

**Help  
with...**

**the cost  
of living**

**Campaign Toolkit**

**[our.fife.scot/gethelp](https://our.fife.scot/gethelp)**

# Introduction

No one needs to face the worry of rising costs alone.

The Fife Cost of Living Support Campaign aims to help people through the rising cost of living.

We want to make sure every Fifer has easy access to useful information and support from a wide range of services when it is needed the most.

**[our.fife.scot/gethelp](https://our.fife.scot/gethelp)**

# Timescales

The campaign will run in three phases from October 2022 to December 2023 across a variety of formats, including digital, social and print.



# Campaign focus

- Increase uptake of benefits, entitlements, discounts and services
- Boost self-help, as early as possible and triage to 121 support/referral
- Encourage participation in community projects/sense of mutual support
- Help practitioners share information, advice and services with each other
- Challenge stigma and build understanding of the impact of rising costs

# We are speaking to:

- People and families experiencing hardship already – or about to tip into it
- Older people and vulnerable adults and families on low income
- Council tenants
- Carers and individuals supporting friends and family
- Those not digitally connected
- Sole traders, small businesses and charities
- Public service employees working part-time or on lower salaries
- Organisations and charities who might join the campaign

# Key messages

- You're not alone, there's more help out there than you think
- Don't miss out - claim what's yours
- Benefit rules have changed, if you applied before, check again - you might be entitled to more now
- Check out what's available in your local area - communities across Fife are pulling together

# First steps

Over the winter, the campaign will focus on:

- Maximising income and uptake of entitlements and discounts
- Help with fuel costs and making homes as energy efficient as possible
- Promoting different ways to access food and household supplies
- Encouraging people to get involved locally
- Access support for mental health and wellbeing

Other activities could include support with transport, employment and childcare.



# Campaign assets

To help advertise and raise awareness with a clear and consistent message for the campaign, we have created a suite of materials which will be updated and new messaging and designs applied as the campaign progresses.

Download the A4 Posters and A5 flyers **HERE**

## Printed posters/flyers

These are A4/A5 in size and are available as **full colour** and **black and white versions**. They must only be shared as printed material, and should not be shared online.



**Fife**  
**Help with...**  
the cost of living

Everyone is feeling the impact of the cost of living crisis but a huge range of support is available

For useful information, advice, help with benefits, energy bills and food go to: [our.fife.scot/gethelp](https://our.fife.scot/gethelp)  
Use the free and confidential benefits calculator to receive an estimate of the entitlements you could be getting. Don't miss out - claim what's yours.

Unable to access information online?  
Call our **Community Support Line**  
**0800 952 0330 (Mon-Fri, 9am-5pm)**

SCAN ME



**Fife**  
**Help with...**  
food

Get help to find a community fridge and access other support near you

For advice on benefits, help with bills and support with the cost of living go to: [our.fife.scot/gethelp](https://our.fife.scot/gethelp) or call:

SCAN ME



**Fife**  
**Help with...**  
energy bills

Financial and practical advice if you are struggling with rising energy costs

For advice on benefits, help with bills and support with the cost of living go to: [our.fife.scot/gethelp](https://our.fife.scot/gethelp) or call:

SCAN ME



**Fife**  
**Help with...**  
benefits and income support

Don't miss out - claim what's yours

Many of us are not claiming all the benefits we're entitled to. Check what extra help you could get if you're struggling with the cost of living, including the Cost of Living Payment scheme.

It's quick and easy to find out what you may be due - use the **FREE** and **CONFIDENTIAL** benefits calculator at: [our.fife.scot/gethelp/money](https://our.fife.scot/gethelp/money)

If you can't access information online, need help to use the benefits calculator or to apply for your entitlements call our: **Community Support Line**  
**0800 952 0330 (Mon-Fri, 9am-5pm)**

SCAN ME



# Campaign Assets

Download the images and suggested text [HERE](#)

## Social graphics

These images are suitable for use on Facebook, Instagram and Twitter. Use the hashtag **#GetHelpFife** on any social media posts so your post can be shared.



# Campaign assets

## E-mail footer

This graphic can be added to your e-mail signature.



Download the e-mail footer [HERE](#)

## Wallet card (General)

These are 80mm x 55mm in size.

These must only be shared as printed material, and should not be shared online.



Download the wallet card [HERE](#)

# Campaign assets

## Wallet card (benefits & Income support)

These are 80mm x 55mm in size.

These must only be shared as printed material, and should not be shared online.



Download the wallet card **HERE**

## Partnership working Badge

This graphic can be used on materials produced by our partners to help point people to **our.fife.scot/gethelp**



Download the badge **HERE**

# Campaign assets

## Printed local support leaflets

These are tri-fold leaflets containing localised information and support and are available as **full colour** and **black and white versions**.

They must only be shared as printed material, and should not be shared online.

Download the leaflets **HERE**

**Local support**

Looking to see what support is available in your local area? We've got some great information available on our dedicated Cowdenbeath Area webpage at [fife.gov.uk/CowdenbeathSupport](https://www.fife.gov.uk/CowdenbeathSupport)

We also have welfare support staff in the Cowdenbeath area who can offer support on a number of different topics such as:

- **Benefit checking**
- **Support with accessing employment**
- **Support with benefit applications**
- **Signposting to crisis grants and financial support**

Our staff are available at the following locations and times:

- **Maxwell Centre, Cowdenbeath**  
Mondays and Thursdays | 1pm to 3pm
- **Lochgelly Centre**  
Tuesdays | 10am to 12pm
- **Benarty Community Centre**  
Tuesdays | 2pm to 4pm
- **Bowhill Community Centre**  
Wednesdays | 1pm to 3pm
- **Kelty Community Centre**  
Wednesdays | 10am to 12pm
- **Corrie Centre, Cardenden**  
Fridays | 10am to 12pm

**Support for Council Tenants**

Are you a Council Tenant? Did you know that there is support available specifically for you?

In addition to support services available throughout the area, there is further support you can access if you're struggling with the cost of living.

We have a team of Housing Management Officers, who can provide advice and referrals for support. Unsure whether you are receiving all the benefits you're entitled to? Struggling to cover your fuel bills? Finding it hard to afford basic necessities? We may be able to help.

Find out what support is available online, or contact your Housing Management Officer.

[www.fife.gov.uk/tenants](https://www.fife.gov.uk/tenants)  
03451550033

For more information on other support available visit:  
[our.fife.scot/gethelp](https://our.fife.scot/gethelp)

**Help with... the cost of living**

Everyone is feeling the impact of the cost-of-living crisis. We want to make sure you're aware of the support services available in your community.

**Unable to access information online or need more assistance, call our Community Support Line 0800 952 0330**

**Boost your income**

You may be missing out on income you're entitled to. It's always worth checking and this can be done online or you can arrange an appointment to speak with someone.

There's a whole host of other advice online around benefits, support services, support grants and helping your money go further.

[our.fife.scot/gethelp/money](https://our.fife.scot/gethelp/money)

**Help with food**

Food is important for our health and we want to make sure nobody in our community goes hungry. We have some amazing community cafes where you can get something to eat in a warm and welcoming environment. It's also a good opportunity to get out and meet people.

A list of our cafes and food providers can be found online here:

[our.fife.scot/gethelp/food](https://our.fife.scot/gethelp/food)

**Help with energy and household bills**

The cost to heat our homes is becoming increasingly challenging. Advice and support is available to help keep warm this winter, as well as support if you are struggling with your rent and other household bills.

[our.fife.scot/gethelp/bills](https://our.fife.scot/gethelp/bills)

**Community Support Line**

If you're unable to access information online, staff will be able to assist with emergency support or set up an appointment for you to speak to someone direct.

**0800 952 0330**  
(Mon-Fri, 9am-5pm)

**Don't miss out! Check what you're entitled to**

Use the EntitledTo benefit calculator find out what extra money you might be able to claim. Enter your details and you'll receive an estimate of your entitlements you could be missing out on. Even if you already receive some benefits it's worth checking.

If you are under 18, not a UK national or have trouble using the EntitledTo online calculator please get touch to arrange an appointment to discuss your options.

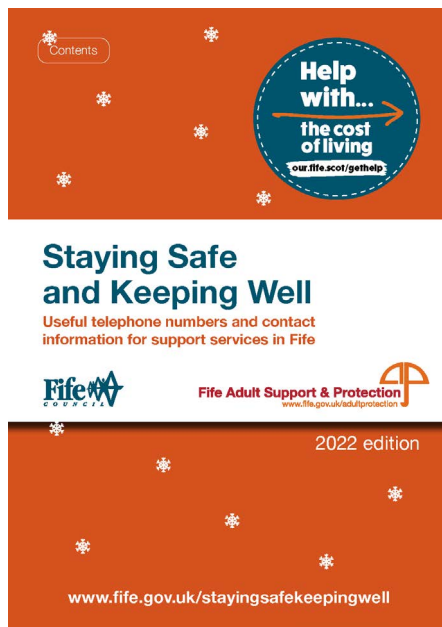
[our.fife.scot/gethelp/money](https://our.fife.scot/gethelp/money)

# Campaign assets

## Safe and Well Booklet

Printed copies of this booklet will be distributed to locations and organisations throughout Fife.

It is available on-line **HERE** to download



# Campaign assets

## Safe and Well A4 Poster

These must only be shared as printed material, and should not be shared online.



Download the poster **HERE**

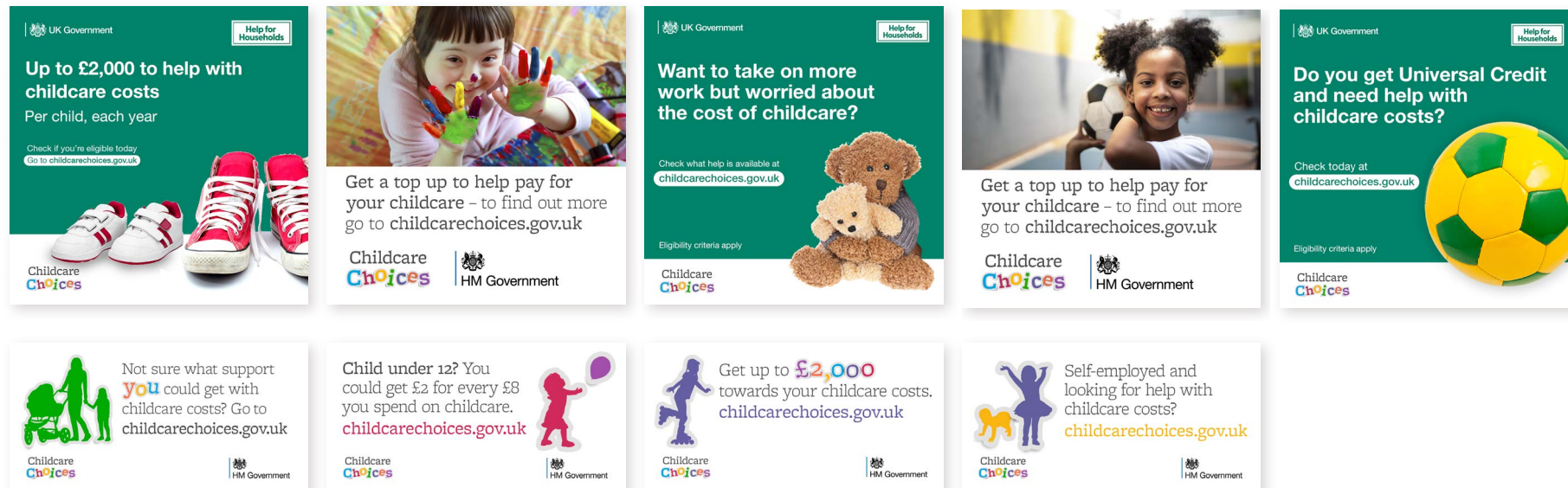
# Campaign assets

Download the images **HERE**

## Tax free childcare campaign (13-31 March 2023)

### Social adverts

These can be used on various social media platforms.



# Campaign assets

Download the images **HERE**

## Tax free childcare campaign (13-31 March 2023)

### A4 poster



# Campaign assets

## Warm Spaces

Warm Spaces is a new movement to open up venues across Fife to encourage people to come together, enjoy activities, food or refreshments, and get warmth of all kinds.

## Social media badge

This image is suitable for use on Facebook, Instagram and Twitter.

Download the badge [HERE](#)



## Scheme badge

Applied when promoting the scheme



# Our website

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



**[our.fife.scot/gethelp](https://our.fife.scot/gethelp)**

The site provides information and advice on benefits, help with bills and support with the cost of living.

# Community Support Line

For those unable to access information online, we have provided a helpline number:



**0800 952 0330**

Staff will be able to assist with emergency support or set up appointments over the phone.

# Short Adresses

**[our.fife.scot/gethelp](https://our.fife.scot/gethelp)**

**[our.fife.scot/gethelp/food](https://our.fife.scot/gethelp/food)**

**[our.fife.scot/gethelp/energy](https://our.fife.scot/gethelp/energy)**

**[our.fife.scot/gethelp/money](https://our.fife.scot/gethelp/money)**

**[our.fife.scot/gethelp/bills](https://our.fife.scot/gethelp/bills)**

**[our.fife.scot/gethelp/business](https://our.fife.scot/gethelp/business)**

**[our.fife.scot/gethelp/health](https://our.fife.scot/gethelp/health)**

**[our.fife.scot/gethelp/family](https://our.fife.scot/gethelp/family)**

**[our.fife.scot/gethelp/pensioncredit](https://our.fife.scot/gethelp/pensioncredit)**

# Hashtag

To help spread the word use the hashtag

**#gethelpfife**

# Get involved

We need your help to promote the website and campaign messages widely.

All public information around cost of living and anti-poverty is being coordinated across the council, and a support team is in place to help area teams and services.

For more information on the campaign please contact **[comms.support@fife.gov.uk](mailto:comms.support@fife.gov.uk)**.

Thank you for your support.