



## **Keeping Child Poverty on the Agenda Evaluation of 4in10: The End Child Poverty London Project**

4in10: The End Child Poverty London project was launched in October 2008 with three key objectives: raising awareness of children poverty in London; increasing campaigning on child poverty issues; and spreading good practice in tackling child poverty. In March 2010, SHM were commissioned to carry out an evaluation of 4in10 in order to capture the impact and lessons learnt through 4in10. The evaluation reached 36 organisations through in-depth evaluation interviews and an online survey.

**Raising Awareness of Child Poverty:** 4in10 raised awareness of child poverty among organisations, decision-makers and individual staff members. It also nurtured individual champions of child poverty who will continue to spread the message about child poverty in the future.

**88% of respondents agree that 4in10 has raised awareness of child poverty in their organisation**

**88% of respondents agree that as a result of 4in10 they feel more equipped to raise awareness of child poverty**

**Increasing Campaigning on Child Poverty:** 4in10 increased campaigning by providing resources and workshops, coordinating local campaigning efforts, and engaging decision-makers. Campaigning activity was targeted on Westminster and Newham, but there was also a significant impact for organisations outside the target boroughs.

**81.8% of respondents in Newham and Westminster agree that their organisation has made effective use of the campaigning resources provided by 4in10**

**54% of respondents in Newham and Westminster agree that as a result of 4in10 their organisation is more confident about campaigning**

**Spreading Good Practice:** 4in10 acted as a platform for a wide range of organisations to network and share practices in tackling child poverty. A huge majority agreed that 4in10 raised their awareness of good practice in tackling child poverty. Many also highlighted the tangible outcomes of the good practice activity facilitated by 4in10.

**91% of respondents agree that 4in10 has raised their awareness of good practice in tackling child poverty**

**20% of respondents agree that as a result of 4in10 their organisation has implemented new practices**