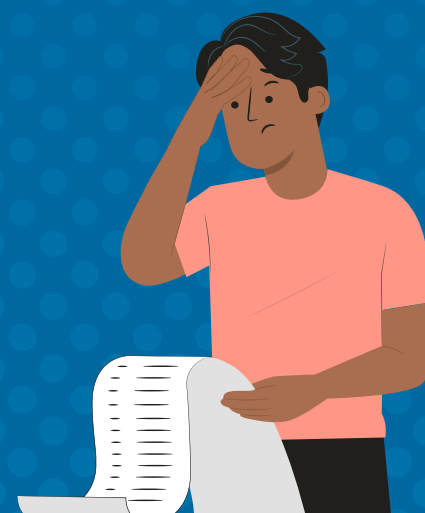




Lancashire and
South Cumbria
Integrated Care Board

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.

Scan the QR code for more support and advice



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



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.

Scan the QR code for more support and advice



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



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.

Scan the QR code for more support and advice



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



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

LET'S KEEP TALKING

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

You're not on your own! Don't struggle in silence. Help is out there.

Lancashire and South Cumbria Health and Care Partnership
healthierisc.co.uk/costofliving

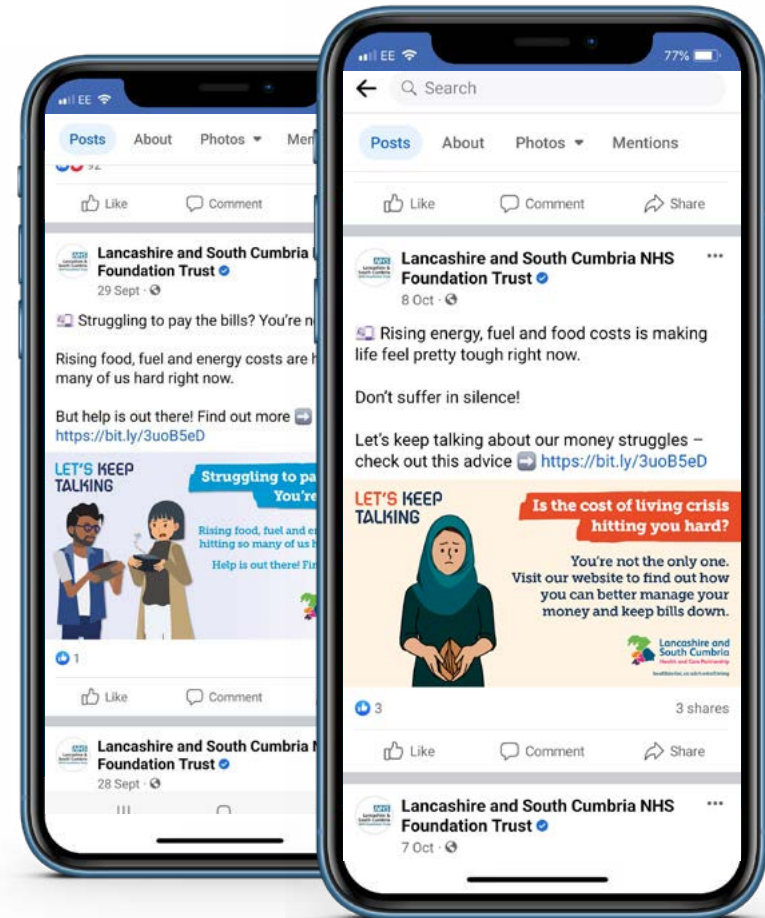
LET'S KEEP TALKING

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

You're not on your own. Visit our website to find out how you can better manage your money and keep bills down.

Lancashire and South Cumbria Health and Care Partnership
healthierisc.co.uk/costofliving

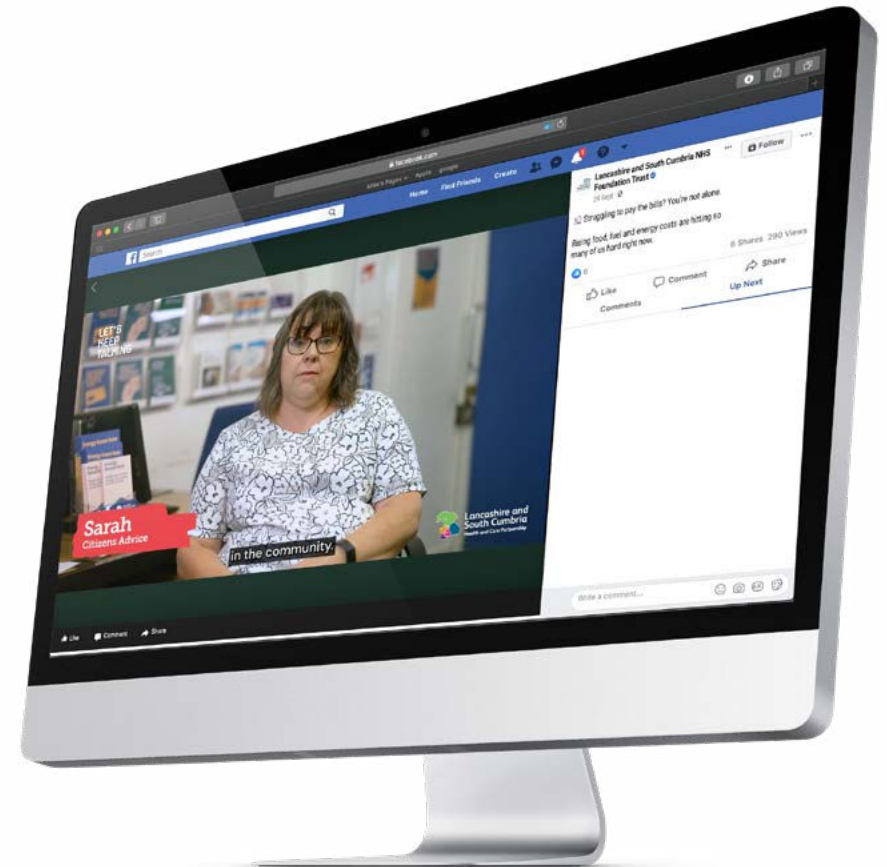
Facebook & Twitter Adverts



➤ Social Media Video



Social Media Video - click play icon to view



➤ Concertina Fold Leaflet



> Screensavers



LET'S KEEP TALKING

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

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

Scan the QR code for more support and advice

Lancashire and South Cumbria
Health and Care Partnership

LET'S KEEP TALKING

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

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

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

Scan the QR code for more support and advice

Lancashire and South Cumbria
Health and Care Partnership

LET'S KEEP TALKING

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

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

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

Scan the QR code for more support and advice

Lancashire and South Cumbria
Health and Care Partnership

LET'S KEEP TALKING

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

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

Is the cost of living crisis hitting you hard?

Scan the QR code for more support and advice

Lancashire and South Cumbria
Health and Care Partnership



➤ 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

Lancashire and South Cumbria Health and Care Partnership

➤ Petrol Station Receipt

LET'S KEEP TALKING



Scan the QR code for more support and advice

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**

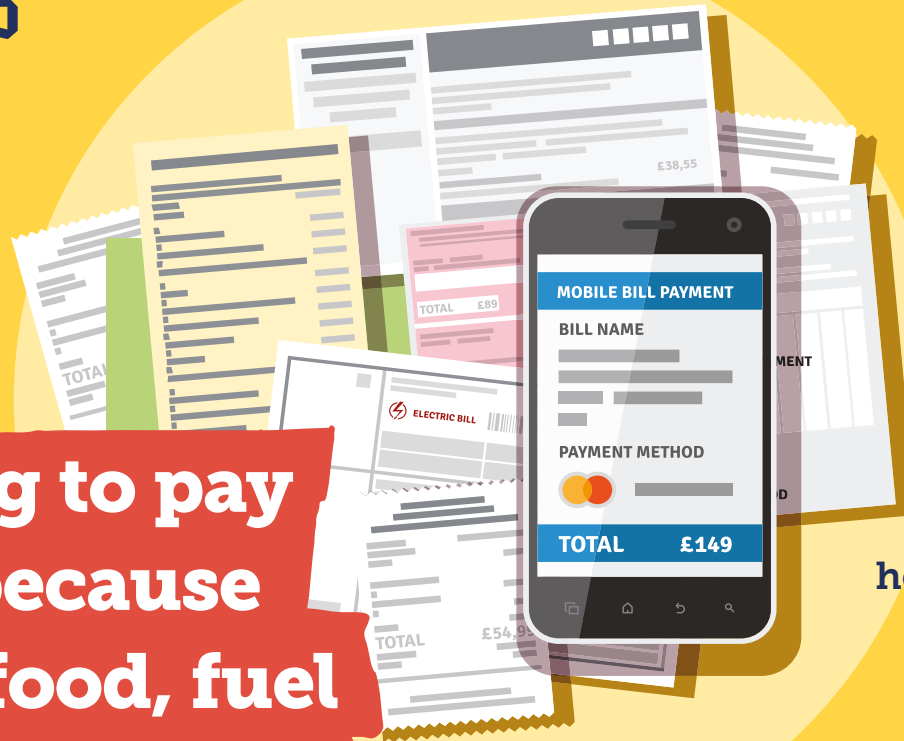


**Lancashire and
South Cumbria**
Health and Care Partnership

> 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