



Social Security Scotland
Tèarainteachd Shòisealta Alba

Best Start Grant

Pregnancy and Baby Payment

Marketing Campaign Toolkit

Dignity,
fairness,
respect.

To raise awareness to the Best Start Grant Pregnancy and Baby Payment Social Security Scotland and the Scottish Government are launching a marketing campaign.

The message behind the campaign is based around budgets being stretched during pregnancy and after the birth of a new baby.

We've had great take up of the Pregnancy and Baby Payment since 10 December. It is our hope that this campaign will lead to an even greater increase in public awareness, ensuring everyone in Scotland who is entitled knows about the payment and applies.

During the campaign we are asking you to make sure your clients are aware of the payment by sharing social media posts. and requesting posters to display in your public and staff facing spaces. The posts will appear on the Parent Club facebook page and on Social Security Scotland facebook and twitter pages.

Background

Social Security Scotland

Social Security Scotland is the new service that has been created by the Scottish Government to deliver a number of benefits. Delivery of these benefits will transfer from the UK Government to the Scottish Government in stages over the next four years.

At the end of the transfer process we will be delivering benefits to provide additional support for people on low incomes, disabled people, carers, young people entering the workplace and to help people heat their homes.

Social Security Scotland's head office is in Dundee with another major base in Glasgow. Once fully operational, will also provide a local presence across Scotland.

We want our clients to be able to access our services as close to their homes as possible and in a way that suits them. Social Security Scotland will put dignity, fairness and respect at the heart of everything we do.

Parent Club

Parent Club is a Scottish Government initiative set up to promote health and education campaigns to parents. The website parentclub.scot is full of handy hints to help parents tackle the challenges of raising kids.

Pregnancy and Baby Payment

The Pregnancy and Baby Payment is part of Best Start Grant, a package of three payments that will give extra money to low income families during the early years of a child's life.

Help share our message

You can find us on twitter:

www.twitter.com/SocSecScot

 @SocSecScot

You can find us on Facebook:

www.facebook.com/SocSecScot

 Social Security Scotland

You can find Parent Club on Facebook

www.facebook.com/ParentClubScotland

 Parent Club Scotland

If you would like any of the social media assets to share on your own channels please email communications@socialsecurity.gov.scot.

What happening and when?

The campaign is a mix of digital, radio and outdoor advertising.

25 February - campaign launches

Social media campaign will last for 10 weeks

Display advertising will last for two months

Radio advertising will last for 6 weeks

Bauer City Network 1: 30 second adverts for four weeks across a six week period.

Capital Radio: 30 second adverts for three weeks across a six week period.

Heart Radio: 30 second adverts for four weeks across a six week period.

Community Radio: 30 second adverts for two weeks across a six week period.

DAX: 30 second adverts for four weeks across a six week period.

Example of outdoor advertising which will appear as 6 sheet posters and phone kiosks.
These will run from 25 Feb - 10 March.



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ParentClub

**UP TO
£600
HELP.
BECAUSE
NEW
BABIES
STRETCH
BUDGETS
TOO.**

**You can apply for the new Best Start Grant
from 24 weeks to 6 months old.**

Receiving benefits or tax credits?
Go to mygov.scot/beststart
or call **0800 182 2222**

 Scottish Government
Riaghaltas na h-Alba
gov.scot

If you would like an A3 poster to display in your own organisation please email communications@socialsecurity.gov.scot, saying if you'd like the belly or baby version.



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ParentClub

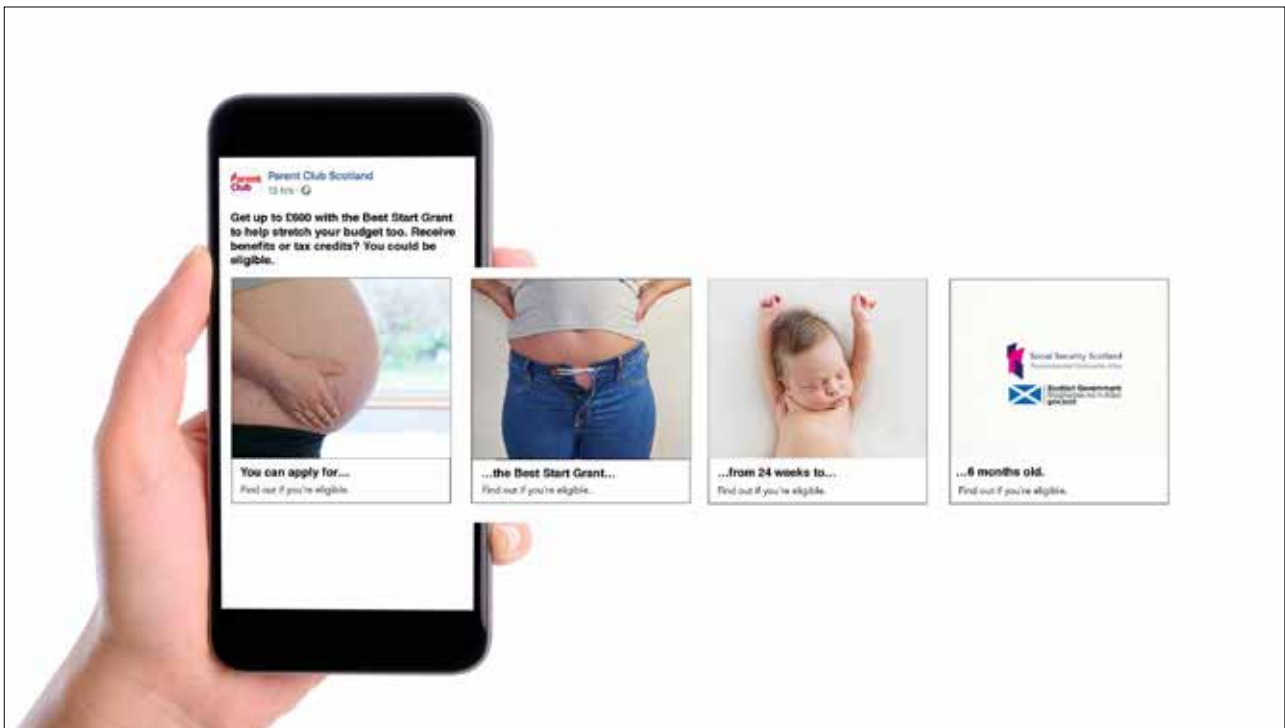
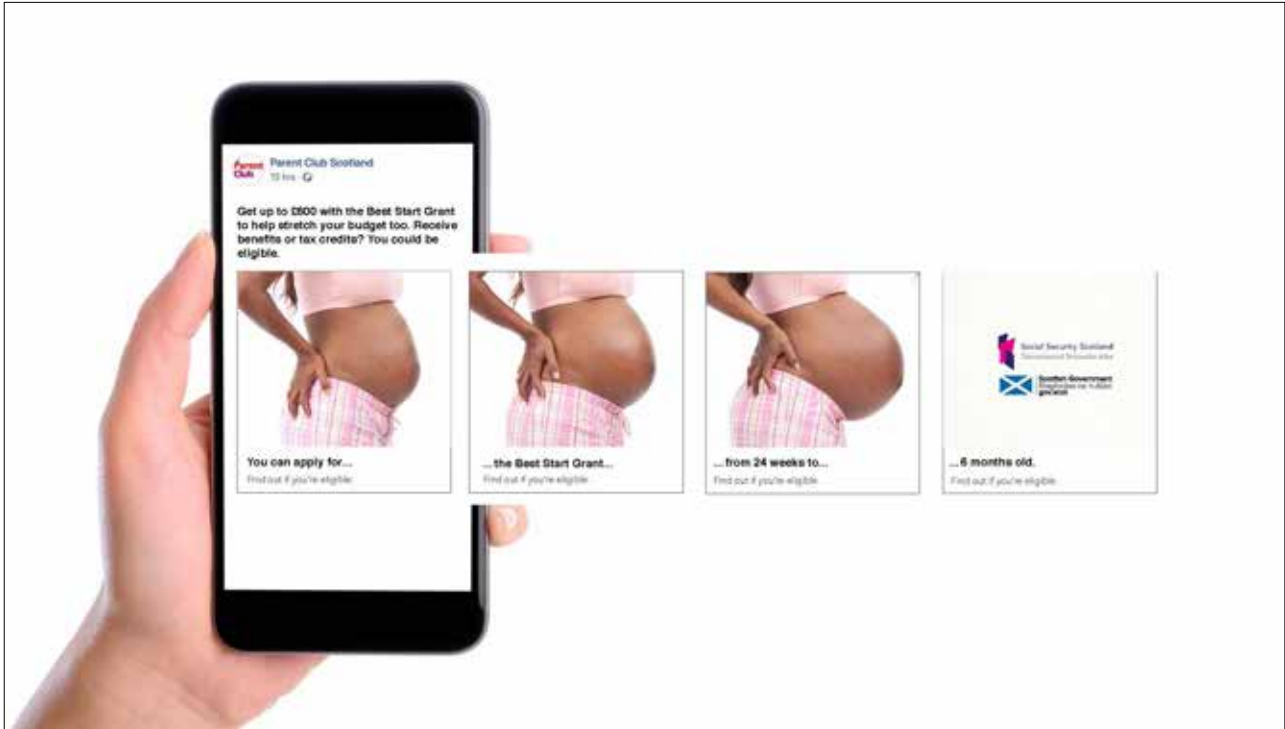
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Examples of social media posts.



Parent Club Scotland
13 hrs · 🌐

The new Best Start Grant is up to £600 to help with a new baby. Receive benefits or tax credits? You could be eligible.



Best Start Grant.
Find out if you're eligible.

👍 10 7 Shares

👍 Like 💬 Comment ➦ Share 👤

Write a comment...

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If you have any questions regarding the Pregnancy and Baby
Payment and how to use this toolkit please contact
communications@socialsecurity.gov.scot

socialsecurity.gov.scot

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