

Warwickshire Together: Warm and Well

Communications Toolkit 2024





Introduction

Along with partners, Warwickshire County Council (WCC) wants to ensure that residents have access to the right support over the winter months. We want to:

- Ensure that Warwickshire residents are aware of support services and techniques to help keep up with their household costs during the winter months and how they can stay warm and well
- Empower residents to help themselves and others.
- Increase awareness of availability and eligibility criteria of Pension Credit

The campaign will predominately signpost to the [Cost of Living website](#), designed as a one-stop shop for practical and financial advice from county, district and borough councils and other partners, helping residents navigate information and assist public services to signpost and advise those needing support.



Key themes

The Warwickshire Together campaign toolkit will include the following key topics:

- Seasonal Flu and COVID 19 Vaccines
- Staying active
- Mental health and wellbeing
- Combatting loneliness
- Cold weather advice
- Pension Credit/Winter fuel payments
- Household Support fund
- Local Welfare Scheme
- Energy voucher promotion
- Cost of living
- Libraries warm welcome
- Warm hubs
- Food support
- Energy and fuel bill advice
- Managing money/debt
- Housing support



How to support the campaign

1. Support raising awareness of the support available for residents over the winter months.
2. Utilise the information, advice and resources on www.costoflivingwarwickshire.co.uk and www.warwickshire.gov.uk/winterwellness. You are welcome to signpost to either of these sites from your own website.
3. Promote the campaign materials on your own channels – the folder that is included in this toolkit includes social media graphics and a poster which you are welcome to use. WCC will also be sharing posts on our channels which you can re-share onto your own pages.
4. Educate, and encourage others by word of mouth.



Toolkit folder

The toolkit folder has been uploaded to WeTransfer here: <https://we.tl/t-ujeo0DbLV6>

This link expires on 5 November. If you need access after this date, please get in touch.

The folder currently contains:

- Social media graphics
- Social media content
- Poster

Other assets will be added as the campaign progresses, including further social media content and graphics. When new assets are available, an updated toolkit will be shared with you.



Social media materials

- A range of social media graphics are available for use across your social media and communications channels.
- Suggested social media copy is also included in the toolkit folder.





Poster

- A poster including all partner logos has been designed and included in the toolkit.
- You can print the poster yourself or if you would like for WCC to arrange this, please email printservices@warwickshire.gov.uk.

Stay warm and well this winter

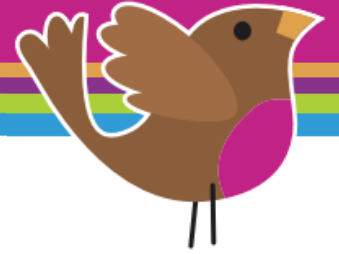
Warwickshire services are working together to help people find the information they need to stay safe, keep warm and be well this winter. [Find information about:](#)

-  Energy bills and winter fuel support
-  Food support
-  Housing and homelessness
-  Finance
-  Mental health and wellbeing
-  Warm hubs

Visit www.costoflivingwarwickshire.gov.uk
or call the support line 0800 408 1449

Warwickshire TOGETHER
Keeping you warm and well this winter





News releases

- Throughout November and December, a series of news releases will be shared on www.warwickshire.gov.uk/news.
- Once drafted, the templates will be included in this toolkit. You are welcome to repurpose the releases for your own channels.



Get in touch

- If you would like to support the Warwickshire Together campaign and require graphics of a specific size, please email michaeljackson@warwickshire.gov.uk.
- For any other enquires about the campaign, please email newsteam@warwickshire.gov.uk.