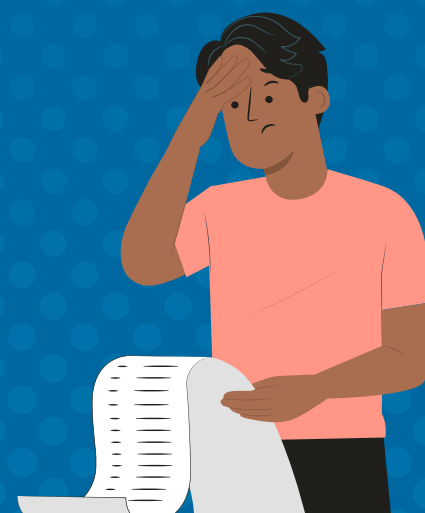




Lancashire and
South Cumbria
Integrated Care Board

Cost of Living Crisis

Campaign



➤ Cost of Living Crisis Campaign

It's possible that people's mental health may be adversely affected as a result of the cost of living crisis.

Sometimes when people are in debt, it can have a hugely negative impact of their mental health and wellbeing. For some, they can become so worried about it that they consider taking their own lives.

The campaign urges people to 'keep talking' about their money worries so they don't reach that point.

We have targeted the following different groups throughout the campaign

- **Men**
- **Women**
- **Elderly People**
- **Families**

Key Campaign Message:

**LET'S
KEEP
TALKING**

Social Media Handles & Website:

#StartTheConversation

healthierlsc.co.uk/costofliving

> Posters

**LET'S KEEP
TALKING**



**Struggling to
pay the bills?
You're not alone.**

Rising food, fuel
and energy costs are
hitting so many of us
hard right now.

Help is out there! Find out more at
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



Lancashire and
South Cumbria
Health and Care Partnership

**LET'S KEEP
TALKING**



**Are you struggling to
pay the bills because
of rising food, fuel
and energy costs?**

You're not the only one!
Don't struggle in silence.

Help is out there! Find out more at
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



Lancashire and
South Cumbria
Health and Care Partnership

**LET'S KEEP
TALKING**



**Are you struggling to
pay the bills because
of rising food, fuel and
energy costs?**

You're not the only one!
Don't struggle in silence.

Help is out there! Find out more at
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



Lancashire and
South Cumbria
Health and Care Partnership

A3 & A4 Posters

> Posters

**LET'S KEEP
TALKING**



**Is the cost of
living crisis hitting
you hard?**

You're not the only one.
Visit our website to find
out how you can better
manage your money
and keep bills down.
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



 **Lancashire and
South Cumbria**
Health and Care Partnership

**LET'S KEEP
TALKING**



**The 'cost of living
crisis' is something
we're hearing about
more and more.**

**Are you worried about
the rising costs of day
to day living?**

Help is out there! Find out more at
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



 **Lancashire and
South Cumbria**
Health and Care Partnership

**LET'S KEEP
TALKING**



**Feel like the rising
cost of living is hitting
you hard?**

You're not the only one.
Visit our website to find
out how you can better
manage your money
and keep bills down.
healthierlsc.co.uk/costofliving

Scan the QR
code for more
support and
advice



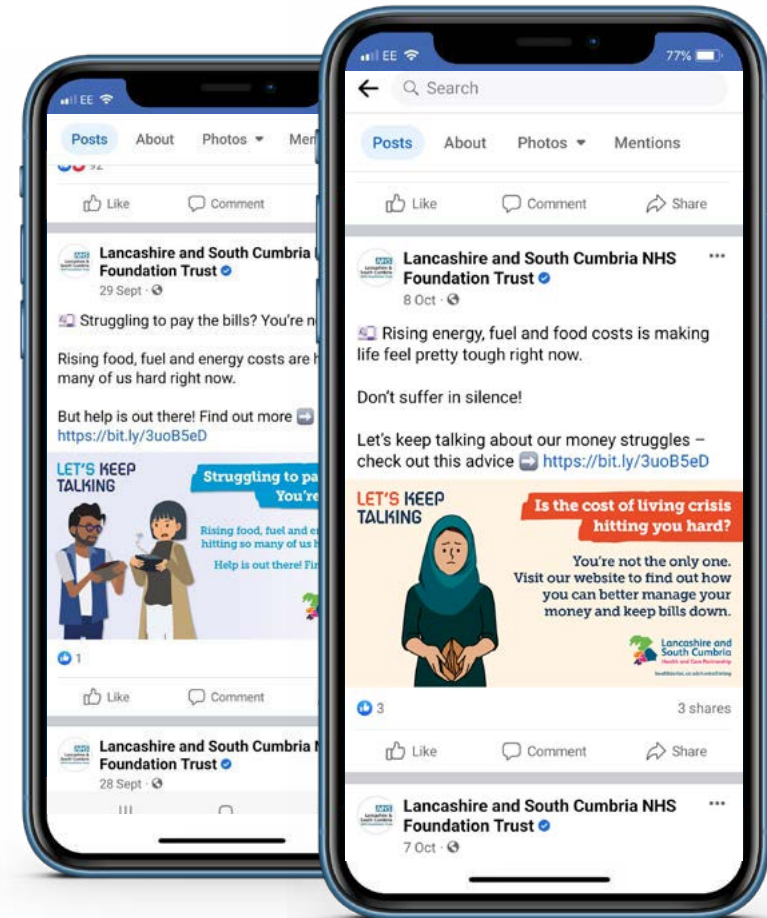
 **Lancashire and
South Cumbria**
Health and Care Partnership

A3 & A4 Posters

➤ Social Media Adverts



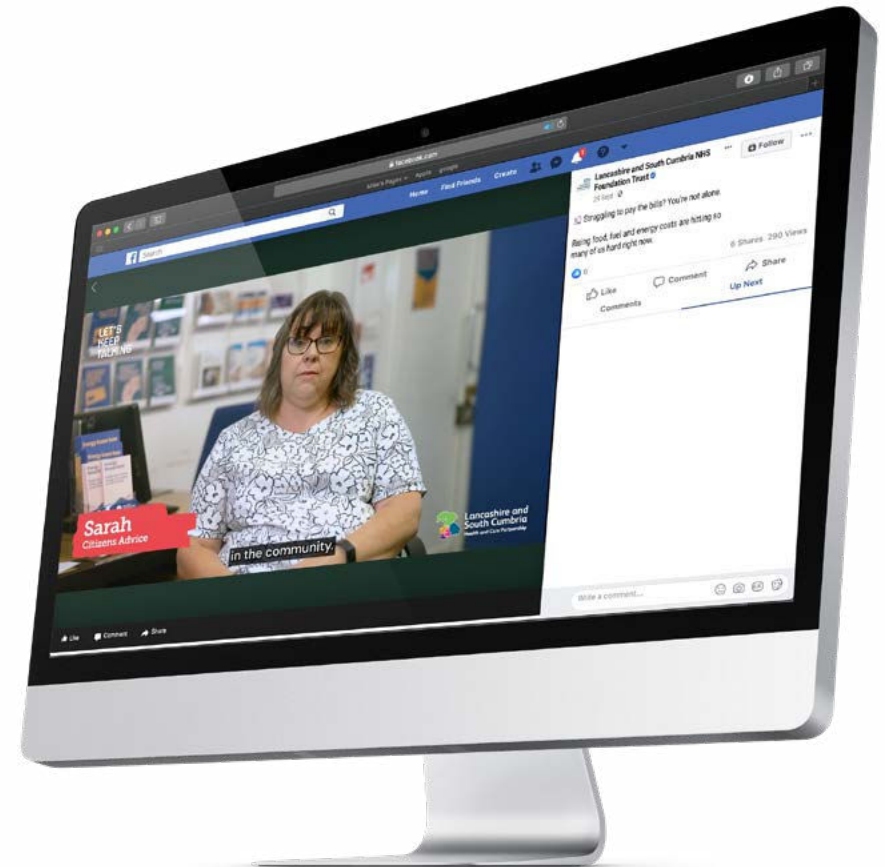
Facebook & Twitter Adverts



➤ Social Media Video



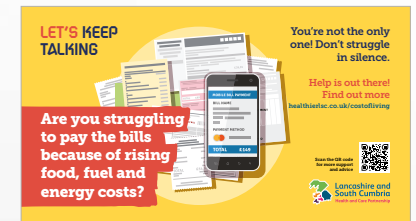
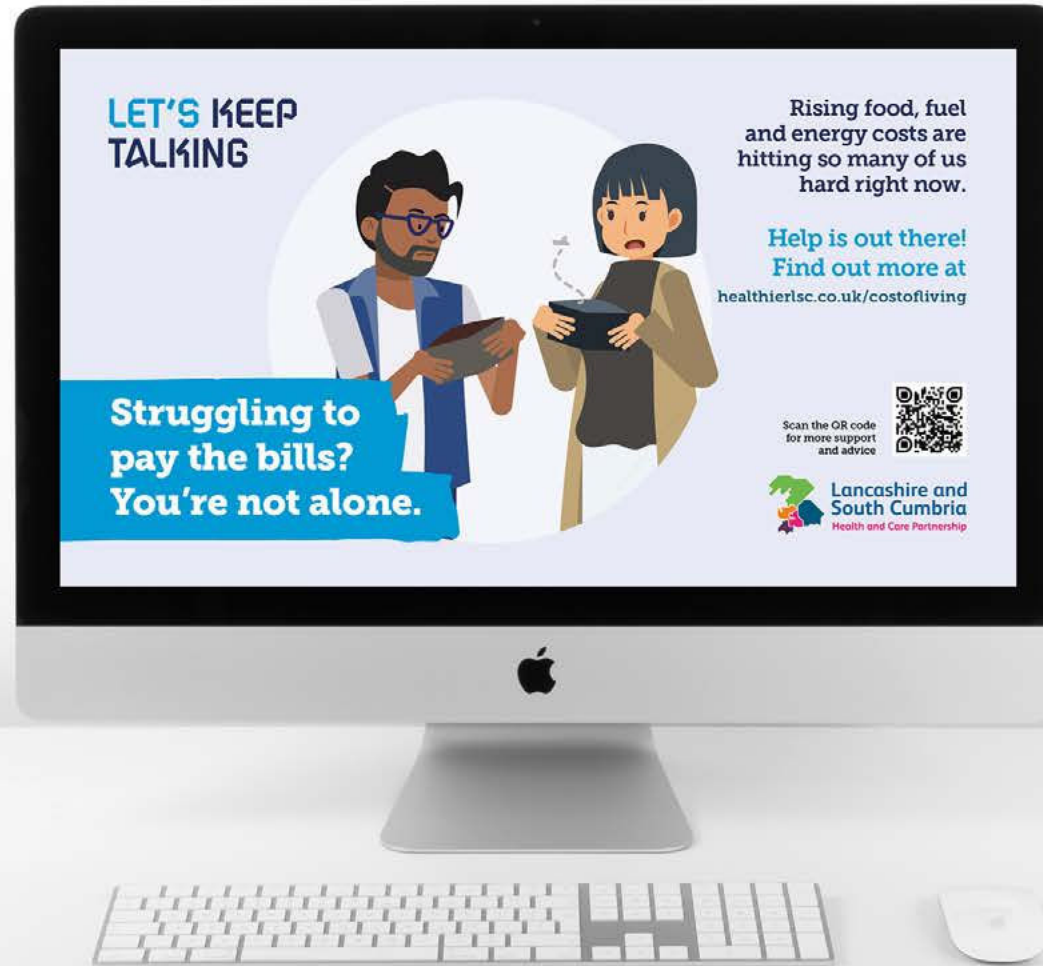
Social Media Video - click play icon to view



➤ Concertina Fold Leaflet



> Screensavers



➤ Email Signature

LET'S KEEP TALKING

Are you struggling to pay the bills because of rising food, fuel and energy costs?



You're not the only one! Don't struggle in silence.

Help is out there. Find out more at
healthierlsc.co.uk/costofliving



➤ Petrol Station Receipt



Scan the QR code for more support and advice

LET'S KEEP TALKING

Struggling to pay the bills? You're not alone.

Rising food, fuel and energy costs are hitting so many of us hard right now

Help is out there! Find out more at
healthierlsc.co.uk/costofliving



Lancashire and South Cumbria
Health and Care Partnership

➤ Bus Stop Posters



> **48 Sheet Poster**

**LET'S KEEP
TALKING**

**Struggling
to pay
the bills?**

**You're
not alone.**



**Rising food, fuel and
energy costs are hitting
so many of us hard
right now**

**Help is out there!
Find out more at
healthierlsc.co.uk/costofliving**

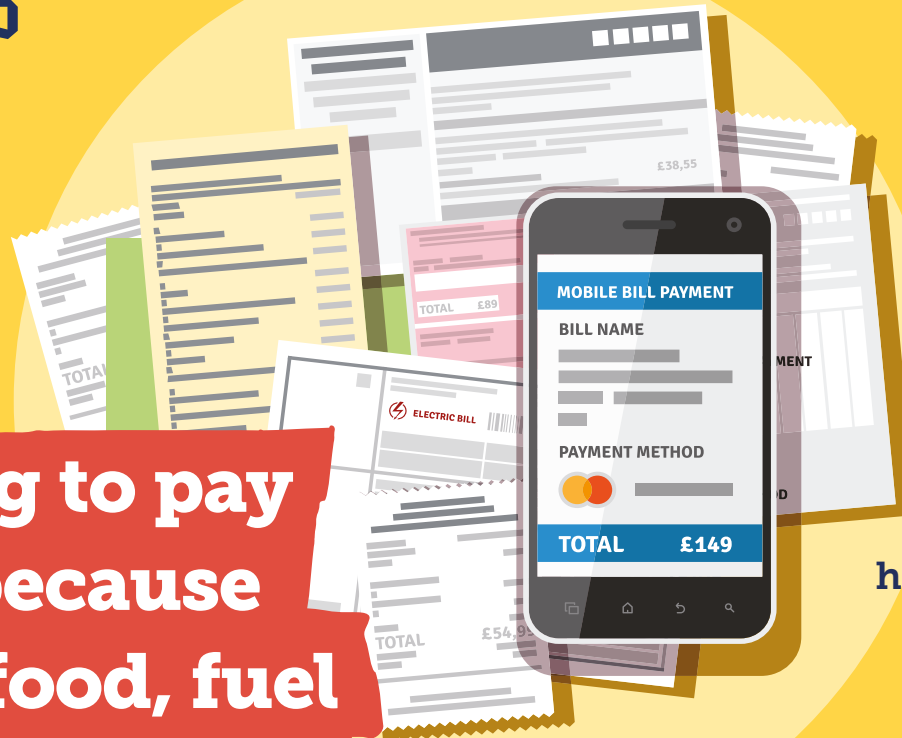


**Lancashire and
South Cumbria**
Health and Care Partnership

> **48 Sheet Poster**

**LET'S KEEP
TALKING**

**Are you
struggling to pay
the bills because
of rising food, fuel
and energy costs?**



**You're not the only
one! Don't struggle
in silence.**

**Help is out there!
Find out more at
healthierlsc.co.uk/costofliving**



**Lancashire and
South Cumbria**
Health and Care Partnership



**Lancashire and
South Cumbria**
Integrated Care Board



www.healthierlsc.co.uk
[@HealthierLSC](https://twitter.com/HealthierLSC)
[#HealthierLSC](https://twitter.com/HealthierLSC)



Creativeworld

Campaign material designed
and produced by Creativeworld
T:01282 858200
www.creativeworld.co.uk