



talk
money[®]
week

Participation Pack

7-11 November 2022



**Money &
Pensions
Service**

Contents

Why Talk Money?	3
What is Talk Money Week?	4
Quick start guide	5
Resources	6
Get inspired	8
Talk Money with us	10
Talk Money in...	
• your workplace	12
• your home	13
• financial services	16
• local government and housing	19
• third sector or policy	20
• education and child, youth and family services	22
• health and social care	24
Keep the conversation going	26

Why Talk Money?

Each November we encourage everyone to come together for Talk Money Week, to start money conversations in workplaces, family and friendship groups, schools, and wider communities.

With many grappling with cost-of-living pressures and the challenges of managing their money in uncertain times, it's no surprise that 19 million people in the UK feel worried when thinking about their financial situation.

With the events of the last two years having a widespread impact on people's finances, building people's financial wellbeing, alongside physical and mental wellbeing, will be crucial. But despite the spotlight on household finances, talking about money remains a taboo.

Our latest research shows that over half of UK adults don't feel confident in making decision about financial products and services. People find it difficult to open up about money and pensions worries, and don't access the expert help available to help them find their way forward.

That's why this year's Talk Money Week will focus on the theme of 'credit' – to help demystify some of the jargon, build people's understanding of credit products, and what their options are, including other forms of support that might be suitable.

Talk Money Week 2022 takes place on 7 – 11 November.

What is Talk Money Week?

The week is an opportunity for everyone to get involved with events and activities across the UK which help people have more open conversations about their money – from pocket money to pensions – and continue these conversations year-round.



Research shows that people who talk about money:

- make better and less risky financial decisions
- have stronger personal relationships
- help their children form good money habits for life
- feel less stressed or anxious and more in control

We have a huge range of information, tools, and guidance about all aspects of money on our free government-backed [MoneyHelper service](#).

A financially healthy nation is good for individuals, communities, business, and the economy. Building money conversations into our everyday lives also helps us build financial confidence and resilience to face income shocks, life events and whatever the future throws at us.

Help us #TalkMoney this year.

Quick start guide

Use these ideas and resources to help you design your Talk Money Week activities. For ways to tailor your activities to your sector and audience, see pages 12–22.



1. Join the conversation

- Keep your organisation up to date: follow the Money and Pensions Service on [LinkedIn](#) and [Twitter](#), and receive our [monthly newsletter](#).
- Share your Talk Money Week activities on social media at the hashtag #TalkMoney so others can see your work.
- [Download](#) and share our Talk Money Week social graphics and template tweets.
- [Download](#) our E-flyer (which can also be printed) to help you signpost to MoneyHelper services.
- Tell your financial wellbeing story, with [our free guide and assets](#) to help create simple videos.
- Create content such as a blog or podcast to help your audience to manage their money.
- Host an event where your audience can talk to you about money face to face or online.
- Tell the press about your activities using our [press release template](#).
- Use our [template email](#) to write to your local MP and elected representatives to invite them to visit your service during Talk Money Week.
- [Link to free, impartial and government backed resources online](#) and in hard copy through our MoneyHelper service.

**Money
Helper**

MoneyHelper is our consumer-facing service, providing free and impartial money and pensions guidance for people all across the UK.



2. Get your employees talking

- [Signpost to MoneyHelper and our helplines](#) within your internal communications.
- [Ask our partnerships team for free support](#) through our MoneyHelper tools and resources to help you build financial wellbeing in your workplace.
- Organise an event promoting the financial wellbeing support you already provide, like childcare vouchers, workplace pensions and employee assistance programmes.

[More workplace resources](#)



3. Engage your customers

- Use Talk Money Week as an opportunity to promote your products and services which help people to manage their money.
- Encourage your customers to talk their creditors with support from a debt adviser, who can help them manage bills and suggest solutions. Our free [Debt Advice Locator tool](#) can help people find free, independent and confidential debt advice services near them, online or on the phone.
- Point people to book a free [Pension Wise appointment](#) to talk to a pensions guider.
- Let your customers know they can get free [money guidance support](#) online, on the phone or via website through MoneyHelper.

[Get inspired](#)

Resources to Talk Money at a digital event, to the media, or online

Talk Money in a blog, video, podcast, newsletter or on social media

We'll be posting social media content that you can share throughout the week. Post your own content with our graphics, and use the hashtag **#TalkMoney** to join the conversation. Your content could include:

- Why you're supporting Talk Money Week: For example to break the stigma around talking about money, or to support people to take action on their money conversations.
- Case studies and quotes: Show how talking about finances has helped your customers and employees, or talk about a money conversation you've had (or wish you'd had).
- Use [our latest research and insights into financial wellbeing](#) to show why it's important to talk about money.
- Activities: Showcase your organisation's Talk Money Week activities, and what impact they have had on your customers and employees.
- Products and services: Describe how your product or service helps people have conversations about money.
- Use our [self print poster or e-flyer](#) to signpost to our MoneyHelper service, resources and tools, where people can get impartial debt advice and money and pensions guidance.



[Download graphics](#)

Run a digital event

Use these tips to help create an engaging digital event.

1. **Less is more:** There's a reason why online streaming shows are 47 minutes long (and it's not just about advertising) – that's the most amount of time people can sit and pay attention. If you've gone over an hour, you've gone too long.
2. **People like people:** Engage people with panel sessions or pieces straight to camera rather than a PowerPoint. Don't hide behind the screen – get in front of it.
3. **Don't try and do it on your own:** Get a team together. Give someone the job of running the presentation, someone else the job of monitoring the questions, and make someone else tech lead. We can only solve the UK's financial wellbeing issues together, remember.

Talk Money to the media

Engage local, trade or national press with the work you're doing to help people talk about money using our [press release template](#).

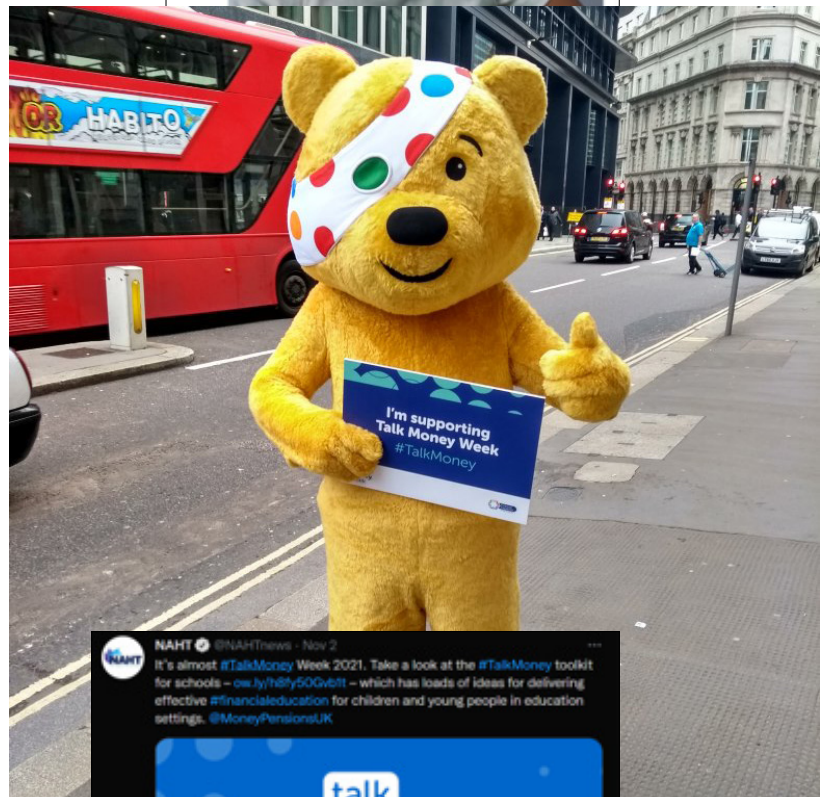


Get inspired



"I will now try and budget a bit more and might even ask about having a financial adviser or just learn about it myself."

Young person who saw the campaign



"I will look more closely at the website and use the tools available such as information on investments and pensions- a source of really useful, factual information which I can use in the future to help manage my money better."

A member of staff at Education Authority Northern Ireland who attended a MoneyHelper webinar during Talk Money Week

"Talk Money week provides the perfect opportunity to reiterate the importance of talking about money and taking control of your finances. With the help of Talk Money week we are able to do more to support our employee's financial awareness and empower staff to enhance their financial wellbeing by accessing the tools available through the MoneyHelper website."

Julie Ferry, Health and Wellbeing Project Manager at Education Authority Northern Ireland

Ministerial Involvement in Talk Money Week 2021

Minister for Pensions and Financial Inclusion, Guy Opperman, said:

"We're committed to ensuring people have the support to stay on top of their finances and feel confident with money as we #BuildBackBetter"

Minister of State for School Standards, Robin Walker MP said:

"We're delighted to be joined by DWP's @TheRoseCoffey for #TalkMoney week"

Talking about money can help you feel confident about your finances and prepared for your future. Watch our film and visit @MoneyHelperUK website for help to get talking: www.moneyhelper.org.uk

Message of support for Talk Money Week 2021

I John Glen MP, Economic Secretary to the Treasury

Supporting Talk Money Week

Robin Walker, Minister of State for School Standards

Supporting Talk Money Week

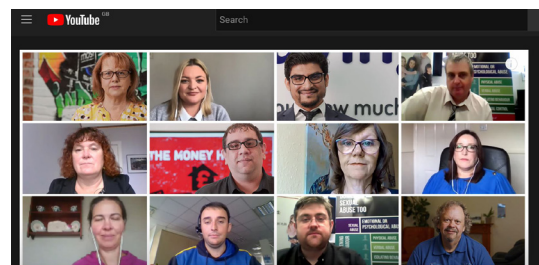
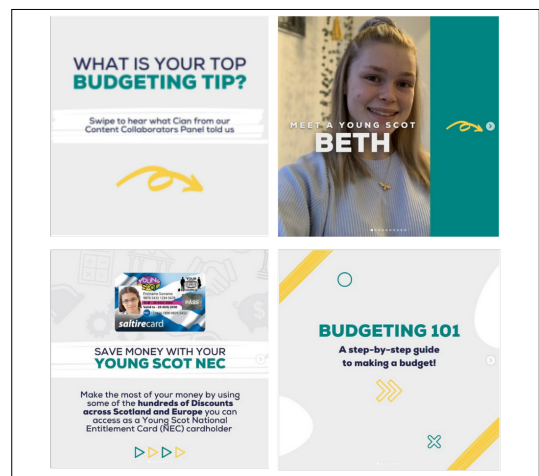
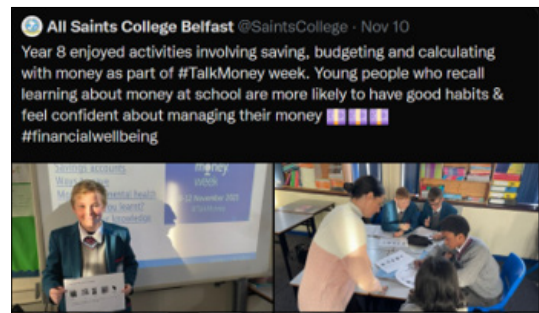
Snapshot of Talk Money Week 2021

53 million opportunities to view Talk Money Week content online throughout the week.

Over 15 million people reached via Talk Money Week online.

Of those who saw last year's campaign:

- 1 in 4 adults said they had a conversation about money with a friend, family member or partner.
- 22% of parents and carers said they intend to have a conversation with their children about money.
- Partners said they would signpost to MoneyHelper resources more.

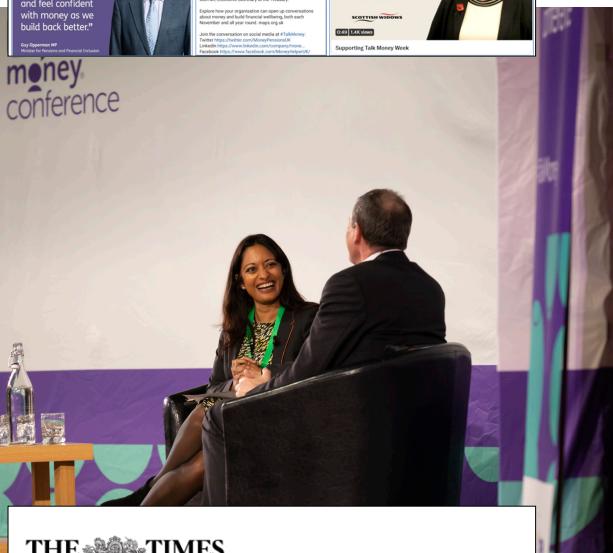


City of York Council @CityofYork · Oct 11

Step by step you can cut your spending, develop core saving muscles, and create better habits for the future.

MoneyHelper's free and flexible Couch to Financial Fitness plan will help you build confidence to manage your money.

Are you up for the Challenge?
#YorkTalkMoney



THE TIMES

Why you should talk to your child about money

New research shows that parents are reluctant to discuss financial matters. But it's vital that they do, say experts Rachel Carlyle finds out why

Most seem to be up to the eyes in children. "I occasionally receive all sorts of... (text continues with article content)

About the Money and Pensions Service

About the Money and Pensions Service



The Money and Pensions Service has a clear mission: everyone in the UK making the most of their money and pensions.

Set up by government, the Money and Pensions Service (MaPS) is here to ensure every person feels more in control of their finances throughout their lives: from pocket money to pensions. When they are, communities are healthier, businesses are more prosperous, the economy benefits and individuals feel better off. MaPS delivers free and impartial money and pensions guidance to the public via the MoneyHelper service.

In 2020, we published [the UK Strategy for Financial Wellbeing](#), a 10-year framework for transforming the nation's financial wellbeing over the next decade, focused on five national goals.

Since then MaPS has worked with hundreds of partners in England and the whole of the UK, from across government, industry and the third sector, to coordinate delivery plans for each of the UK nations. The plans outline how we can collectively shift the dial on the goals set out in strategy.

Throughout Talk Money Week and all year round, you can help improve the financial wellbeing of your customers, colleagues and communities by signposting to our free guidance.

You can also get involved in the MaPS strategic mission. Contact our [partnerships team](#) to help you:

- benefit from our leading insight, services and tools
- design and develop your own good practices that you can share with the wider business community, and
- find out how to access MoneyHelper and its free tools and resources



MoneyHelper is independent and set up by government to help people make the most of their money by giving free, impartial pensions and money guidance to everyone across the UK.

Visit moneyhelper.org.uk.

You'll not only find information, tips and tools on pensions and retirement planning but on a wide range of topics including day-to-day money management, savings, as well as help for life changing events such as starting a family or losing your job.



Talk Money in the workplace

Both businesses and employees continue to face uncertainty due to the events of the last two years, not least when it comes to financial wellbeing. Your workforce or their families may be feeling cost-of-living pressures, be worried about redundancy, redeployment, retraining or retiring early. The pandemic has also highlighted the importance of building financial resilience by having a savings buffer, which employers can support through activities like payroll saving. It's a key moment to communicate with your people to help them review their financial situation.

21%

21% of organisations have responded to Covid-19 by increasing support of their employees financial wellbeing (CIPD, 2022)

Those from a global majority background (a.k.a Black and minority ethnic) are more likely to have used their savings to cover expenses during COVID-19 and have seen a higher fall on average in earnings during Covid-19 (FCA, 2021)



A third of 18–24 year olds lost work due to furlough or a job loss (YMCA, 2021)

Encourage your people to Talk Money

Talk to your people about their money needs: What do they need to know, what help do they need, and how can it best be offered? Our [partnerships team](#) is also on hand to help you with your activities.

- Use Talk Money Week to help you make a case for a financial wellbeing as part of your wellbeing strategy, involving your colleagues, leadership, finance and HR functions.
- Launch a staff survey to help you understand your colleagues' money worries, and what support they'd find helpful.
- Promote the support your organisation offers at key life stages such as retirement and parental leave.
- Promote the financial wellbeing support you provide, such as employee assistance programmes, workplace pensions, childcare vouchers, season ticket or cycle to work loans, a credit union partnership or pre-retirement support.
- [Signpost to our free money guidance](#), debt advice, pensions guidance and online tools in your internal communications.
- Organise a financial wellbeing fair to showcase what is available. Invite providers who deliver workplace-based support such as financial education or advice to promote their services to your people.
- Use Talk Money Week to launch new employee financial wellbeing support services, such as a payroll saving scheme, partnership with a credit union, payroll-deducted interest free loans, or hardship support.
- Launch a pilot: Test out one of our innovative ideas in behavioural insights.

Talk Money at home

With people grappling with ongoing cost-of-living pressures and still feeling the impact of the Covid-19 pandemic, it has never been as important to have conversations about money at home. Even with the increase of money related news, having these discussions can be difficult. People avoid talking about money for a variety of reasons, the most common being embarrassment, not wanting to burden others, and not wanting people to think badly of them.

But, having these conversations can have a positive impact on our closest relationships. Use our guides to help you start a conversation with your friends, partner, relatives and children.

Almost half of all UK adults regularly worry about money. (MaPS, 2020)

Two in five adults said they were concealing a financial product from a loved one. (MaPS, 2020)

By age 7, children's attitudes to money are already developing (MaPS)

People living with children are more likely to be engaging in money conversations. (MaPS, 2022)

Five tips to help you get started

1. Create a comfortable setting: You might feel more at ease chatting over a cup of tea, as you go for a walk, or at your kitchen table so you can lay out any paperwork. Try to minimise interruptions; put phones on silent.
2. Prepare how you're going to kick it off: Sometimes the hardest part of having a conversation is knowing how to start. Once you're past the first few seconds, you might be surprised by how easily the conversation flows. If you see a news bulletin relevant to your

situation, use this as a springboard to initiate a conversation – it's a useful way to break the ice and to remember that many people are in the same boat right now.

3. Listen as well as talk: Try to make sure you go into the discussion with an open mind, being prepared to take in the other person's point of view. Hearing one another's standpoint in a respectful way can make the difference between having a constructive conversation versus an unproductive argument.
4. Check in with friends and family: Once you've made the first step to opening up about your financial worries, you can help others to do the same. Never force someone into a conversation as they'll only be defensive, but do remind them you're here to chat if they need support.
5. Choose who you open up to: Try not to have preconceptions about who you should have these conversations with. You might find it easier to speak to someone who may not be directly impacted by your money worries, like a friend or professional.
6. Use our tips on page 13 to help you talk to your children about money.

Conversation starter guides

- [How to talk about money](#)
- [Talking about money with yourself](#)
- [Talking to your partner about money](#)
- [Protecting against financial abuse](#)
- [Talking with friends about money](#)
- [Talking with older people about money](#)
- [Talking to grown up children about money](#)

Why is it important to teach children about money?

Teaching children about money equips them with the knowledge and skills they need to manage their money effectively now and in the future.

Children who do better with money tend to have parents/carers who talk to them about money and show them how to complete money related tasks. Having conversations about money builds children's confidence on the subject and helps to develop their financial skills as adults.

You can use everyday activities like learning to count, storytelling, tv programmes they watch and the weekly grocery shop to teach children about money.

When should parents/carers start to talk to children about money?

Children and young people start developing vital attitudes and money skills by the age of seven. So the sooner you start developing their financial skills, the sooner they can start to hone those skills.

What should I teach about money?

All children are different, but there are some developmental milestones that can help guide what to teach them and when.

1. Three and four-year-olds

You can start teaching pre-schoolers about money from when they start to talk and ask questions as they touch, investigate and play with everything. For tips, see our guide [How to talk to three and four-year-olds about money](#).

2. Five and six-year-olds

They're starting to develop a deeper understanding of numbers and will be able to pay attention for longer. This makes it a great age to move from playing to showing good money management. It will still need to be fun, but you can start integrating more money-related skills into everyday life. For example, saving for a new toy or turning shopping into a learning experience. For tips, see our guide [How to talk to five and six-year-olds about money](#).

3. Seven and eight-year-olds

They're beginning to understand the difference between wants and needs. This is a great age to talk about how they can start achieving some of their own wants through earning and saving. For tips, see our guide [How to talk to seven and eight-year-olds about money](#).

4. Nine to 12-year-olds

At this age, children want independence, so you can focus on getting them to take responsibility for their own spending and saving choices. Helping them learn about how to be responsible with their money can also give you peace of mind as they become more independent in their decision making. For tips, see our guide [How to talk to nine to 12-year-olds about money](#).

5. Teenagers

When a child becomes a teenager, their aspirations will be bigger – and more costly. From thinking about what they wear to wanting the freedom that comes from learning to drive, this is an age when money really starts to matter to them. You can help them become money-savvy adults in three main ways:

- giving them financial responsibility
- setting the right example
- helping them manage their first wage.

For more information and tips on these three approaches, see our guide [How to teach teenagers about money](#).

6. Adult children

Conversations about money don't stop when children become adults. Whether they're still living with you or have their own place but are struggling to save for a first mortgage or pay off credit card debts, money is a topic that often needs revisiting. Find out more in our guide [How to talk to grown-up children about money](#).

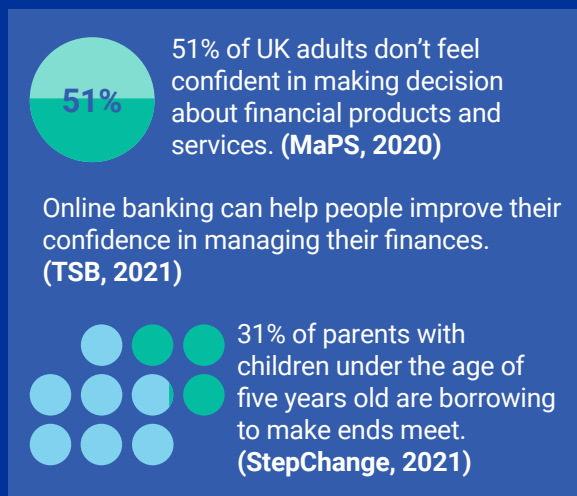
Interested in more ways to deliver financial education to children and young people? Get in touch on cyp@maps.org.uk.



Talk Money in financial services

Financial services play a key role in offering consumers a place to talk about their money, and to build financial wellbeing. However, around half the adults in the country (over 24 million people) admit to not feeling confident in making decisions about financial products and services. It is clear that the UK needs more help.

More financially capable customers make better customers – they understand their money, feel more comfortable engaging with financial professionals and get into less financial difficulty as a result.



Start the conversation

- Highlight the ways customers can get help if they are worried about money or facing financial difficulties.
- Help your team feel more confident in talking to customers about money: use our [Money Guiders programme](#) to support and develop skills for frontline workers.
- Promote the positive ways that your products and services can help people manage their money, whether it's helping them build their savings, improve their credit score or avoid scams.
- Organise a webinar or social media Q&A to give guidance to your customers from the comfort of their homes.
- Talk Money Week is a great opportunity to publish new research or insights, or to showcase work in the pipeline.
- Showcase any programmes you are funding that will help customers with their money management, for example around Christmas saving and spending.
- Why not announce a new digital product feature or promote any local partnerships that are going to help your customers with their money, support them in their daily lives or give back to their communities?

Talk Money in financial services

Lead the conversation

- **Demonstrate that senior leaders within your business are committed** to helping customers Talk Money by organising 'back to the floor' digital events so they can be on the frontline helping customers with their money out of hours.
- **Ask [our partnerships team](#)** about the latest behavioural insights ideas that you could pilot for your customers, or about the importance of financial wellbeing and how you can support your staff.
- **Commit to improving financial wellbeing** across your business: Review, build evidence and improve how you support financial wellbeing for your customers and employees.
- **Don't just think about a customer's wellbeing when they are purchasing a new product or service:** Check in with them whenever you make contact, ask them how they are feeling about their finances, and connect them to debt advice, mental health support agencies or other help as needed.

Four tips for financial advisers

- **Run your own Talk Money campaign** on social media, promoting your services and helping customers to understand the importance of seeking regulated advice.
- **Offer taster sessions** to reach potential customers.
- **Engage with local charities** or community groups to help people understand the services you provide.
- **Promote and showcase your work with corporate clients:** Provide them with materials and support to run their own Talk Money events with your advisers.



Talk Money in local government and housing

Due to the uncertainties and changes brought about by Covid-19 and the cost-of-living pressures facing households, many of your residents will be struggling with bills or worried about their finances. Parents on low incomes who rent privately are particularly likely to be struggling more with costs of living at this time.

Our partnerships team are already working with many local authorities and housing associations across the UK. [Contact us](#) for support to build financial wellbeing in your area.

An estimated 7.3 million people have fallen behind on household bills because of COVID-19. The two largest sources of arrears were rent and Council Tax. (Citizens Advice, 2020)

42% of private renters in rent arrears have borrowed from either a bank, a building society, payday lender, or friends and family to manage their arrears. (Joseph Rowntree Foundation, 2020)

Start the conversation

- Develop your own Talk Money campaign to promote the services you provide for residents' financial wellbeing.
- Help your team feel more confident in talking to residents about money: use our [Money Guiders programme](#) to support and develop skills for frontline workers.
- Organise a Talk Money Week financial wellbeing event to showcase what is available to residents, invite local providers you work with such as credit unions to promote their services.
- Use Talk Money Week to launch new services, such as a new partnership with a credit union, or low cost/affordable credit providers.
- [Signpost to our money guidance resources](#) such as our Money Navigator Tool to help residents budget for rent and bills, or our Universal Credit tool for those moving onto this form of benefit.
- Raise awareness of common money pitfalls, such as using loan sharks or high cost credit.

Lead the conversation

Use Talk Money Week to:

- Show how you are putting evidence into action. Ask the [MaPS partnerships team](#) about the latest behavioural insights ideas that you could pilot for your residents, or invite them to talk to your staff about the importance of financial wellbeing.
- Roll out new or improved services to your residents.
- Make a senior level commitment to change policies and services.

Talk Money in third sector and policy

With people facing increased cost-of-living pressures, personal finances are right at top of the policymakers' agendas.

Yet, talking about money should always be a consideration for new policy areas of initiatives, because financial wellbeing goes much further than simply helping people make better financial decisions: it is central to personal health and wellbeing.

Start the conversation

- Host a roundtable thought leadership event bringing together your stakeholders to discuss financial wellbeing. Focus on how an existing solution could contribute to improving it for your target audience, or forge new ideas and partnerships.
- Help your team feel more confident in talking to service users about money by using our [Money Guiders tools](#) and resources that support and develop skills for frontline workers.
- Use Talk Money Week as a hook for your research or reports about improving overall wellbeing.
- Acknowledge the role that money plays in many aspects of life – from mental health to housing, employability, social mobility to relationships – and join the conversation on social media about why talking about money is important in the agendas you care most about.
- Publish a set of policy recommendations or organise a virtual discussion to debate how financial wellbeing will impact your work with consumers, colleagues or communities.

Lead the conversation

- Autumn is always a busy time, with various conferences and speaking opportunities. Talking about money in your presentation will give your work context and link it to a growing financial wellbeing movement.
- A new report or policy launch is also the perfect opportunity to put on a roundtable for thought leadership, and MaPS staff would be happy to contribute as panellists to discuss what money issues matter in 2022.
- As well as providing a wealth of evidence on what works to build financial wellbeing in the workplace, MaPS staff are happy to support any internal seminars or deep dives into money matters. [Contact our partnerships team](#) for more information.



Talk Money in education, and child, youth and family services

The finances of young people and families on low incomes are among those worst hit by Covid-19. Only 48% of 7-17 year olds are getting a meaningful financial education at home or school. Beginning to talk about money now will help give children and young people the skills they need to build strong financial foundations for the future.

Some young people are at greater risk of having fewer money skills, or will require specific and targeted support due to their circumstances, including disabled children, children in low-income households, care experienced children and young people, and young carers.

- Half of younger people from highly-affected sectors during Covid-19 experienced three or more months of worklessness (**Resolution Foundation, 2022**).
- 40% of young people identified the impact of Covid-19 on their finances as one of the hardest challenges they have faced (**Natwest, 2021**).
- 83% of young people want to learn more about money and finances than before Covid-19 (**Natwest, 2021**).
- 67% of 16-18 year olds are worried about money, with 59% saying Covid-19 has amplified these feelings (**LIBF, 2021**).
- 64% of Buy Now Pay Later users are under forty years old (**MaPS, 2022**).

Financial education works

Children and young people who say they learned about money at school are more likely to save up frequently and feel confident managing their money.

Financial education can help schools enhance their curriculum, prepare students for the opportunities and responsibilities of later life and build relationships with the local community.

Start the conversation

You can help the children and young people you work with to Talk Money by:

- Downloading the [Talk Money Toolkit](#) for Schools with information and resources to help education settings deliver quality financial education, during Talk Money Week and beyond.
- Finding out what they want to talk about. [The Financial Education Planning Frameworks](#) are a great resource for thinking about what children and young people might need to know at what age.
- Using a financial education resource to guide you. You can find great resources with the Financial Education Quality Mark on Young Money's [Resource Hub](#).
- Inviting financial education experts to Talk Money at your school or setting.
- Engaging parents and carers. Talking about money at home is key to building strong financial foundations for children and young people. Share our [tips for parents and carers on talking to their children about money](#) with the families you support.

Lead the conversation

- Use teachable moments to help you make the conversation relevant to young people's lives. These can be day-to-day moments or life transitions, for example, getting birthday money, shopping online, starting secondary school, getting a mobile phone, moving on to university or into employment or an apprenticeship, applying for Universal Credit or changing accommodation.
- Talk to MaPS about delivering a [Talk Learn Do](#) session to parents you support, giving them the tools to teach their children about money.
- Promote [Child Trust Funds](#) and encourage those who have maturing funds to access and manage them.
- Promote the work of those offering money guidance in your organisation, for example student money advisers.
- Embed talking about money into your overall wellbeing conversations.

Find out more about MaPS' work with partners to improve the provision of financial education at maps.org.uk/schools.

Interested in more ways to deliver financial education to children and young people? Get in touch on cyp@maps.org.uk.



Talk Money in health and social care

If you're facing a health problem, finances may be the last thing on your mind. However, financial health should be considered just as important to personal wellbeing as physical and mental health.

Often, there's a link between struggling with money and poor mental wellbeing, too. Feeling low can make it tough to manage money. The incomes of those with mental health problems are less than those without, and Covid-19 has shone an even stronger spotlight on how money issues and mental health problems can combine, each making the other worse.

- More than half (57%) of people who have experienced a mental health problem in the past three years say thinking about their financial situation makes them anxious (MaPS, 2020)
- Those who have experienced a mental health problem in the last three years are four times more likely to be behind on priority bills (MaPS, 2022)



39% of people with a mental health problem said their financial situation had exacerbated their mental health problems (Money and Mental Health, 2022)

- 55% of StepChange clients who had been in financial difficulty for more than six months cited anxiety and mental health problems as reasons to why they hadn't engaged with debt advice earlier (StepChange, 2022)
- People with mental health problems find it harder to make financial decisions (Money and Mental Health, 2022).

To avoid money worries building up alongside health concerns, offer your patients and service users support to talk about their financial situation. Research shows that people who talk about money feel less stressed or anxious, and more in control.

Start the conversation

- Share the [Mental Health & Money Toolkit](#) with your patients and service users. Contact our [Partnerships Team](#) if you'd like some physical copies sent to you.
- Our partnerships team are involved with social prescribers across the UK. [Contact us](#) to see how we can help you build financial wellbeing for your patients.
- Help your team feel more confident in talking to patients users about money: use our [Money Guiders programme](#) to support and develop skills for frontline workers.
- Write an article or create a video about how financial wellbeing and talking about money can contribute to overall wellbeing.
- Signpost your employees and patients to places where they can talk about money, such as our [money guidance helplines](#).
- Share money guidance for those self-isolating, sick or bereaved during Covid-19, such as our [Covid-19 money guides](#).
- Find out more about the [Breathing Space](#) debt respite scheme, which may be relevant to you or [your patients](#).



How to keep the conversation going all year round

While Talk Money Week is a great opportunity to engage with your stakeholders and customers about financial wellbeing, the conversation doesn't need to stop there. To truly enable everyone in the UK to make the most of their money and pensions, there needs to be a long-term focus on improving the financial wellbeing of individuals, whether they are starting out on their money journey, or planning for later life.

The [UK Strategy for Financial Wellbeing](#) is an ambitious ten-year Strategy seeking to shift the dial-at-scale - across five national goals by 2030. Our four-nation Delivery Plans detail how we will work with others to transform the nations financial wellbeing over the next decade.



Good quality money guidance

The financial wellbeing movement will need to be a sustained endeavour: developing mutually beneficial attitudes and values that prompt leaders, service providers and communities to make a difference to people's financial lives.

Providing good quality money guidance will be fundamental to positive change. For those that deliver money guidance, the Money and Pensions Service has developed a range of tools and resources to 'help the helpers' keep the conversation going. You can:

- Use our [Money Guiders programme](#) and Money Guidance Competency Framework to learn about the full breadth and depth of money help in the non-FCA regulated space.
- [Join the UK Money Guider Networks](#) – for practitioner-focused groups, events and activities to support frontline workers in providing good quality financial help to your customers.
- [Contact our partnerships team](#) for free support to help you build financial wellbeing into your organisation's strategy and communications, using our research, and MoneyHelper videos, tools and calculators. If you share our vision and want to help everyone make the most of their money and pensions – we want you to be involved.



Join the conversation at [#UKFinancialWellbeing](#)

Follow on [Twitter](#) and [LinkedIn](#)

Sign up for [regular updates](#)

Learn more www.maps.org.uk/wellbeing

Contact strategy@maps.org.uk





**Money &
Pensions
Service**