

Measuring the impact of advice on health



**citizens
advice**

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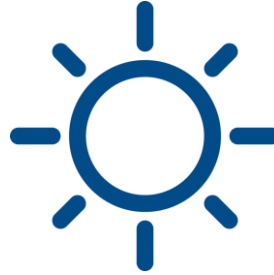
November 2018

The difference we make



7 in 10

Clients have their
problem solved



82%

Of clients say advice makes
a positive difference to
their lives



9 in 10

Clients rated their
experience as good or very
good

Evaluation is one part of our insight

Evaluation



Funded evaluations of projects or service delivery

Outputs:

- Evaluation findings and reports
- Indicators and measures for outcomes (e.g. financial capability, Energy Best Deal etc)

Research



Specific research projects into:

- Client needs
- Outcomes

Outputs:

- Research reports (e.g. digital capability, co-locating advice in health settings)

Impact framework



Supporting the organisation to have evidence about the impact of our national service using:

- Insight research
- CRM data from services
- Evidence from PQF
- Consumer helpline and Witness Service insight and evaluation

Outputs:

- Impact reports and financial modelling
- Local impact tools
- Key stats and narratives

National outcomes and impact research

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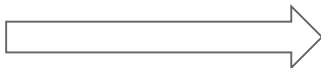
Background to outcomes and impact research

- 2016/17 was the Second time we have run impact research – first in 2013/14
- Follow-up research with local Citizens Advice clients, approximately 3-5 months after advice
- Clients asked at end whether they are willing to be recontacted - possibility of future longitudinal or in-depth research

Scope and approach to research

2014 Impact research
included

2,700 interviews



2017 Impact research
includes

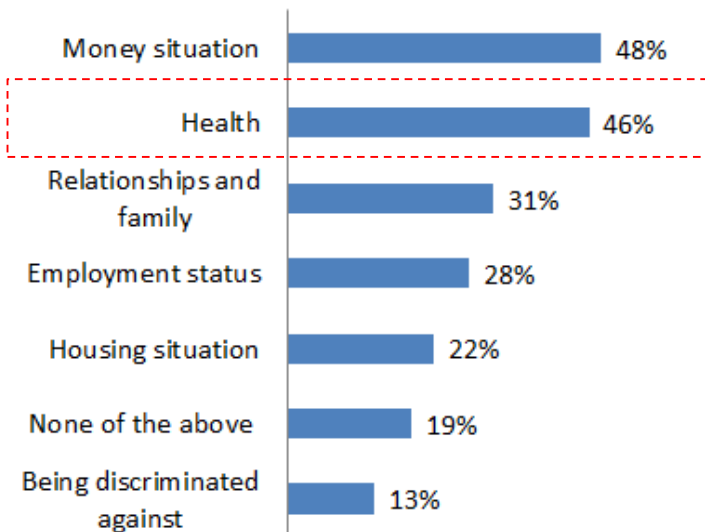
3,600 interviews

- **Quota-based** approach to ensure respondents are representative of our client base
- **Telephone interviews** to reach as many unique clients as possible
- Using research agency with **skilled interviewers** that can deal with volume, but also 'challenging' interviews with clients
- Previous key statistics were very consistent, this survey gives us our most granular understanding of **our clients** and **our impact**

Problems occur in the context of people's lives

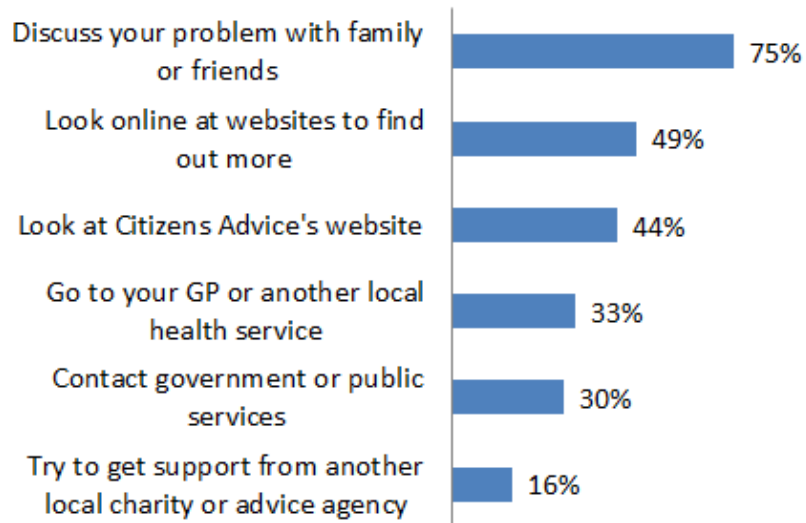
Most clients experience some kind of life change before advice

Change of circumstances leading up to advice problem



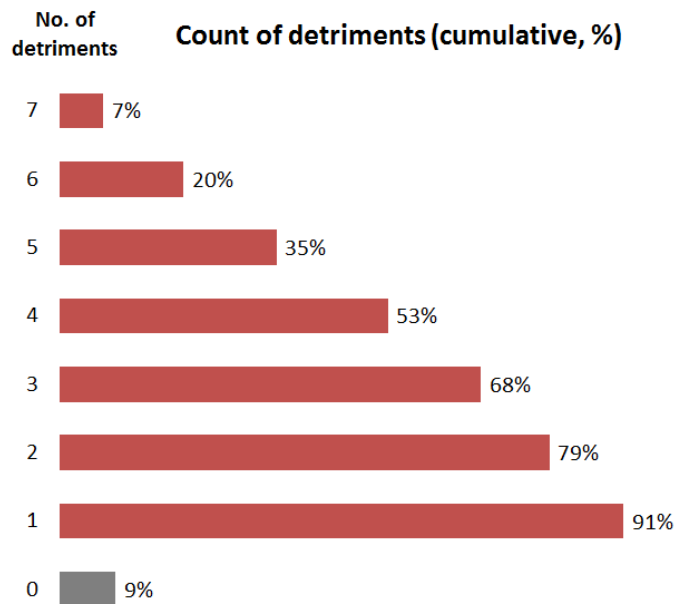
Most talk to family/friends about their problem, many contact public services

What else did you do to try to deal with your problem?

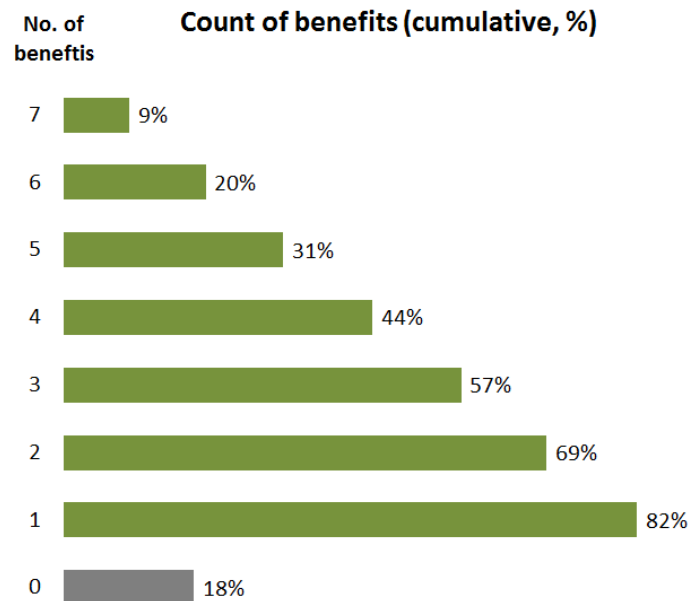


Problems affect lives; advice makes a difference

9 in 10 clients (91%) experience at least one **detriment** owing to their problem



More than 4 in 5 clients (82%) experience at least one **benefit** as a result of advice



Greatest range of detriment associated with debt and benefits; most common detriment is stress

% of clients rating 3-5	Another issue	Benefits	Consumer	Debt	Employment	Housing	Overall
Stress, depressed, anxious	79%	82%	79%	91%	80%	82%	82%
Physical health worse	47%	69%	44%	68%	55%	57%	60%
Less money to spend	49%	74%	49%	79%	62%	60%	65%
Worry about housing	30%	32%	16%	46%	28%	60%	35%
Worry about employment	21%	24%	10%	26%	54%	24%	24%
Relationships strain	34%	40%	24%	42%	33%	42%	37%
Harder day-to-day	51%	69%	46%	70%	53%	62%	62%

Similarly most often cited benefit is reduced stress; benefits and debt clients give higher responses

% of clients rating 3-5	Another issue	Benefits	Consumer	Debt	Employment	Housing	Overall
Less stressed, depressed, anxious	65%	74%	67%	76%	68%	65%	70%
Physical health improved	39%	43%	44%	57%	49%	48%	46%
More money to spend	34%	48%	38%	55%	37%	42%	44%
More secure housing	32%	41%	26%	51%	36%	52%	41%
More secure employment	25%	24%	19%	34%	44%	30%	28%
Relationships improved	41%	45%	35%	51%	48%	47%	45%
Easier day-to-day	53%	61%	50%	68%	60%	59%	59%

Health

Most clients have experienced health issue(s) in the last year



55%

Physical health problem

71%

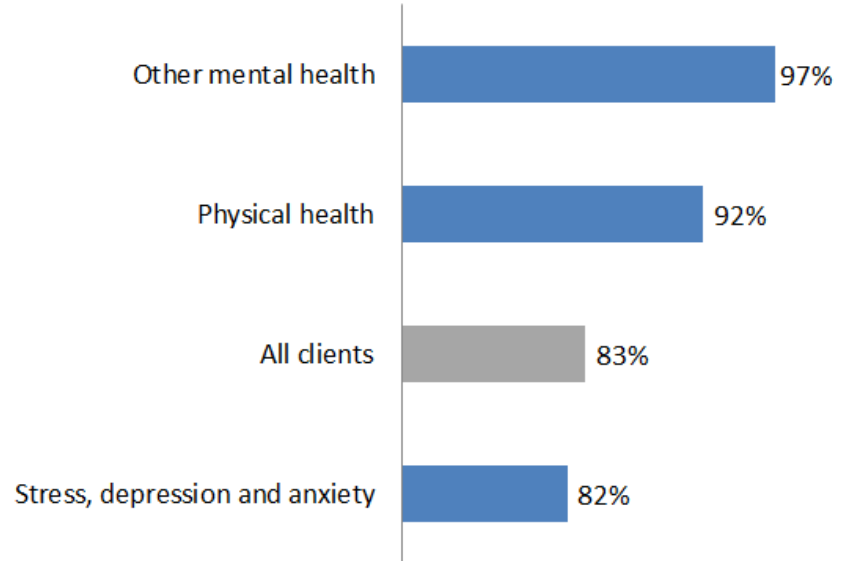
Stress, depression, anxiety

21%

Other mental health

Most clients sought support from health professional

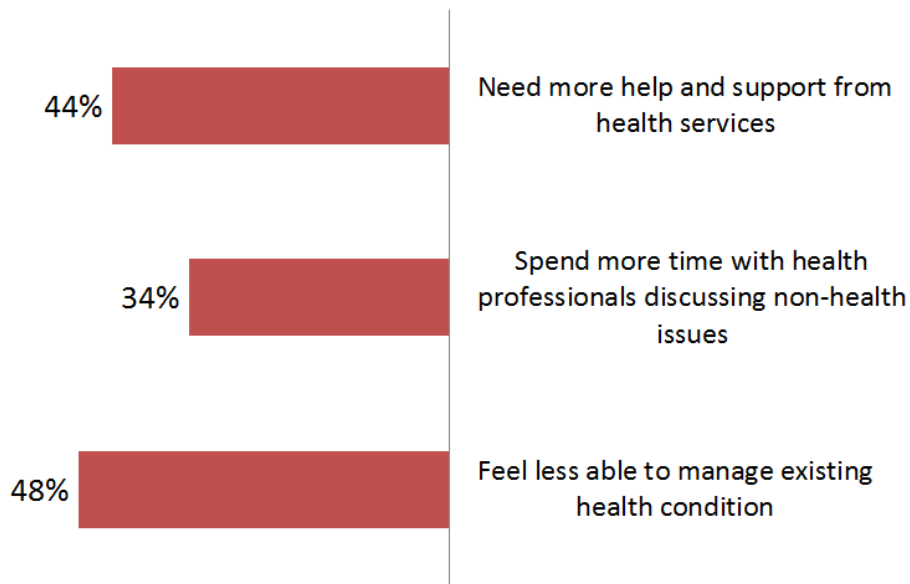
Help from health professional for condition



Health

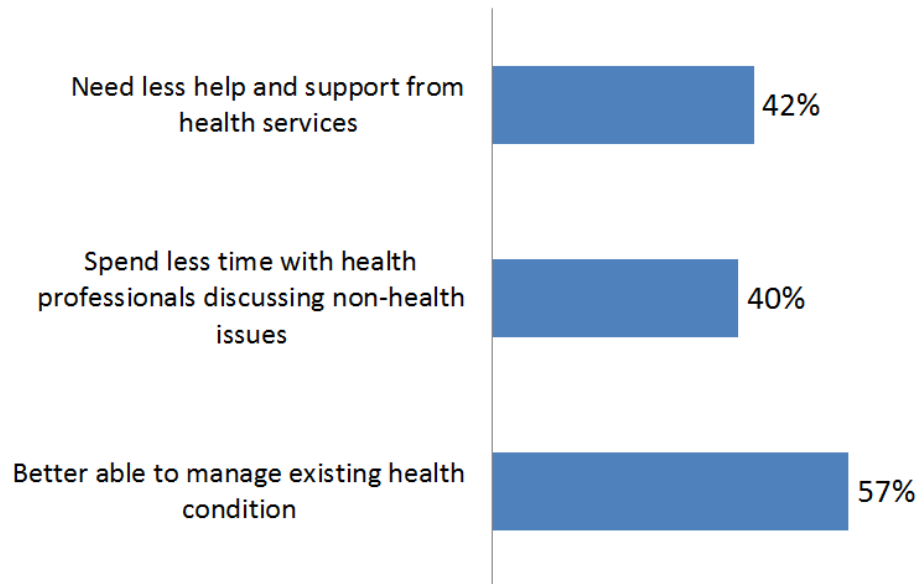
Problems can exacerbate health conditions and people need additional support

As a result of problem, did you:



**Advice can make a difference
57% clients better able to manage condition**

As a result of advice, did you:



Money Talks

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Money Talks: life-event focused money guidance

One-to-one money guidance for people experiencing one of the following life events:

- A period of ill health
- A relationship breakdown
- A change in employment status

Service delivered across Wales from April - December 2017.

National survey

- 62 local Citizens Advice across England and Wales
- Surveyed every face to face client over the course of two weeks
- Carried out in October/November 2017
- Second wave of baselines in January 2018
- Follow ups with clients who gave consent via email 2-4 weeks later

A Quasi-experimental approach ...

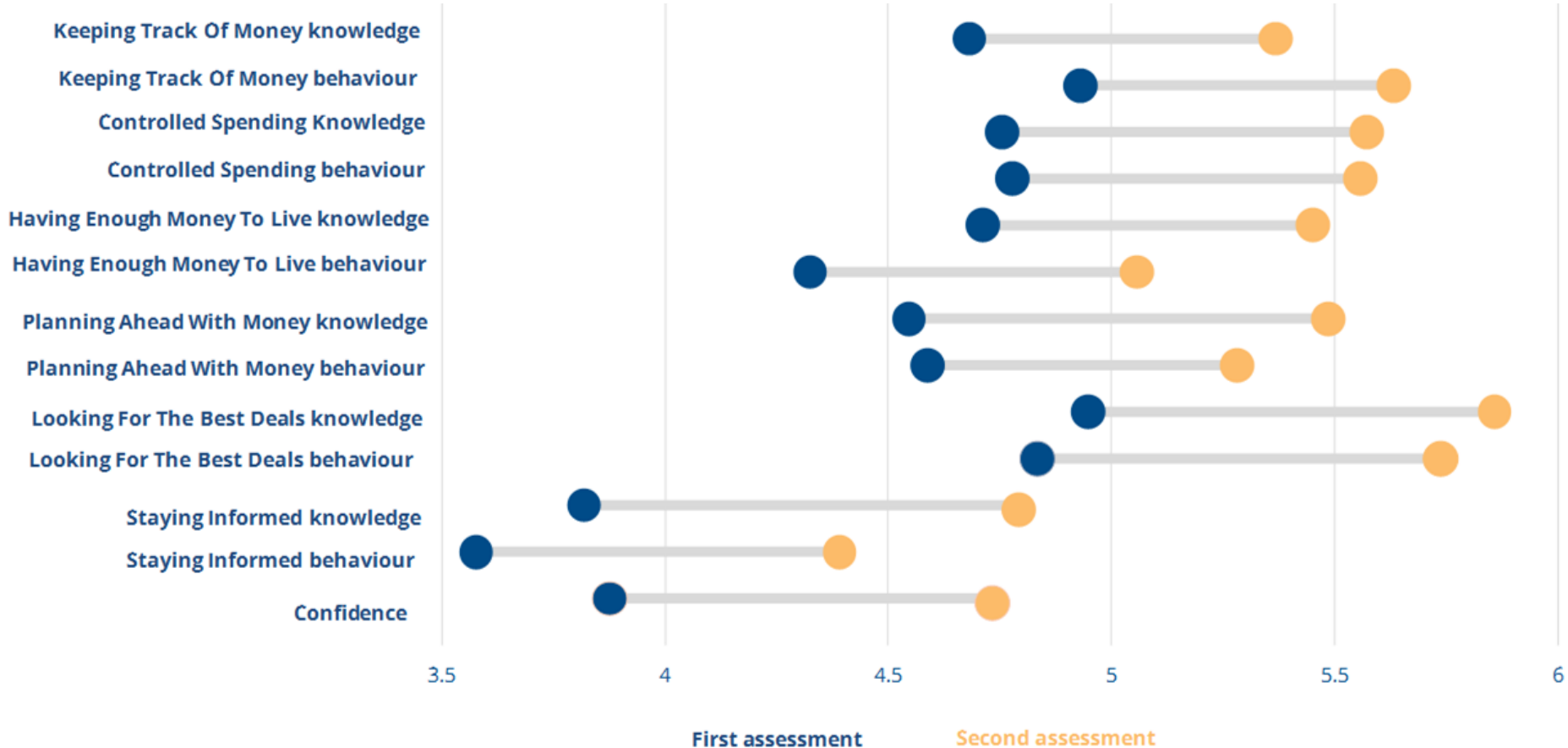
	1st assessment	2nd assessment
Money Talks	1,336	664
	 2-4 weeks	
National Survey (control group)	3,273	165

Wellbeing is well below the national average

In 2017, the national average well-being score indicated by the 'how satisfied are you with our life nowadays' question was **7.7** out of 10.

- Average well-being score of Money Talks clients: **4.6**
- Average well-being of National Survey clients: **4.3**

Money Talks



Comparison group - without Money Talks



There was a significant improvement in clients' wellbeing

Average well-being score



4.59



5.88

What we've learnt ...

- We have good evidence to show that problems associated with an advice issues have a negative effect on clients health and well-being
- Our research also shows that getting help can have a positive effect on health and well-being
- We are less sure how much we can attribute that change to the advice received, although we know we have a short term positive affect ...
- But we don't know what happened to the client afterwards
- There is a difficulty in introducing control groups as we don't refuse advice, but in some circumstances a quasi-experimental approach may work ... It's about picking the appropriate methodology
- Focus tends to be on self-reported.

Questions?

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