

WELSH GOVERNMENT COST OF LIVING

Partner Pack



Llywodraeth Cymru
Welsh Government



cyngor ar
bopeth

citizens
advice



Llywodraeth Cymru
Welsh Government

Information for Partners

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Information for Partners

People all across Wales are currently struggling with the rising costs of living, making that extra bit of support more important than ever. That is why the Welsh Government have introduced this campaign to help reduce the impact of the cost of living crisis.

This campaign aims to:

- ✓ Encourage people to go to the Here to Help homepage to find out more about the campaign and the support available.
- ✓ Signpost people to the free Advicelink Cymru helpline to check their eligibility and to gain further free financial support and advice.

Information for Partners

We need your support

This is a national, integrated communications campaign and we really need your help to spread the message and raise awareness of the support available across your channels and networks. This partner pack includes all creative assets and messaging for you to do so.

We want to encourage people to find out what support they may be entitled to and encourage them to reach out for help. The campaign webpage features more information about the Advicelink Cymru helpline process as well as a link to the further 'Help with the cost of living' Welsh Government page.

[Click here for campaign assets](#)



Llywodraeth Cymru
Welsh Government

Campaign Assets

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Campaign Assets

Social media posts are available for you to share with your networks. If you share messages, please tag us, and include our hashtag #HereToHelp. Also, if you are not doing so already, could we ask that you follow and like us on the following social media channels:

 **@WG_Communities** (Twitter)

 **@WelshGovernment** (Facebook and Twitter)

All suggested social media copy provided in this pack has options within the max character count for all social channels, including Twitter. Creative assets to accompany the social media posts have also been created and are available for download. Imagery and videos provided are suitable for both Facebook and Twitter. All assets signpost audiences to the Here to Help homepage and the free Advicelink Cymru helpline for further financial support.

[Click here for campaign assets](#)

Campaign Assets

Social media posts – General

We've put together some suggested social media posts to help you support the campaign across your own channels. Please feel free to tailor any of these for your own audience. All social visual content options (carousel/static images/videos) can be used in combination with our recommended social media messaging/copy.

We all need some help from time to time, and with the rising costs of living many people in Wales need help now. The Welsh Government is doing everything it can to put money back into people's pockets.

Find out what support is available to you and claim what's yours: gov.wales/heretohelp

Or call Advicelink Cymru for free today on 0808 250 5700

#HereToHelp

Suggested creative: Static image

The rising cost of living is a worry to a lot of people in Wales. The Welsh Government has support available that could help you ease some of your living costs.

To find out more about the support available visit: gov.wales/heretohelp

Or call Advicelink Cymru for free today on 0808 250 5700 to claim what's yours.

#HereToHelp

Suggested creative: Carousel

Are you struggling with your finances but don't know where to turn to for advice? Advicelink Cymru can help you check if you're eligible for any extra support.

Call today for free on 0808 250 5700 to claim what's yours.

Or visit: gov.wales/heretohelp

#HereToHelp

Suggested creative: MP4

[Click here for campaign assets](#)

Campaign Assets

Social media assets - General

Static



**YMA I HELPŪ
GYDA CHOSTAU BYW**

Hawliwch eich arian yma:
llyw.cymru/ymaihelpu

neu ffoniwch am ddim ar
0808 250 5700

**HERE TO HELP
WITH THE COST OF LIVING**

Claim what's yours here:
gov.wales/heretohelp

or call free on
0808 250 5700

Uywodraeth Cymru
Welsh Government

cyngor ar
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Carousel



**YMA I HELPŪ
GYDA CHOSTAU BYW**

**HERE TO HELP
WITH THE COST OF LIVING**

Uywodraeth Cymru
Welsh Government

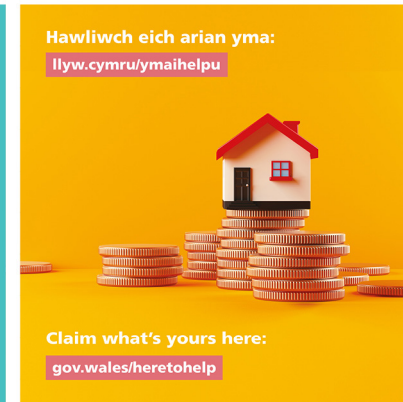
cyngor ar
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Mae Llywodraeth Cymru'n
gwneud popeth o fewn ei gallu i
roi arian yn ôl ym mhocedi pobl.

The Welsh Government is doing
everything it can to put money
back into people's pockets.

Uywodraeth Cymru
Welsh Government



Hawliwch eich arian yma:
llyw.cymru/ymaihelpu

Claim what's yours here:
gov.wales/heretohelp

Uywodraeth Cymru
Welsh Government



Neu ffoniwch Advicelink
Cymru am ddim ar
0808 250 5700

Or call Advicelink
Cymru for free on
0808 250 5700

Uywodraeth Cymru
Welsh Government

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advice

[Click here for campaign assets](#)

Campaign Assets

Social media assets - Hero Film

30 Second TV Advert



British Sign Language 30 Second TV Advert



[Click here for campaign assets](#)

Campaign Assets

Social media posts – Hub Films

We have created square and rectangular social compatible versions of the hub films covering 4 different audience areas: Workers, Parents, Carers and Pensioners. We have provided a selection of suggested social copy to accompany the Hub Film creatives. Please feel free to tailor any of these for your own audiences.

If you're working, you may still be entitled to some support with the rising cost of living.

Including: Universal Credit, the Council Tax Reduction Scheme and Health Costs Benefit.

To find out what support is available to you, visit: gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

*Suggested creative:
Workers' Hub Film*

If you're a parent, you may be entitled to some support with the rising cost of living.

Including: Universal Credit, the Council Tax Reduction Scheme and Help with School Costs.

To find out what support is available to you, visit: gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

*Suggested creative:
Parents' Hub Film*

If you're a Carer, you may be entitled to some support with the rising cost of living.

Including: Carer's Allowance, Universal Credit, and the Council Tax Reduction Scheme.

To find out what support is available to you, visit: gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

*Suggested creative:
Carers' Hub Film*

If you're a pensioner, you may be entitled to some support with the rising cost of living.

Including: Pension Credit, the Council Tax Reduction Scheme and Attendance Allowance.

To find out what support is available to you, visit: gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

*Suggested creative:
Pensioner Hub Film*

[Click here for campaign assets](#)

Campaign Assets

Social media assets - Hub Films

Workers' Hub Film



Are you working

Carers' Hub Film



Are you a carer

Pensioners' Hub Film



Are you a pensioner

Parents' Hub Film



Are you a parent

[Click here for campaign assets](#)

Campaign Assets

Social media posts – Benefit Bibliography

We have created a selection of Benefit Bibliography social assets, there are two social assets for each benefit, either of which can be used with the suggested social copy. Please feel free to tailor any of these for your own audiences.

You may have thought that Universal Credit wasn't for you, but have you checked?

Find out what support is available to you:

gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

Suggested creative: Universal Credit static

Are you struggling to pay for some of your health costs?

Did you know you may be entitled to the Health Costs Benefit?

Find out what support is available to you:

gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

Suggested creative: Health Costs Benefit static

Are you a parent claiming Universal Credit?

Your child could be getting a free school meal! One less cost to think about.

Find out what support is available to you:

gov.wales/heretohelp

Or call the free Advicelink Cymru helpline on 0808 250 5700.

#HereToHelp

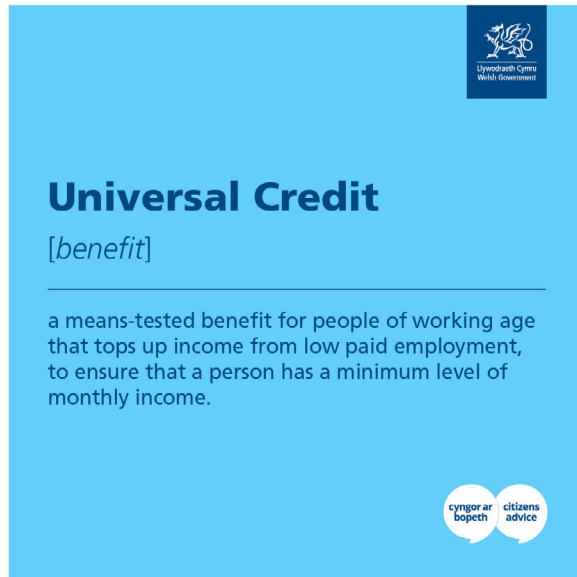
Suggested creative: Free School Meals static

[Click here for campaign assets](#)

Campaign Assets

Social media assets - Benefit Bibliography

Universal Credit



Uywodraeth Cymru
Welsh Government

Universal Credit

[benefit]

a means-tested benefit for people of working age that tops up income from low paid employment, to ensure that a person has a minimum level of monthly income.

cyngor ar bopeth citizens advice



Uywodraeth Cymru
Welsh Government

Universal Credit

a means-tested benefit for people of working age that tops up income from low paid employment, to ensure that a person has a minimum level of monthly income.



cyngor ar bopeth citizens advice

Health Costs Benefit



Uywodraeth Cymru
Welsh Government

Health Costs Benefit

[benefit]

a means-tested benefit that helps people on a low income to pay for health costs such as NHS dental treatment, sight tests, glasses and contact lenses, and travel to receive NHS treatment.

cyngor ar bopeth citizens advice



Uywodraeth Cymru
Welsh Government



Health Costs Benefit

a means-tested benefit that helps people on a low income to pay for health costs such as NHS dental treatment, sight tests, glasses and contact lenses, and travel to receive NHS treatment.

cyngor ar bopeth citizens advice

[Click here for campaign assets](#)

Campaign Assets

Social media assets - Benefit Bibliography

Pension Credit



Pension Credit
[benefit]

a means-tested benefit for people aged over the State Pension age and on a low income. Pension Credit tops-up their income to a minimum weekly level.

Uywodraeth Cymru
Welsh Government

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advice



Pension Credit
a means-tested benefit for people aged over the State Pension age and on a low income. Pension Credit tops-up their income to a minimum weekly level.



Uywodraeth Cymru
Welsh Government

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bopeth citizens
advice

Free School Meals



Free School Meals
[benefit]

free meal at school for children whose parents receive a means-tested benefit (such as Universal Credit) and have an annual earned income of less than £7,400 after tax.

Uywodraeth Cymru
Welsh Government

cyngor ar
bopeth citizens
advice



Free School Meals
free meal at school for children whose parents receive a means-tested benefit (such as Universal Credit) and have an annual earned income of less than £7,400 after tax.



Uywodraeth Cymru
Welsh Government

cyngor ar
bopeth citizens
advice

[Click here for campaign assets](#)

Campaign Assets

Additional assets - Leaflet

Additionally, we have a bilingual informational campaign leaflet available for download.

Bilingual Campaign Leaflet



**YMA I HELPŪ
GYDA CHOSTAU BYW**

Gall Llywodraeth Cymru ac Advicelink Cymru eich helpu i hawlio eich arian.

llyw.cymru/ymaihelpu

Ffoniwch llinell gymorth Advicelink Cymru am ddim:
0808 250 5700



cyngor ar bopeth **citizens advice**

Mae angen ychydig o gymorth a chefnogaeth ar bob un ohonon o bryd i'w gilydd, a gyda chostau byw yn cynyddu mae angen cymorth ar lawer o bobl yng Nghymru nawr.

Mae Llywodraeth Cymru'n gwneud popeth o fewn ei gallu i roi arian yn ôl ym mhocedi pobl.

Yn ogystal â helpu gyda biliau, mae Llywodraeth Cymru'n cynnig ystod o gymorth ar bethau fel costau ysgol a gofal plant a chostau addysg bellach ac uwch. Gallai cyllid o'r Gronfa Cymorth Dewisol hefyd fod ar gael i helpu pobl mewn argyfwng sy'n dioddef caledi eithafol.

Llinell Gymorth 'Hawlia Dy Arian' Advicelink Cymru

Os nad ydych yn siŵr pa gymorth sydd ar gael, mae Advicelink Cymru yma i'ch helpu i wirio a hawlio eich arian.

Ffoniwch y llinell gymorth 'Hawlia Dy Arian' am gyngor cyfrinachol am ddim ar eich hawl i arian ychwanegol o:

- Fudd-daliadau llesiant, fel Taliad Annibyniaeth Bersonol, Lwfans Gofalwyr a Chredyd Pensiwn.
- Cymorth Llywodraeth Cymru.

Gall cyngorydd drefnu hefyd i chi gael cymorth â materion dyled a chyllid personol.

Beth sy'n digwydd pan fyddaf i'n ffonio'r llinell gymorth?

Pan fyddwch yn cysylltu ag Advicelink Cymru, bydd ymgynghorydd hyfforddedig yn siarad â chi am eich amgylchiadau ac yn eich helpu i ddarganfod pa gymorth sydd ar gael.

Bydd yr ymgynghorydd yn eich cefnogi drwy gydol y broses hawlio ac yn eich helpu i lenwi unrhyw ffurflenni hawlio.

Gallan nhw hefyd gyngori ar ba dystiolaeth y mae angen i chi ei rhoi i gefnogr'ch cais.

Cysylltwch ag ymgynghorydd heddiw drwy ffonio'r llinell gymorth am ddim

0808 250 5700

o ddydd Llun i ddydd Gwener 9am i 5pm

neu ewch i:
llyw.cymru/ymaihelpu

**YMA I HELPŪ
GYDA CHOSTAU BYW**

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**HERE TO HELP
WITH THE COST OF LIVING**

The Welsh Government and Advicelink Cymru can help you claim what's yours.

gov.wales/heretohelp

Call Advicelink Cymru's free helpline:
0808 250 5700



cyngor ar bopeth **citizens advice**

We all need a little help and support from time to time, and with the rising costs of living many people in Wales need help now.

The Welsh Government is doing everything it can to put money back into people's pockets.

As well as help with fuel costs, the Welsh Government also offers a range of support on things like school and childcare expenses and further and higher education costs. Funding from the Discretionary Assistance Fund (DAF) might also be available to help people in crisis experiencing extreme hardship.

Advicelink Cymru Claim What's Yours helpline

If you are unsure about what support is available, Advicelink Cymru are here to help you check and claim what's yours.

Call the Claim What's Yours helpline for free and confidential advice on your entitlement to extra money from:

- Welfare benefits, such as Personal Independence Payment, Carers Allowance and Pension Credit.
- Welsh Government support.

An advisor can also arrange for you to get help with debt and personal finance issues.

What happens when I call the helpline?

When you contact Advicelink Cymru, a trained advisor will talk to you about your circumstances and help you find out what support is available.

The advisor will support you throughout the claim process and help you to fill in any claim forms.

They can also advise on what evidence you need to provide to support your claim.

Get in touch with an advisor today by calling the free helpline on

0808 250 5700

Monday to Friday
9am to 5pm

or go to:
gov.wales/heretohelp

**HERE TO HELP
WITH THE COST OF LIVING**

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[Click here for campaign assets](#)

Campaign Assets

Community Language Leaflets



帮助您应对生活成本压力

威尔士政府和 Advicelink Cymru 可以帮助您申领自己应有的福利。

gov.wales/heretohelp

拨打 Advicelink Cymru 的免费帮助热线：
0808 250 5700



如果您不确定可以获得哪些支持, Advicelink Cymru 可以帮助您查询并申领您应得的支持。

拨打 What's Yours 申领帮助热线, 获取免费和保密建议, 帮您从以下渠道获取应得的更多资金:

- 福利, 例如个人独立补助金、照料者津贴和养老金补贴。
- 威尔士政府的支持。

顾问还可以安排您获得有关债务和个人财务问题的帮助。

Advicelink Cymru Claim What's Yours 求助热线

我拨打热线之后会发生什么?

大家都时不时都需要一点帮助和支持。随着生活成本的上涨, 许多威尔士民众现在都需要帮助。

威尔士政府正在尽其所能, 把钱放回民众的钱包。

除了燃料成本方面的帮助外, 威尔士政府还在学校和儿童保育费用以及继续教育和高等教育费用等方面提供一系列支持。特定援助基金 (DAF) 的资金也可用于帮助处于危机中、极度困难的人群。

当您联系 Advicelink Cymru 时, 经过培训的顾问会与您讨论您的情况并帮助您了解可以获得哪些支持。

顾问将在整个申领过程中为您提供支持, 并帮助您填写任何申领表格。

他们还可以建议您需要提供哪些证据来支持您的申请。

立即拨打免费帮助热线与顾问取得联系

0808 250 5700

周一到周五
上午9点到下午5点

或前往:
gov.wales/heretohelp

HERE TO HELP WITH THE COST OF LIVING

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Community Language Animation



متواجدون لمساعدتك في تكاليف المعيشة



cyngor ar bobeth **citizens advice**

[Click here for campaign assets](#)

Thank you for your support

