



# SAAS CHILD POVERTY ACTION GROUP

**SAAS** | Student  
Awards  
Agency  
Scotland  
Funding your future



# BACKGROUND

- As part of Programme for Government SAAS were allocated £150k to help tackle child poverty
- Enabling us to extend our marketing and outreach programme and raise awareness of Higher Education
- Targeting the most vulnerable high risk groups







# WHAT ARE WE DOING?

- SAAS Child Poverty Action Group
- reached out to third sector organisations, charities and communities
- distributed literature to Libraries, Youth Clubs, Citizen Advice Bureaus & Supermarkets
- producing literature and social media posts in alternative languages
- targeting Jobcentre's within deprived areas across Scotland
- SAAS presence in schools within deprived areas across Scotland
- geographically targeted outdoor marketing
- demographically targeted digital advertising



# S2-S4 SCHOOL PUPIL VIDEO

- working with Year of Young People ambassadors we co-designed a video
- high level SAAS awareness and available support animation
- planting the seed of Higher Education as an alternative option
- video launched in secondary schools across Scotland





# NEXT STEPS





- Young People's Parenthood and Pregnancy project vox pop videos, and targeted literature
- Themed marketing weeks eg. in schools targeting P7
- Livestreaming Facebook events in schools
- Attending BEMIS, Capability Scotland and Lone parent careers fairs
- Distributing our literature in Doctors surgeries and Health Centre's





# EVALUATION

- track and analyse social media and all digital advertising
- introduce specific feedback questions within our Student Account questionnaire







# Thank you