



COST OF LIVING

Stakeholder Toolkit

September 2022



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CAMPAIGN OVERVIEW

The **cost of living crisis** presents an ongoing challenge to people and families across Scotland, with many struggling to make ends meet. As part of its response to this situation, the Scottish Government has been working on a website to bring together **information on support, grants, benefits and advice that is available**, in order to help people find what support they may be entitled to.

The overarching message of the campaign is that many of us are struggling to keep on top of costs, pay bills, pay rent, heat our homes, buy food and keep life moving in this cost of living crisis and therefore it is really important to reach out for support if you need it.

With your organisation **playing a pivotal role in this work**, we're writing to you to give an initial overview of what is planned, and to ask for **your help in spreading the campaign messages to your networks**.



KEY MESSAGES

- Household expenses, rents and travel costs are increasing and many people are finding it difficult to pay their bills. In some cases you may be eligible for benefits or schemes that could help.
- Energy bills are rising, but in many cases help and financial support may be available to help heat homes more efficiently and reduce heating bills. It's important to reach out for support if it's needed.
- Many people are worried about money just now. There are benefits, grants, and free services available which may help you increase your income.
- Parenting is hard at the best of times, but when money worries hit it can be overwhelming. From free school meals or help with day-to-day costs, you could be eligible for support.
- If you're worried about money or how to deal with debt, you're not alone. Anyone can find themselves overwhelmed by financial worries, but there's support and advice available to help you.
- Rising costs can have a bigger impact on some people including older people, disabled people and those who care for them. Make sure you're getting all the assistance you're entitled to.
- If you rent your home, you have rights such as being protected from unfair evictions or rent increases.

COST OF LIVING BADGE

We know there is already a lot of work underway to support people through the cost of living crisis, and so to build an easily recognisable connection with this we've created a cost of living badge, which we invite you to use across any communications that you are delivering in this space.

[Download the Cost of Living badge here](#)



WEBSITE

As a call to action for the campaign, we are directing people to our new online website:

gov.scot/costoflivingsupport

This site includes information on advice to help cope with increasing energy bills, managing rent, support for families, health and wellbeing, as well as benefits, one-off payments and more.



CAMPAIGN TIMINGS

A national multi-media campaign began on 28 September, and will run across TV, radio, outdoor and digital channels.

28 September	Radio and digital launch
7 October	TV advert launches
10 October	Outdoor advertising launches
w/c 24 October	Local press advertorial campaign

Following the initial launch, we are continuing to develop assets to support the campaign, and will circulate an updated version of this toolkit to stakeholders that features additional resources w/c 10 October.



TV ADVERT AND SOCIAL FILMS

A 30 second TV advert highlights that we are not alone in the financial worries that many are feeling right now, and there is support available to help address those concerns.

[View the campaign advert here](#)

There are cut down versions of the advert which are available to download and share across channels.

[Download the social films here](#)

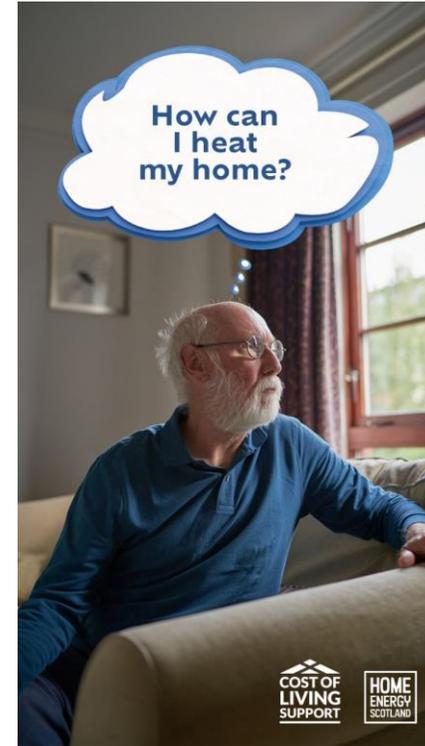


SOCIAL MEDIA IMAGES

To help spread the word of the support available and increase campaign reach, we've created a number of social static images in different sizes featuring common concerns and the relevant support that's available.

The accompanying text can be found on the next page. To note, we have suggested URLs which link to websites offering targeted support for each audience. Alternatively you may wish to link to gov.scot/costoflivingsupport for more general information.

You can download the assets for posting to your own channels, or if preferred, you can **re-share** the Scottish Government's campaign posts across [Facebook](#), [Twitter](#) and [Instagram](#).



SOCIAL MEDIA POSTS

Download the social media images and copy here



Headline: Cost of living support

Primary text: Family costs on your mind? You could be entitled to benefits and payments. Find out if you're eligible here.

Description: Learn more

URL: parentclub.scot/costofliving
OR
URL: gov.scot/costoflivingsupport



Headline: Cost of living support

Primary text: Find out about help you can get to heat your home more efficiently and reduce your heating bills here.

Description: Learn more

URL: homeenergyscotland.org
OR
URL: gov.scot/costoflivingsupport



Headline: Cost of living support

Primary text: As a tenant you have rights such as being protected from unfair eviction or rent increases. Find out more.

Description: Learn more

URL: gov.scot/rentersrights
OR
URL: gov.scot/costoflivingsupport



WEBSITE BANNER IMAGES

There are two website banners available to download and share across your websites, social media profiles, article and/ or newsletter updates to your audiences.

[Download the web banners here](#)



EDITORIAL

Please share the following editorial with your audiences where appropriate:

“The cost of living crisis is being felt across most households, with people facing worries over things like rent, bills, energy costs, debt and more.

As part of its response to the situation, the Scottish Government has launched a new website, gov.scot/costoflivingsupport, to help you access the support you need.

From help with energy bills and childcare to health and travel, as well as benefits and payments, the new website acts as an important signpost to them all.

There’s also dedicated information for families, older people and disabled people, who can be particularly impacted by rising costs.

Help and advice is available

Energy costs are a concern for everyone at the moment, but support is available to help with bills as well as funding for improvements, including insulation, to keep your home warmer. The Scottish Government funded Home Energy Scotland service is on hand to provide free and impartial advice online and by phone on 0808 808 2282.

Many people are struggling to manage their debt and money. The Money Talk Team is funded by the Scottish Government, and provides advice online, by phone on 0800 028 1456, or in person at your local Citizens Advice Bureau.

No matter your circumstances, everyone is encouraged to seek the financial support they are entitled to.

To find out more, please visit: gov.scot/costoflivingsupport.”

[Download the editorial here](#)

[View the press release here](#)

THANK YOU

For more information please contact:
SGMarketing@gov.scot

