



YOU'VE EARNED IT. WHY NOT CLAIM IT?

Partner toolkit
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Government

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Introduction

Social security is a human right and people deserve to receive what they are entitled to. The Scottish Government has a clear commitment to do all we can to see incomes maximised, which is why we believe it is important that we support people to receive all the benefits to which they are entitled.

Scotland is receiving new powers to deliver 11 social security benefits. The Scottish Government is creating a new agency and developing a social security system that puts people first and has dignity, respect and fairness at its heart.

As part of our work to achieve these aims, this year we started an on-going awareness-raising campaign to:

- make people aware that there is support and financial help available, and
- encourage people to find out what they're entitled to and to claim it.

Throughout October we are running the latest phase of the campaign. This will target older people, encouraging them to find out what benefits they may be entitled to and to claim for them. We want to promote the contribution older people make to their communities in Scotland, and tell them not to be embarrassed about asking for help when they need it. We are telling people aged 65 and over: 'You've earned it; why not claim it?'

The activity includes advertising on television, and in national press and bus interiors, along with supporting publicity. It encourages people aged 65 and older to contact their local Citizens Advice Bureau to find out what they may be entitled to and to get help applying, or to call 0800 0232 581 to be directed to the nearest CAB.

This toolkit contains information on how you can help support the campaign, and includes template copy for use in website, blogs and newsletters, and social media posts to use on your channels. Alongside it we are issuing a package of print-ready posters (including empty belly versions) and graphics for use on social media.

How you can help

You can help us spread the message in the following ways:

- information in newsletters, websites and social media
- supply of case studies and local spokespeople
- dissemination of campaign materials.

Newsletters, websites and social media

This toolkit contains copy you can use for newsletters, emails, blogs, and websites. We have also provided suggested posts for your social media accounts, and the supporting package of graphics

We would be grateful for any support you can give us through your various channels.

Case studies and local spokespeople

Case studies of people who have or do receive benefits and the positive impact that has had on their lives, whether through on-going support or helping through particular circumstances, are a powerful way of raising awareness. We would appreciate your help in sourcing case studies willing to be either interviewed by our PR agency or to do media work in support of the awareness-raising campaign.

We would also appreciate help you can give us in supplying local spokespeople for media interviews with local radio stations and newspapers.

Campaign materials

The attached package contains print-ready posters, including empty belly versions for you to add your organisation's information.

Key messages

These are the key messages for the older people activity:

- You've earned it – why not claim it?
- Make sure you're getting the benefits and support you're entitled to
- Older people contribute significantly to Scottish society and their local communities, through taxes and activities such as informal caring, childcare and voluntary work
- You shouldn't be embarrassed to ask about financial help when you need it. After all, you've earned it
- It's worth finding out if you're entitled to benefits, especially if your circumstances have changed recently. This includes pension top ups, council tax reductions and support if you're disabled
- Call 0800 023 2581 to be directed to your nearest Citizens Advice Bureau.
- Social security is an entitlement and investment in everyone, and is there to help people when they need it.

Social media

Your social media accounts are a great way to increase awareness and spread the message, particularly to 'proxy users'; the people who may help or care for the target audience, such as their younger relatives. You can help spread the message by:

- posting on your Facebook and Twitter
- retweeting relevant tweets by others
- sharing relevant Facebook posts
- using the hashtag #youveearnedit

Below are some suggested posts to promote the campaign.

Facebook

You've earned it. Why not claim it?

You give so much to your community, so don't be embarrassed about asking for financial help when you need it – especially if your circumstances have changed recently. For example, you might be able to get pension top-ups, council tax reductions, and support if you're disabled.

Ask about the benefits you may be entitled to: Call 0800 023 2581 for your nearest Citizens Advice Bureau, or visit www.cas.org.uk/bureaux

From looking after grandchildren to caring for others to voluntary work, you contribute so much to your community. So don't be embarrassed about asking for financial help when you need it. Find out about the benefits you may be entitled to.

After all, you've earned it.

Call 0800 023 2581 for your nearest Citizens Advice Bureau, or visit www.cas.org.uk/bureaux

Thousands of people in Scotland aged 65 and over aren't claiming the benefits and support that are rightfully theirs, including pension top-ups, council tax reductions, and support if you're disabled.

If you're over 65 and especially if your circumstances have changed recently, ask about the benefits you may be entitled to.

Call 0800 023 2581 for your nearest Citizens Advice Bureau, or visit www.cas.org.uk/bureaux

Twitter

You've earned it. Why not claim it? Ask what benefits you may be entitled to. 0800 023 2581 <https://goo.gl/SwhWx8> #youveearnedit

You give so much. So don't be embarrassed to ask for financial help if you need it. 0800 023 2581 <https://goo.gl/SwhWx8> #youveearnedit

Pension top-ups, council tax reductions, or support if you're disabled. Find out what you may be entitled to. 0800 023 2581 <https://goo.gl/SwhWx8> #youveearnedit

Posters and social media assets

We have produced posters in A3 and A4 for you to print and use to spread the message. These include empty belly versions to put details about your own benefits advice services. We have also produced graphics for use on Facebook and Twitter.

These files are available for download at: <https://we.tl/IYILSk2vvv>

A subtitled version of the TV ad, for use on Facebook, is available here <https://we.tl/tKtY0f55U1>



Poster Two



Empty Belly Poster One



Twitter Graphic One



Facebook Graphic Two

Copy for newsletters, blogs and websites

Here is some copy you can use and adapt for newsletters, blogs and websites.

You've earned it – why not claim it?

We're supporting a new campaign aimed at ensuring older people receive the benefits and support they are entitled to.

The campaign, a partnership between the Scottish Government and Citizens Advice Scotland, encourages people aged 65 and over to seek advice on the benefits they may be eligible for and to claim them. The financial help available includes pension top ups, council tax reductions and support if they are disabled.

Many older people in Scotland don't claim their full benefits and support entitlement. For example, only six in 10 people who are eligible for Pension Credit claim it, meaning many older people are missing out on an average of £2,000 a year of pension top-ups they are entitled to.

The campaign encourages older people to contact their local Citizens Advice Bureau to find out what support is available for them and to get help claiming it. It highlights the contribution older people make to society and that nobody should be embarrassed about asking for financial help, saying: "You've earned it – why not claim it?".

The new campaign will include a series of television, press and bus adverts featuring the message.

To gain social security advice for yourself or your family member, contact Citizens Advice Scotland. Call 0800 023 2581 to be directed to your nearest Citizens Advice bureau or visit www.cas.org.uk/bureaux

Contacts

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