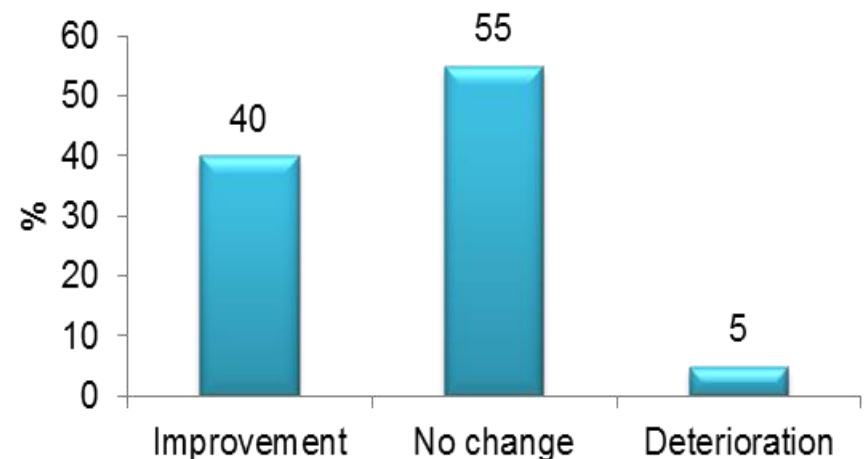
- Significant improvement in General Health (2.5 to 2.9; $p \leq 0.001$)
- 45% showed improvement

Change in self-reported general health
n=935



- 13% socially isolated at initial assessment - only 4% post intervention
- Significant improvement in social connectedness (score increased 20.6 to 23.0 ($p \leq 0.001$))
- 40% showed improvement

Change in social connectedness
n=798



SROI calculation (Deloitte)

Ref	Outcomes	Value (£)	Deadweight	Attribution	Impact (£)
1A	Increased awareness and uptake of entitlement to benefits, grants and services	£1,121,382.96	5%	21%	£841,598
2A (BECs)	Increased income for the individual	£1,965,346.98	3%	21%	£1,506,045
2B (BECs)	Improved quality of life from being able to afford a better balanced diet, increase expenditure on household goods & services, and increase expenditure on fuel	£407,801.68	3%	20%	£316,454
3A	Improved quality of life from being able to afford a better balanced diet and increase expenditure on household goods & services	£1,598,168.00	15%	30%	£950,910
4A (WH)	Increased income from uptake of grants	£557,335.00	5%	15%	£450,048
4B (WH)	Households able to make energy efficiency home improvements	£2,459,778.22	5%	15%	£1,986,271
4C (WH)	Improved home environment therefore preventing cold-home related illnesses	£333,366.80	5%	15%	£269,194
4D (WH)	Improved home environment therefore reducing likelihood of suffering from a Cardiovascular related illness	£318,366.00	5%	15%	£257,081
5A (BR)	Value of having a new boiler installed	£220,591.51	10%	21%	£156,841
5B (BR)	Increased income from efficiency savings	£106,067.50	10%	21%	£75,414
5C (BR)	Improved home environment therefore preventing cold-home related illnesses	£22,536.80	10%	21%	£16,024
5D (BR)	Improved home environment therefore preventing cold-home related illnesses in the most vulnerable	£47,980.00	10%	21%	£34,114

SROI calculation (Deloitte)

Ref	Outcomes	Value (£)	Deadweight	Attribution	Impact (£)
6A (SS)	Increased access to support services	£1,925,368.00	2%	7%	£1,754,780
6B (SS)	Increased ability to stay in own home for longer as a result of Social Services intervention	£1,039,584.00	2%	7%	£947,477
7A (OT)	Improved safety and security in the home as a result of aids and adaptations in the home	£421,256.45	6%	17%	£328,664
7B (OT)	Improved safety and security in the home as a result of receiving a Disabled Facilities Grant	£37,263.12	6%	17%	£29,073
7C (OT)	Increased ability to stay in own home for longer as a result of aids and adaptations in the home	£321,776.00	6%	17%	£251,050
8A (HS)	Improved safety and security in the home as a result of aids and adaptations in the home	£1,402,487.37	4%	20%	£1,077,110
8B (HS)	Improved home environment therefore preventing falls in the home	£504,000.00	4%	20%	£387,072
9A (CS)	Improved quality of life from reduced social isolation from other service referrals	£16,235.36	5%	10%	£13,881
9B (CS)	Improved quality of life from attending education courses	£28,320.00	5%	10%	£24,214
9C (CS)	Improved quality of life from attending social classes / hobbies	£17,067	5%	10%	£14,592
9D (CS)	Improved quality of life from attending sports / leisure activities	£319	5%	10%	£273
10A (SP)	Increased access to transport services	£26,857.62	46%	63%	£5,366
10B (SP)	Reduced travel costs / increased income	£45,988.80	46%	63%	£9,189

SROI calculation (Deloitte)

Ref	Outcomes	Value (£)	Deadweight	Attribution	Impact (£)
11A (CRT)	Increased uptake of RCTP	£9,222.96	6%	26%	£6,415
11B (CRT)	Reduced travel costs / increased income	£67,540.98	6%	26%	£46,982
12A (WB)	Change in Overall Health	£3,343,406	5%	38%	£1,969,266
12B (WB)	Change in Physical Health	£838,627.20	5%	38%	£493,951
12C (WB)	Change in Positive Mental Wellbeing	£6,176,561	5%	38%	£3,637,994
12D (WB)	Change in Social Isolation	£143,520	5%	10%	£122,710
12E (WB)	Days at work lost	£80,132	5%	10%	£68,513
	Total	£25,604,254.70			£18,048,565

Key:

BECs – Benefit Entitlement Check

SS – Social Services

CS – Community Services

WB – Wellbeing

WH – Warm Homes

OT – Occupational Therapy

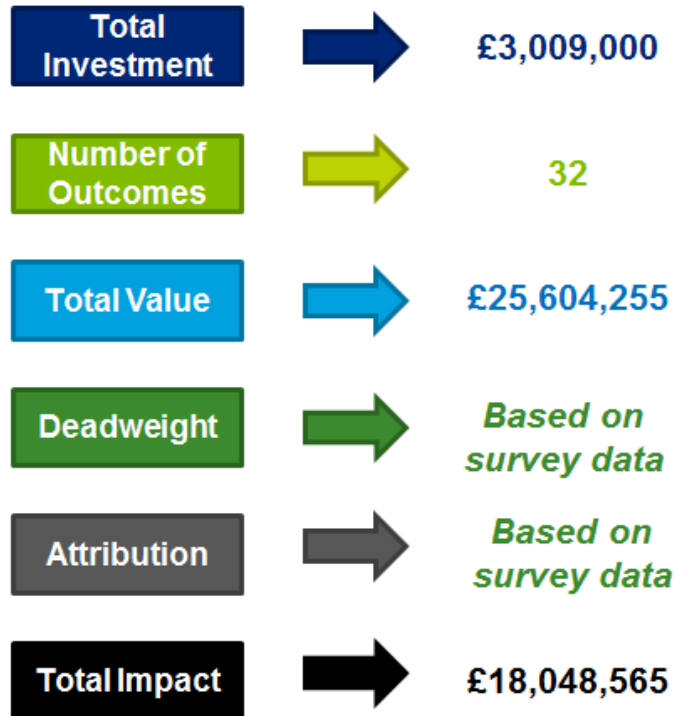
SP – Smartpass

BR – Boiler Replacement

HS – Home Safety

CRT – Community Rural Transport

SROI (Deloitte)



The MARA Programme has delivered a positive Evaluative Social Return on Investment of

£1: £6.00

This is the impact of the programme after ONE YEAR only...

	Year 1	Year 2	Year 3	Year 4	Year 5
Impact	£18,048,565	£11,219,018	£8,643,960	£6,739,075	£3,044,689
Present Value	£17,416,865	£10,826,353	£8,341,421	£6,503,207	£2,938,125
Total Present Value = £46,657,671					

The MARA Programme has delivered a positive Forecast Social Return on Investment based on a period of FIVE YEARS of

£1: £15.51

Conclusions

- Cost effective intervention – value for money
- Yielded good outcomes for clients
- Benefited females, average 64 years, retired (indicative of individual profile)
- Some indication of cumulative impact – requires further evidence
- Changing landscape presenting challenges



Any questions?

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Public Health
Agency

