

[REDACTED]

From: [REDACTED]
Sent: 11 August 2017 13:30
To: [REDACTED]
Subject: FW: Social security update

[REDACTED] Communications and Engagement | Social
Security Directorate | Scottish Government
5th Floor, Atlantic Quay, 150 Broomielaw Atlantic Quay Glasgow G2 8LU
[REDACTED]
Email: [REDACTED]@gov.scot

Find out more on the new social security powers
www.gov.scot/socialsecurity

From: [REDACTED]@cosla.gov.uk]
Sent: 07 March 2017 16:25
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Social security update

Thanks [REDACTED]

I have posted both the recruitment drive and benefit take up campaign on the knowledge hub welfare reform site which has 500 practitioners asking them to raise awareness of both locally.

From an Elected Member point of view I have included both in our paper for the Executive Group coming together on 17th March.

Will let you know if anything else comes to mind.

Thanks

[REDACTED]

Sent from my iPhone

On 7 Mar 2017, at 15:20, "[REDACTED]@gov.scot" <[REDACTED]@gov.scot> wrote:

Hi [REDACTED]

As discussed yesterday- grateful if you can put out to the networks you mentioned yesterday.

Also a plug for the e-news which will be making a welcome and more regular appearance. If people follow the link below and select social security

<https://register.scotland.gov.uk/Subscribe/Step1>

Happy to consider any ways you think we can get messages out there.

Thanks again

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Email: [REDACTED]@gov.scot

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From: [REDACTED] **On Behalf Of** Social Security
Sent: 07 March 2017 14:56
To: SSPD Stakeholder Engagement and Reporting DL
Subject: Social security update

Dear Colleague

Please see information below about two social security initiatives currently underway. We would appreciate your help and support to promote these widely to all those with an interest particularly with a view to encouraging local participation.

Experience Panels

At least 2,000 people with direct personal experience of the current social security system are being recruited to help shape Scotland's new system.

Experience Panels made up of people from across the country who use the current system will give their views on the design of Scotland's new system and how to build and refine a better model.

Registration is now live and people can do so online and by post. A free phone-line is also available for those who do not have online access or need any additional support.

Freephone: 0800 029 4974 (includes language line translation)

Scottish Ministers have made clear they want to reach as many people with recent experience of benefits as possible, and it is crucial to get a wide representation across all of the devolved benefits.

We would welcome your help with this and ask that you promote the Experience Panels widely across your local networks and communication channels.

More information about the Experience Panels is available at: www.gov.scot/socialsecurity

Twitter: @scotgovfairer #scotsocialsecurity

Facebook: <https://www.facebook.com/TheScottishGovernment>

Benefits Take-up Campaign

The first phase of a Benefits Take-up Campaign was launched today 7 March. It will run until Sunday 12 March.

The campaign will raise awareness of social security and encourage people across Scotland to seek advice on what they might be entitled to in terms of the full range of current UK benefits. The campaign will run with radio clips and press advertorials across local platforms. Please direct people to Citizens Advice Scotland for further information and advice.

Please raise awareness of the campaign across social media channels and relevant platforms for your audiences. The attached briefing note provides further information about how you can support the campaign, with key messages and links etc. If you have any questions, please contact [REDACTED] at the Scottish Government [REDACTED]

Please do not hesitate to get in touch if you have any further questions about either initiative. In the first place queries should be directed to socialsecurity@gov.scot

If you are planning any awareness sessions across your networks grateful if you could let us know.

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March 2017

Social Security uptake promotional activity – stakeholder briefing

This briefing covers marketing activity the Scottish Government is undertaking in early March 2017 about social security.

It covers:

- Aim, audience and timing
- Key messages
- Marketing activity
- How you can support
- Contact details.

Aim, audience and timing

The activity aims to increase uptake of social security by encouraging people to claim for the benefits and support they are entitled to.

We are taking a broad-brush approach to the audience for this burst of activity and trying to speak to people from all walks of life across Scotland. This is because of the various types of benefits available and different life circumstances and events that may make people eligible. We also want to emphasise that the system is there for anybody who needs it, and to start reducing stigma around claiming social security.

The activity will run for a week from Monday 6 March.

Key messages

The promotional activity during the week is based on the following key messages:

- Find out if you're eligible for this support
- Make sure you're getting the help you're entitled to
- Social security is an investment in everyone and is there to help you when you need it
- Changes and events in our lives mean any of us could need support at some point (i.e. it could apply to you one day)
- Citizens Advice Scotland can provide further information, visit <https://www.citizensadvice.org.uk/scotland/benefits/> or call the Citizens Advice Free Benefits Helpline on **0800 085 7145**.

Marketing activity

The activity is taking place on two marketing platforms:

- Life Matters on the Bauer radio network
- Local press.

Life Matters

The Life Matters platform will broadcast information about how to get advice and includes clips from interviews with:

- Dawn, single mother of two disabled children who has received support
- Keith Dryburgh, Policy Manager, Citizens' Advice Scotland
- Bill Scott, Director of Policy, Inclusion Scotland.

These will play on a variety of channels on Radio Borders, Radio Clyde, Radio Forth, Moray Firth Radio, Northsound, Radio Tay, West FM and Westsound.

Local press

The local press platform contains an advertorial from the Scottish Government. The advertorial will be in 100 newspapers across Scotland. Individual newspapers may choose to support the advertorial with editorial content. The Scottish Government has provided key messages as well two case studies:

- Fiona Fisher and her disabled son Jonathan
- Bill Scott.

Citizens' Advice Scotland will independently issue editorial material to newspapers.

How you can support

You can support the activity with messaging on your social media channels. All messaging should prompt your followers to check what they're eligible to receive and seek advice and help. Direct to the Citizens' Advice Scotland website – <http://bit.ly/2m84Gqj> - or the helpline on **0800 085 7145**.

Here are some posts for use on social media. Please feel free to share these across your social media networks and tailor to your audiences as you see fit.

Facebook

Are you getting the support you need? Depending on your circumstances, you may be eligible for social security help. Find out if you could be receiving the help you're entitled to: visit the Citizens' Advice Scotland website <http://bit.ly/2m84Gqj> or call their helpline on **0800 085 7145**.

Changes and events in our lives mean that sometimes we all need a bit of help. Scotland's social security system is there to support you when you need it. Find out whether you're entitled to a benefit and get advice on how to apply: visit the Citizens' Advice Scotland website <http://bit.ly/2m84Gqj> or call their helpline on **0800 085 7145**.

Social security is an investment in everybody and is there to help when you need it. Find out what support you might be eligible for and get advice on how to claim it: visit the Citizens' Advice Scotland website <http://bit.ly/2m84Gqj> or call their helpline on **0800 085 7145**


Twitter

Are you getting the help you need? Check if you're eligible for social security and get the support you're entitled to. <http://bit.ly/2m84Gqj>

Social security is an investment in everybody. Get the help you need when you need it <http://bit.ly/2m84Gqj>

Life changes and sometimes we all need a bit of help. Social security is there to support you when you need it. Find out more <http://bit.ly/2m84Gqj>

Contact details

For any further information or if you have questions, please contact 
the Scottish Government:

- 
- 

[REDACTED]

From: [REDACTED]
Sent: [REDACTED]
To: [REDACTED]
Subject: FW: Benefit Take Up Campaigns: Message to all Social Security Reference/Advisory Groups

[REDACTED] | Communications and Engagement |
Social Security Directorate | Scottish Government
2F-72 South, Victoria Quay, The Shore, Edinburgh EH6 6QQ
[REDACTED]
Email: [REDACTED]@gov.scot

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From: [REDACTED]
Sent: 19 May 2017 13:38
To: [REDACTED]
Cc: [REDACTED]
Subject: Benefit Take Up Campaigns: Message to all Social Security Reference/Advisory Groups

Hi all

I'd be grateful if you would send this message out about our next Benefit Take Up campaigns to the members of your Reference/Advisory Groups.

Thanks

[REDACTED]

Dear colleague

I would like to make you aware of our next benefit take up campaigns which will focus on raising awareness of the benefits available for young carers and encouraging them to take up what they are entitled to.

We will have two bursts of activity around young carers allowance – the first will run during Carers Week on 12-18 June. This will be followed by a secondary burst in August to coincide with the Young Carers Festival (organised on behalf of the Scottish Government by Carers Trust Scotland).

Campaign activity will be delivered in partnership with Young Scot, the national youth information agency for Scotland. Young Scot has significant reach with young people across Scotland aged 11-25.

We will collaborate with organisations such as Carers Trust Scotland and Carers Scotland on this programme of work to ensure messaging is informed by the expertise and experience of those

organisations. We will also engage with our wide range of stakeholders to understand where they can best input to and support our campaigns.

Activity will be predominantly delivered through digital channels – including social media and websites. This will include:

- Development of videos, infographics and other digital content, created in partnership with young people.
- Promotion across multiple social platforms, including YouTube, Facebook, Twitter and Instagram.
- Creation of Snapchat stories.
- Creation of information article(s) hosted on www.young.scot
- Assigning Young Scot Reward points to digital content to encourage engagement and interaction.
- Posting live from events (e.g. Young Carer's Festival)

We are keen to work with you on our benefit take up campaigns and to discuss ways in which you can engage with these. We will therefore be back in touch with more information about this campaign and the associated activities as they develop.

Kind regards

[REDACTED]
[REDACTED] Communications and Engagement |
Social Security Directorate | Scottish Government
2F-72 South, Victoria Quay, The Shore, Edinburgh EH6 6QQ

Email: [REDACTED]

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www.gov.scot/socialsecurity

[REDACTED]

From: [REDACTED]
Sent: [REDACTED]
To: [REDACTED]
Subject: FW: Social Security Benefit Take Up Campaign: Young Carers

Communications and Engagement | Social Security Directorate | Scottish Government
5th Floor, 5 Atlantic Quay, 150 Broomielaw, Glasgow, G2 8LU
Email:

Find out more on the new social security powers
<https://beta.gov.scot/policies/social-security/>

From:
Sent: 12 June 2017 10:59
To:
Cc:
Subject: Social Security Benefit Take Up Campaign: Young Carers
Importance: High

Good morning

We would like to make you aware that young carers and adult carers aged 16-24 are the focus of our benefit take up campaign launched today by the Minister for Social Security, Jeane Freeman.

The Scottish Government is working in partnership with Young Scot and carers' organisations to raise awareness of Carer's Allowance for young people. The campaign encourages young people with caring responsibilities to find out if they are entitled to Carer's Allowance and if they are, to claim it.

Your support:

During Carers Week 2017, as we celebrate the wonderful contribution carers make, we would welcome your support to help promote the young carers benefit take up campaign.

A dedicated campaign page is available on the Young Scot website <http://young.scot/young-carers> for young carers. Please promote this link widely through your local channels. It contains a wide range of creative and interactive content which will be pushed out across Young Scot's social media platforms including Snapchat, Instagram, Facebook and Twitter during the week to reach young carers.

Resources:

A benefit take up campaign toolkit is available. It contains a range of resources including key messages, facts, FAQs as well as the campaign timeline outlining day by day social media activities.

You can support the campaign activity with messaging on your social media channels. Suggested Twitter and Facebook posts are included in the toolkit. All posts and tweets should be directed to <http://young.scot/young-carers>.

Social security twitter @SS_Scotland

We are also pleased to announce that our new social security twitter account @SS_Scotland launched this morning to mark the start of the Young Carers Benefit Take Up campaign. We will be posting numerous tweets about the campaign over the course of the week and going forward we will tweet updates on social security.

We would be grateful if you would follow us and we would be very happy to reciprocate the gesture!

If you have any questions about the campaign please contact @gov.scot.

Thanks

Communications and Engagement | Social Security Directorate | Scottish Government

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Email:

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[REDACTED]
From:
Sent:
To:
Subject:

[REDACTED]
[REDACTED]
[REDACTED]
FW: Young Carers Benefit Take Up Activity – August 2017/Young Carers Festival- social media activities to note and promote

Importance: High

[REDACTED] Communications and Engagement |
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2F-72 South, Victoria Quay, The Shore, Edinburgh EH6 6QQ

[REDACTED]
Email: [REDACTED]@gov.scot

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www.gov.scot/socialsecurity

From: [REDACTED]
Sent: 31 July 2017 15:22
To: [REDACTED]
Cc: [REDACTED]

Subject: Young Carers Benefit Take Up Activity – August 2017/Young Carers Festival- social media activities to note and promote
Importance: High

Colleagues

Many of you helped support the Young Scot led work around the benefit take up for young carers in June. Our thanks to everyone for helping to support activities it was very much appreciated.

To mark the Young Carers festival this week a further range of activities is planned to support take up for young carers, again led by Young Scot.

Below is the schedule of day to day tweets that Young Scot will be delivering this week. We'd be grateful if you could consider and ask your relevant colleagues to retweet to help raise awareness.

Also included in the schedule is some proposed tweets and Facebook wording that could be used to support the activities over the 5 day period. We would very much welcome and appreciate you putting that content out through your respective channels.

There is proposed to be Facebook live chat at the Young Carer festival. I will give you more details on Wednesday but again anything you could do to help support the reach would be very much appreciated.

If you have any questions please do come back to [REDACTED]

If colleagues aren't already aware please note that social security is now on Twitter
https://twitter.com/SS_Scotland Much of the activities will come from this account so grateful if you could follow.

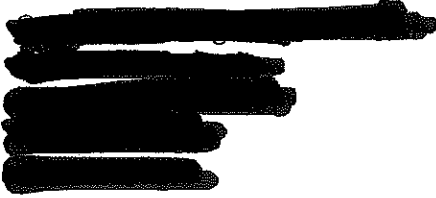
How you can support

You can support the activity with messaging on your social media channels.

	Monday	Tuesday	Wednesday	Thursday	Friday
Young Scot content	<p>Tweet 1: Infographic – How the Carers Act affects you</p> <p>Tweet 2: Infographic - how to apply for Carer's Allowance</p> <p>Facebook: Infographic – How the Carers Act affects you</p>	<p>Tweet 1: Promoting Facebook Live event on Wed</p> <p>Tweet 2: pushing to Young Carers page on Young Scot website https://goo.gl/cDyC9B</p>	<p>6 Tweets throughout the day</p> <p>1: pushing to Young Carers page on Young Scot website https://goo.gl/cDyC9B</p> <p>2: Carers Act infographic</p> <p>3: Carers Allowance infographic</p> <p>3x live tweets from Young Carers Festival</p> <p>Facebook Live broadcast of young carers and Jeanne Freeman MSP and Aileen Campbell MSP</p>	<p>Tweet 1: Infographic – How the Carers Act affects you</p> <p>Tweet 2: pushing to Young Carers page on Young Scot website https://goo.gl/cDyC9B</p> <p>Tweet 3: pushing to replay for Facebook Live</p>	<p>Tweet 1: Video: 'Becoming a Young Carer – what does that entail?'</p> <p>Tweet 2: Infographic - how to apply for Carer's Allowance</p> <p>Tweet 2: pushing to Young Carers page on Young Scot website https://goo.gl/cDyC9B</p>
Twitter	<p>The Carer's Act is coming. How does it affect young carers? Go to @YoungScot to find out https://goo.gl/cDyC9B</p>	<p>If you care for a friend or family member, find out about the support you can get, at @YoungScot https://goo.gl/cDyC9B</p>	<p>Do you know how to apply for Carer's Allowance? Check this handy guide from @YoungScot goo.gl/Bk6ejX</p>	<p>The Carer's Act is coming. How does it affect young carers? Go to @YoungScot to find out https://goo.gl/cDyC9B</p>	<p>What are the ups and downs of being a young carer? This short @YoungScot film explores the realities goo.gl/nhRjQA</p>
Facebook	<p>From April 2018, the Carer's Act will come into effect. Find out how it affects you at Young Scot. https://goo.gl/cDyC9B</p>	<p>Do you care for a friend or family member? Find out more about the support available, at Young Scot https://goo.gl/cDyC9B</p>	<p>If you care for a relative or friend or know someone who does, you may qualify for Carer's Allowance. See this handy Young Scot guide goo.gl/Bk6ejX</p>	<p>From April 2018, the Carer's Act will come into effect. Find out how it affects you at Young Scot. https://goo.gl/cDyC9B</p>	<p>From raising siblings to balancing caring duties with exam studies, three young carers discuss their experiences in this short film goo.gl/nhRjQA</p>



T: 0300 244 4000
E: scottish.ministers@gov.scot



We are writing to update you on the work around benefits take up and invite you to a meeting to discuss next steps.

The Scottish Government and CoSLA both recognise the significant experience and expertise local authorities have in delivering advice and support to communities.

On benefit take up, we recognise the experience local authorities have in understanding what works at a local level in encouraging people to take up their entitlements. We are keen to work together to factor in and learn from these experiences as we develop a coordinated local and national approach to benefits take up.

Over the course of this parliamentary term, and as part of our joint commitment to do all we can to maximise family incomes, we will look to deliver a programme of activity to increase up take of social security by encouraging people to exercise their rights and claim the benefits they are due.

This work will be taken forward alongside the overall approach to the implementation of the social security agency and the eleven benefits to be delivered.

To support this work we are keen to bring together local authorities and other key partners to have an open discussion on how best we can work together to develop our approach. We will be hosting a roundtable on August 24 from 13-30 to 16-00 in Edinburgh Norton Park Conference centre to discuss these matters.

We would be grateful if you could nominate a representative to attend and if they could signal their availability by contacting socialsecurity@gov.scot

We firmly believe that social security is a human right, and making sure that everyone receives the financial support they are entitled to is one of the first steps towards putting dignity and respect at the heart of social security in Scotland. We are committed to working in partnership to ensure that we do all we can to help people know what financial support is available that could make a difference to their lives.

We look forward to a productive discussion and working with you in the challenges ahead.



Jeane Freeman
Minister for Social Security

Cllr Kelly Parry
CoSLA Spokesperson for Community Wellbeing

