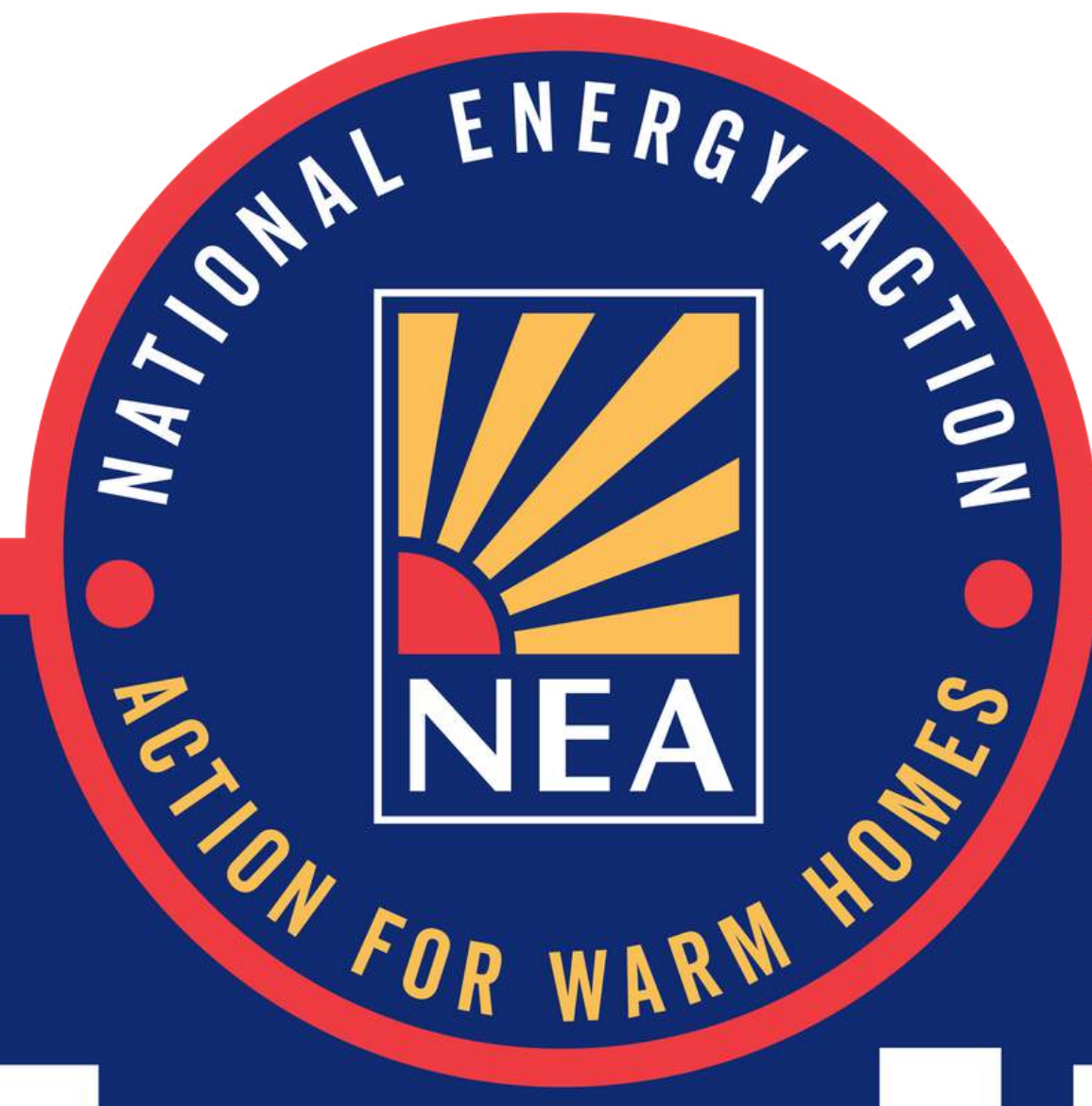




SUPPORTER PACK





NATIONAL ENERGY ACTION



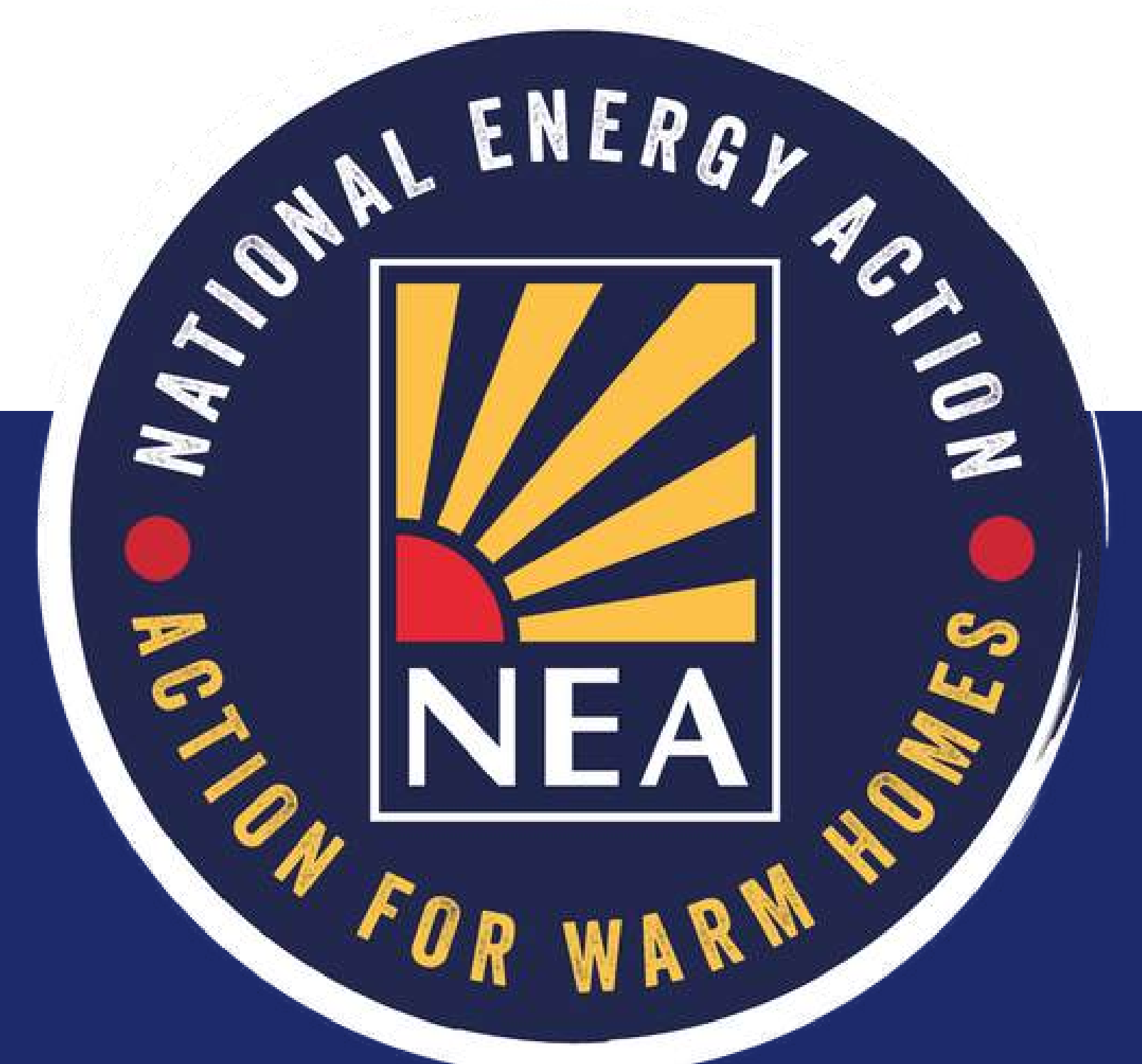
Fuel Poverty Awareness Day

Dear supporter,

Thank you for downloading our media pack for our Fuel Poverty Awareness Day on **Wednesday 27 November**. The energy crisis has continued for over three years, over 6 million UK households cannot afford to keep warm, safe and healthy.

On the day we will highlight the living experience of people who live in cold homes, campaign for more support and highlight the solutions to fuel poverty.

**For more information, contact
michael.potter@nea.org.uk**



HOW YOUR SUPPORT HELPED LAST YEAR

183 media mentions



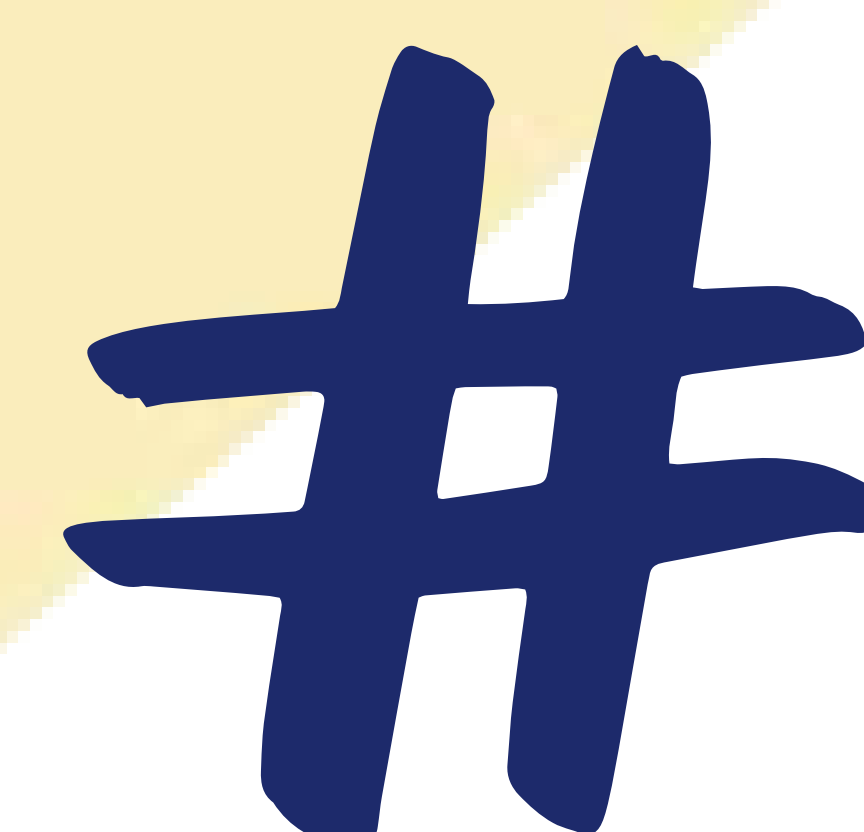
Trending **fifth on Twitter/X.**



Thousands of organisations and individuals **supported us** on the day.



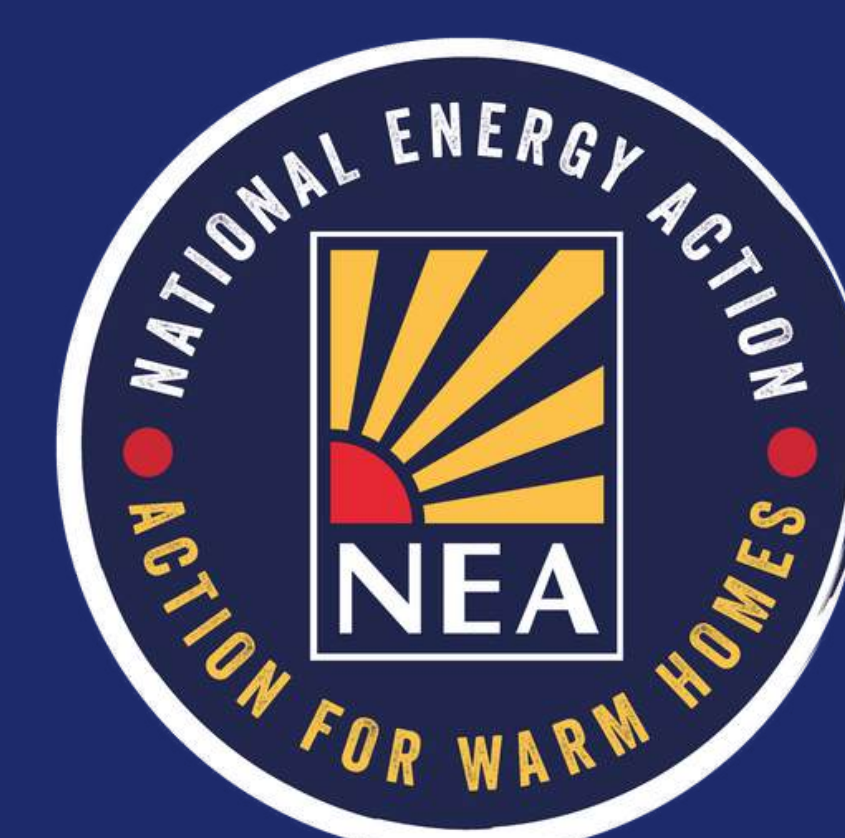
Hashtag had a potential reach of just under **11 million.**



Secured support from nearly **50 MPs.**



**For more information, contact
michael.potter@nea.org.uk**





NATIONAL ENERGY ACTION

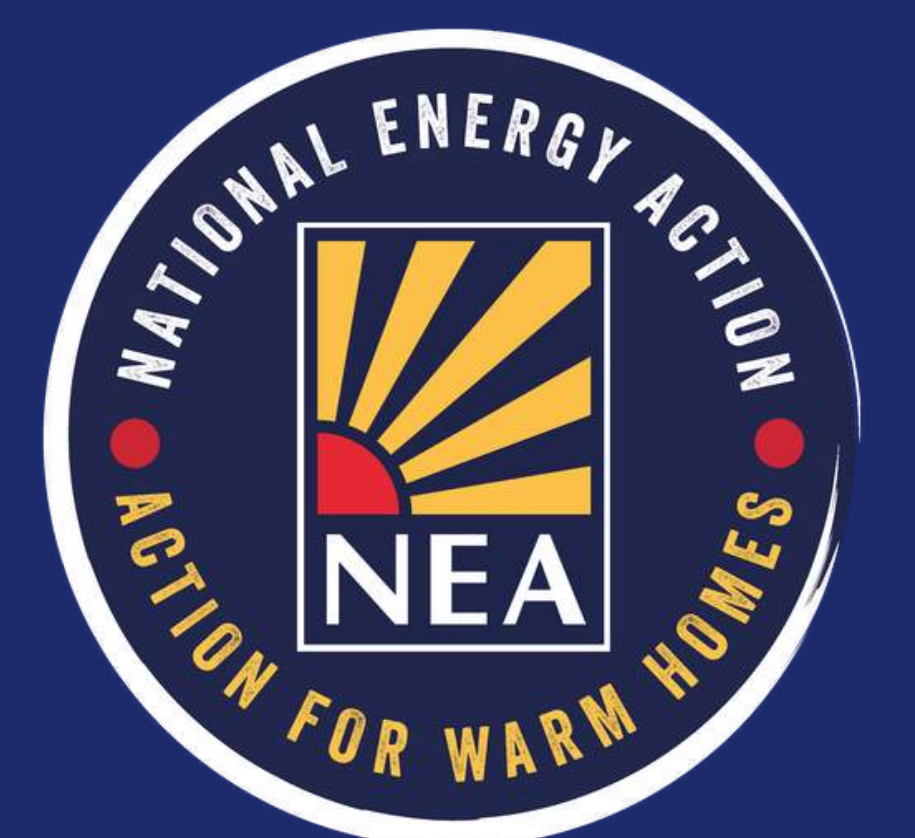


Fuel Poverty Awareness Day

CONTENTS

- 1) Who we are and why support Fuel Poverty Awareness Day
- 2) Template MP and MS letter
- 3) Advice leaflets
- 4) Social media toolkit including suggested posts and graphics cards
 - For individuals
 - For organisations
 - For organisations who work with clients on a low income
 - For organisations who deal with debt
 - For organisations who work with people with disabilities
 - For organisations who work with carers
 - For organisations who work with young people
 - For organisations who work with older people
 - For organisations who work in Wales
 - For organisations who work in Northern Ireland
- 4) Energy tips
- 5) Our Policy asks

**For more information, contact
michael.potter@nea.org.uk**



ABOUT NATIONAL ENERGY ACTION?

National Energy Action (NEA) is the national fuel poverty and energy efficiency charity. We've worked across England, Wales, and Northern Ireland for over 40 years, to ensure that everyone in the UK can afford to live in a warm, safe and healthy home.

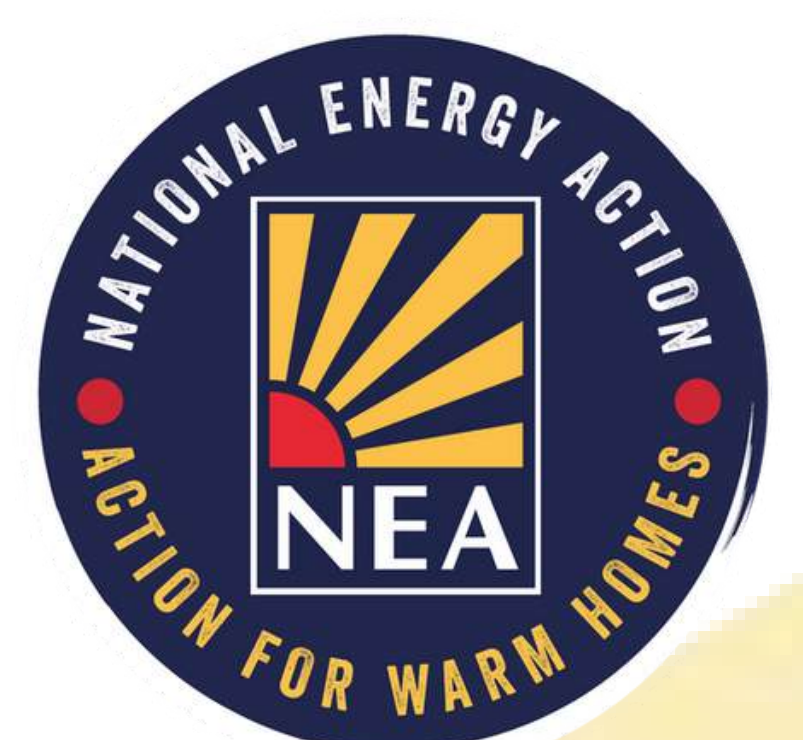
We work together with frontline practitioners, companies, regulators and the government for customers in vulnerable circumstances to make positive changes.

We have produced a new video about our work, which you can watch [here](#).

OUR SOCIAL MEDIA HANDLES

On Fuel Poverty Awareness Day, please use the hashtag #FuelPovertyAwarenessDay and tag us.

- <https://www.facebook.com/Nationalenergyaction>
- https://x.com/NEA_UKCharity
- https://x.com/NEA_Cymru
- <https://x.com/NEANIreland>
- <https://uk.linkedin.com/company/national-energy-action>
- https://www.instagram.com/nea_ukcharity
- https://www.threads.net/@nea_ukcharity



WHY SUPPORT OUR FUEL POVERTY AWARENESS DAY?

Fuel poverty affects millions of people from all different demographics - young people, older people, those with disabilities, carers and more.

Energy prices are still 50% higher than pre-crisis levels and people are struggling to stay warm, safe and healthy in their homes.

Here are just some of the ways people and organisations are supporting Fuel Poverty Awareness Day this year:

- We're holding an MP drop-in event in parliament.
- Dozens of schools are holding one of our KS1, KS2 and KS3 assemblies to raise awareness among school children.
- Dozens of organisations are arranging events to reach clients, including 60 who have secured a grant from us to do so.
- Hundreds of organisations and individuals have committed to sharing our messages on their social media channels with the hashtag #FuelPovertyAwarenessDay
- Many organisations have committed to fundraising for our Nation's Biggest Housewarming Event, this week. www.nea.org.uk/support-us/the-nations-biggest-housewarming/

LETTER TO ELECTED REPRESENTATIVES

We've written a template letter for you to send to Members of Parliament to call for more support for fuel poor households. This includes actions for this coming winter and longer-term.

You can access the letter here:
<https://www.nea.org.uk/energy-crisis/contact-your-elected-rep/>

We have some templates for Members of Parliament, Members of the Senedd and Members of the Northern Ireland Assembly.

ADVICE LEAFLETS

We've recently redesigned many of our leaflets, which provide vital information to householders.



TOPICS COVERED

- Your home energy checklist
- Energy debt factsheet
- How much do your electrical items cost to run?
- Dealing with condensation and mould
- What to do if you are struggling with your energy bills
- Moving home checklist
- Smart meters
- Energy tips

All leaflets can be downloaded here:
www.nea.org.uk/get-help/resources/

SOCIAL MEDIA TOOLKIT

We've designed a range of social media assets for you to share on Wednesday 27 November. Please do not share before as we want to post over the same 12-hour period in order to increase the chances of trending, which will highlight the issue to more people.

Our toolkit includes messaging that:

- Explain why you have chosen to support Fuel Poverty Awareness Day.
- Highlight record levels of energy debt in the sector.
- Explain how different members of society may be disproportionately affected by fuel poverty.
- Highlight support available this winter.

All relevant social media graphics are available in English and Welsh.

We have provided graphics and suggested text for each one. On **Tuesday 26 November, we will also release the new number of UK households in fuel poverty.**

All assets can be downloaded from Dropbox [here](#) or downloaded by clicking on the picture.

Even better, create your own content. You know what works with your audiences.

MESSAGES FOR INDIVIDUALS



I'm supporting Fuel Poverty Awareness Day because there are **higher energy bills** and **less support** this winter

[Download](#)

I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because energy bills remain impossibly high and there is less government support to help the most vulnerable this winter.



I'm supporting Fuel Poverty Awareness Day because nobody should have to live in a **cold, unsafe and unhealthy home**

[Download](#)

I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because nobody across the UK should be expected to live in a home that worsens their physical and mental health.

MESSAGES FOR INDIVIDUALS



[Download](#)

I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because households are forced to choose between staying warm or falling into further debt.



[Download](#)

I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because energy bills have been unaffordable for millions for over three years.

SUPPORT MESSAGES FOR ORGANISATIONS



[Download](#)

We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because energy bills remain impossibly high and there is less government support to help the most vulnerable this winter.



[Download](#)

We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because nobody across the UK should be expected to live in a home that worsens their physical and mental health.

SUPPORT MESSAGES FOR ORGANISATIONS



[Download](#)

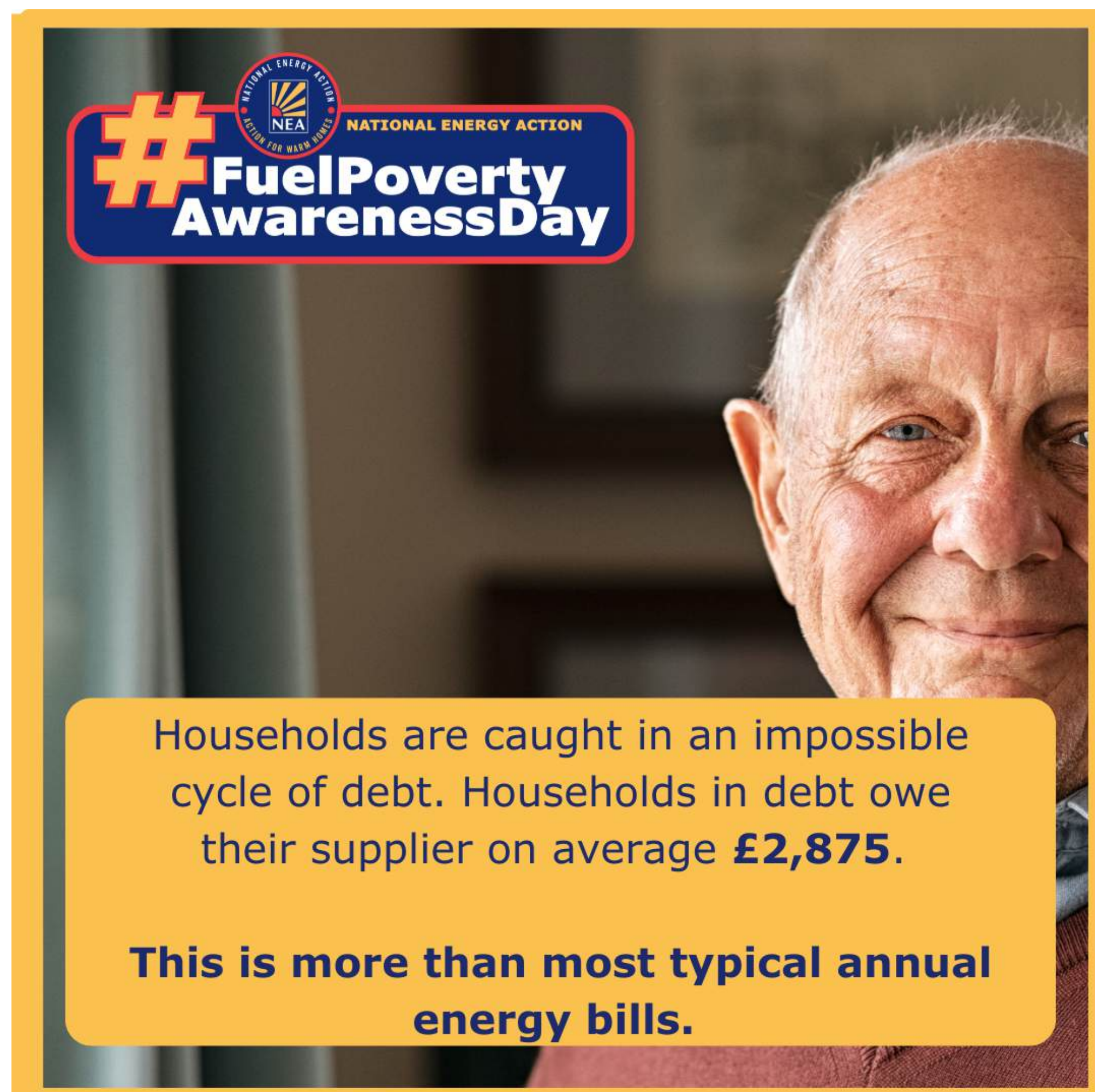
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[Download](#)

We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because energy bills have been unaffordable for millions for over three years.

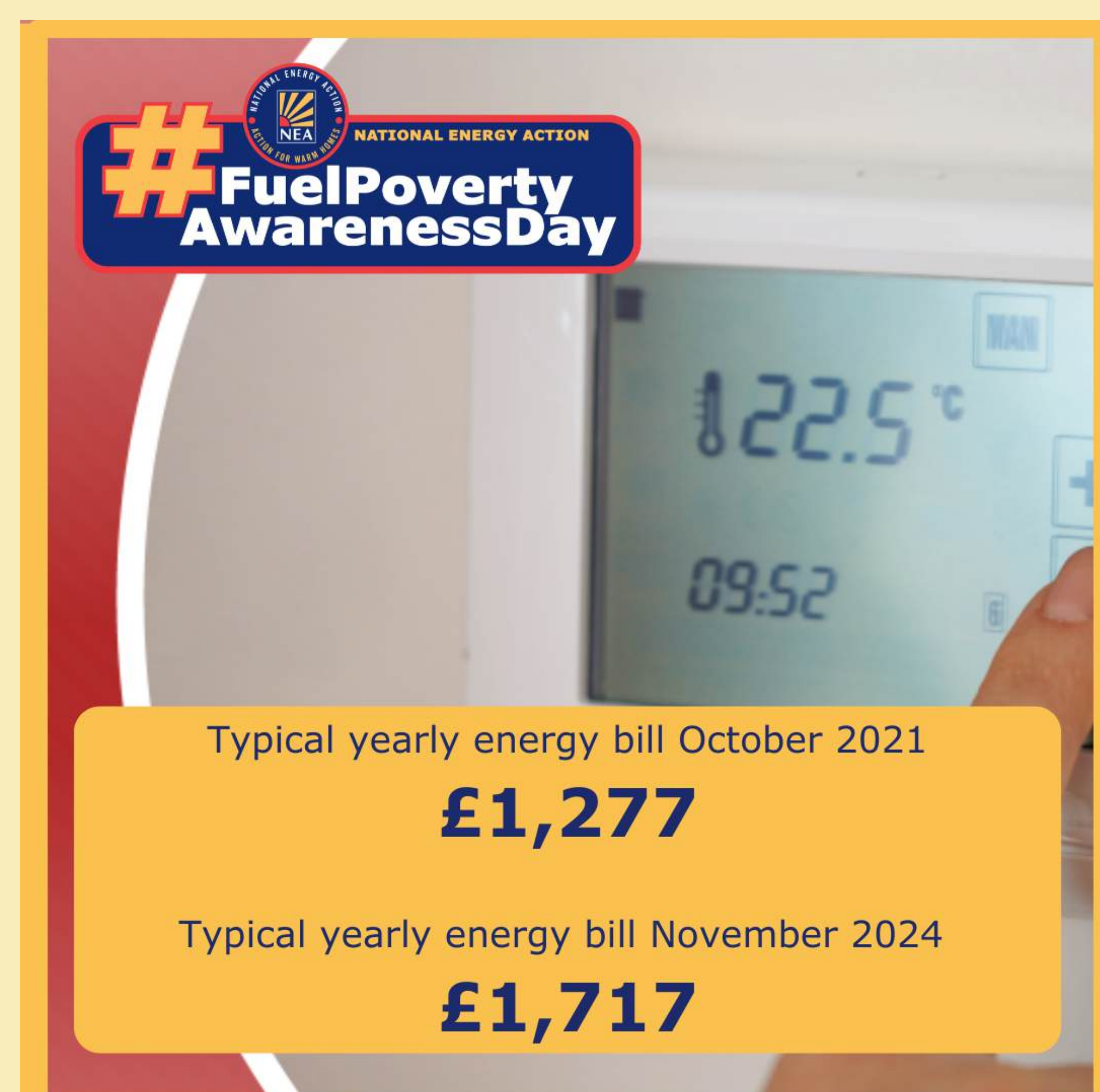
IF YOUR ORGANISATION DEALS WITH DEBT



[Download](#)



[Download](#)



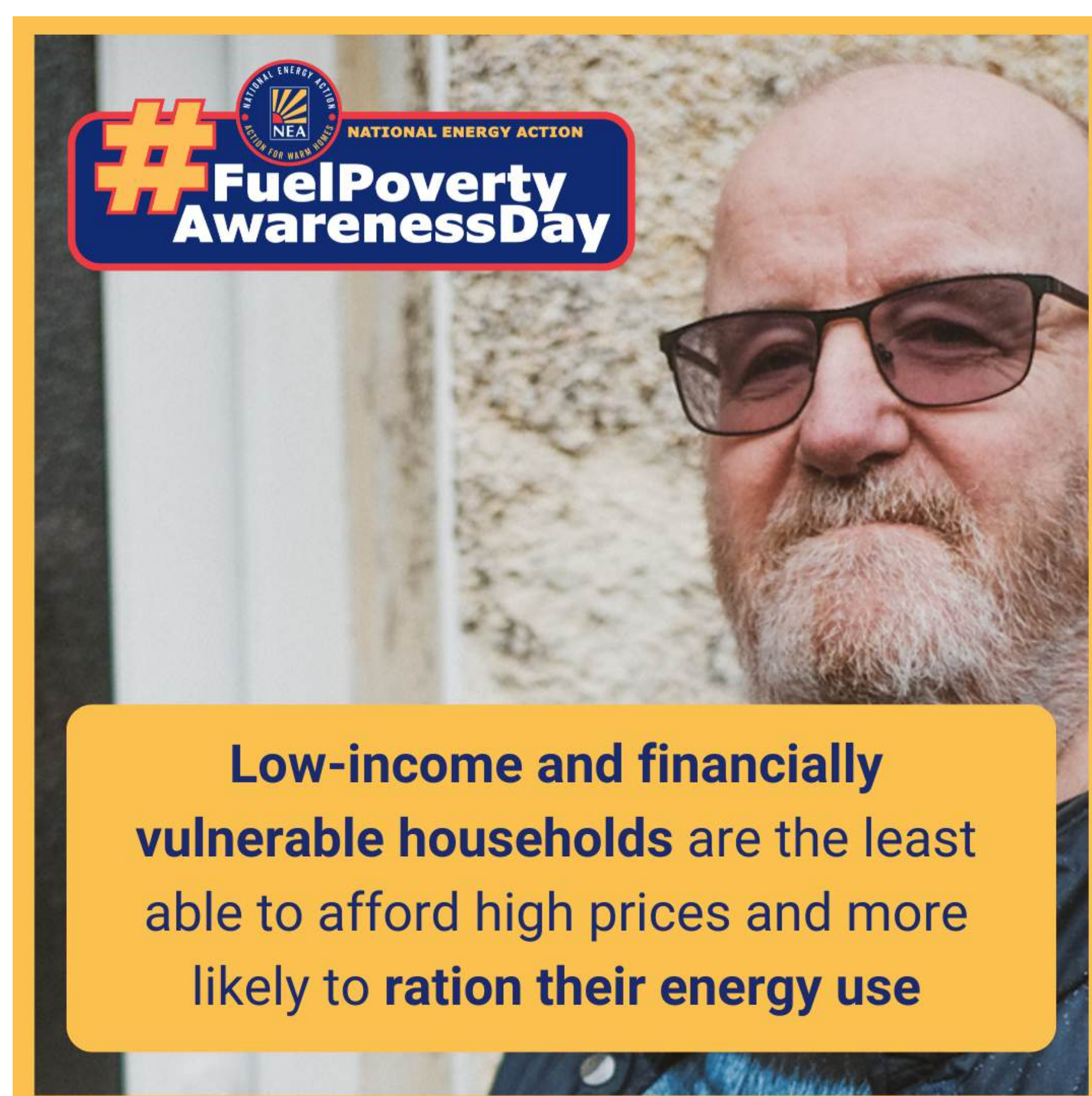
[Download](#)

The average amount of debt owed to a supplier is higher than most people's typical annual energy bill.
#FuelPovertyAwarenessDay

Over £3.7 billion is owed to suppliers. Householders already in debt cannot escape this without a Help to Repay scheme.
#FuelPovertyAwarenessDay

Consistently high energy bills since the start of the energy crisis have meant that millions of households are in debt.
#FuelPovertyAwarenessDay

IF YOUR ORGANISATION WORKS WITH LOW-INCOME CLIENTS



[Download](#)

Low-income energy customers are most likely to ration their energy, which can put their physical and mental health at risk.

#FuelPovertyAwarenessDay



[Download](#)

Everyone has to pay the standing charge even if they don't use any energy. This disproportionately affects low-income users.

#FuelPovertyAwarenessDay

IF YOUR ORGANISATION WORKS WITH DISABLED PEOPLE



[Download](#)



[Download](#)

Disabled people's energy bills are often higher than average because they may be unable to work or may have to spend additional time at home.

#FuelPovertyAwarenessDay

Medical equipment such as ventilators, dialysis machines and stair lifts can be incredibly expensive. These are vital for health and wellbeing.

#FuelPovertyAwarenessDay

IF YOUR ORGANISATION WORKS WITH CARERS



[Download](#)

Carers face significant challenges in paying energy bills because they may not be able to work full time and they may need to keep their homes warmer for the person they care for.

#FuelPovertyAwarenessDay

IF YOUR ORGANISATION WORKS WITH PARENTS AND YOUNG PEOPLE



Cold homes can affect a young person's life chances. Everybody deserves to live in a warm, safe and healthy home.

[#FuelPovertyAwarenessDay](#)

[Download](#)



Lone parents and homes with a child under five are often more likely to be in fuel poverty.

[#FuelPovertyAwarenessDay](#)

[Download](#)

IF YOUR ORGANISATION WORKS WITH OLDER PEOPLE



[Download](#)



[Download](#)

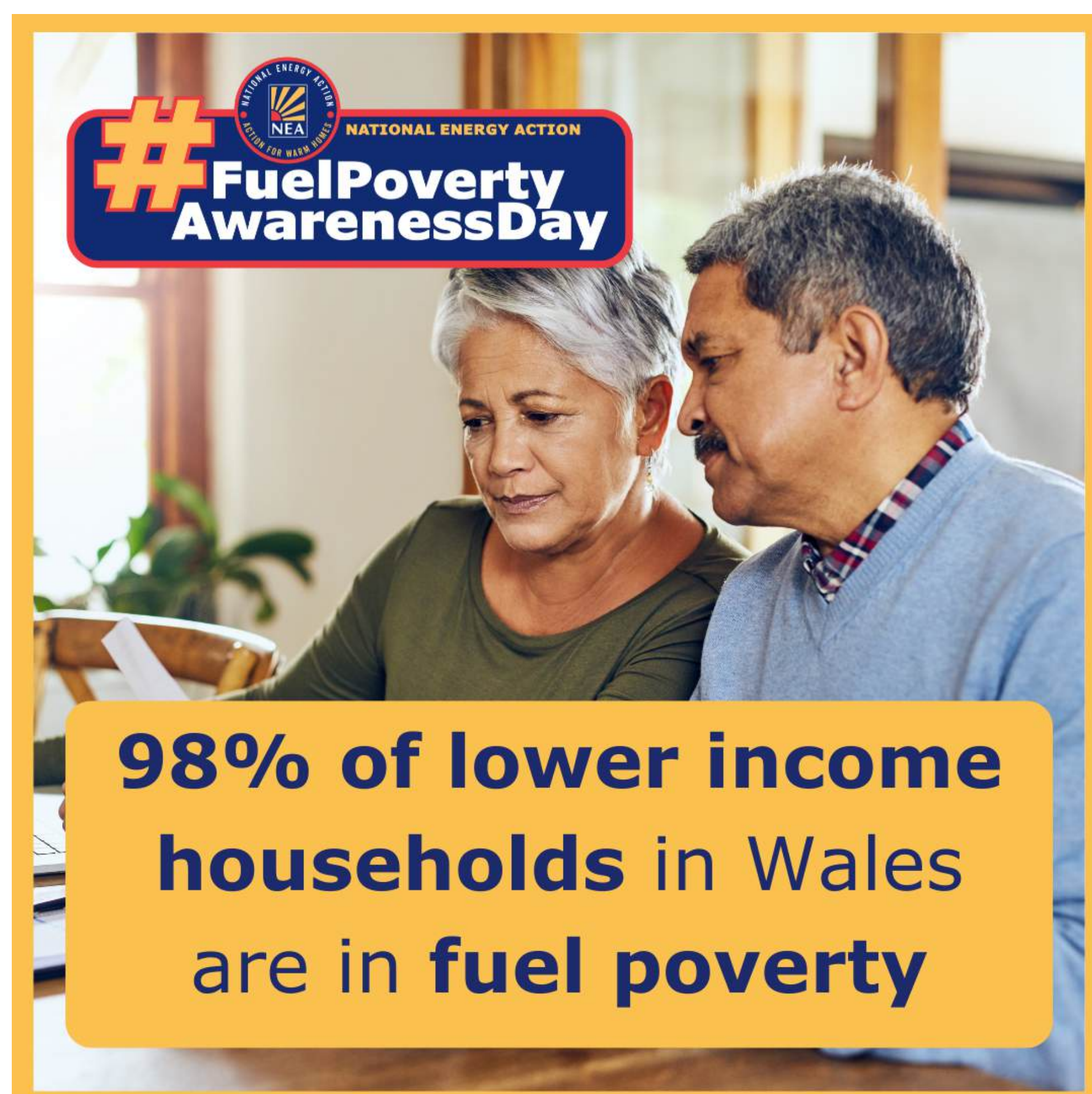
Changes to the **#WinterFuelPayment** will affect millions of pensioners. Many will just narrowly miss out.

#FuelPovertyAwarenessDay

The deadline to apply for Pension Credit is Saturday 21 December. This is a way to top up your income and receive the Winter Fuel Payment.

#FuelPovertyAwarenessDay

IF YOUR ORGANISATION WORKS IN WALES



Virtually all lower-income households in Wales are estimated to be in fuel poverty.
#FuelPovertyAwarenessDay

[Download](#)



Wales has some of the oldest, coldest homes in Europe, making them more expensive to heat and keep warm.
#FuelPovertyAwarenessDay

[Download](#)

IF YOUR ORGANISATION WORKS IN WALES



[Download](#)



[Download](#)

Households in Wales have had to make big cutbacks in the last three months. Four in 10 adults have cut back on baths and showers due to the cost of heating the water.

[**#FuelPovertyAwarenessDay**](#)

Households in Wales have had to make big cutbacks due to the cost of energy. Over a quarter of households have cut back by eating cold meals instead of cooking.

[**#FuelPovertyAwarenessDay**](#)

IF YOUR ORGANISATION WORKS IN NORTHERN IRELAND



Homes in Northern Ireland with a **valid EPC** have a **median energy rating in band D**

Many homes in Northern Ireland are not very energy efficient, which makes them very hard to heat.

#FuelPovertyAwarenessDay

[Download](#)



In Northern Ireland, **two thirds of all households** are **reliant on home heating oil**, a non-regulated fuel

The majority of households in Northern Ireland are reliant on home heating oil. This makes it harder to heat your home, because you need a lump sum to pay upfront.

#FuelPovertyAwarenessDay

[Download](#)

IF YOUR ORGANISATION WORKS IN NORTHERN IRELAND



Pensioners in Northern Ireland will struggle to stay warm due to no longer receiving the Winter Fuel Payment.

#FuelPovertyAwarenessDay

[Download](#)



Households in Northern Ireland have had to make big cutbacks due to the cost of energy.

Many have had to reduce hot water or skip meals.

#FuelPovertyAwarenessDay

[Download](#)

ENERGY ADVICE TIPS



Small insulation measures such as draught excluders and radiator reflector panels can prevent heat loss from your home, keeping you warmer and stopping you from wasting energy.

[#FuelPovertyAwarenessDay](#)

[Download](#)



Ovens are expensive to use and take a while to heat up. Cooking in a microwave or an air fryer is faster, and they use less energy.

[#FuelPovertyAwarenessDay](#)

[Download](#)

ENERGY ADVICE TIPS



Washing your clothes at 30°C or the eco setting can lead to significant savings, with most detergents designed to work at lower temperatures.

#FuelPovertyAwarenessDay

[Download](#)



A low-flow showerhead can mean you spend less money heating the water and less money on your water bill. Trying to limit the amount of time you spend in the shower will also save you money.

#FuelPovertyAwarenessDay

[Download](#)



Electric heaters can be incredibly expensive to run. Energy is very expensive at the moment so focus on keeping the rooms that you use regularly warm.

#FuelPovertyAwarenessDay

[Download](#)

GB POLICY ASKS



[Download](#)



[Download](#)

The UK Government needs to extend and expand energy discounts or consult urgently on new mechanisms like a social tariff for energy. These measures are desperately needed by millions of the most vulnerable in our society who are badly struggling across the whole of the UK. #FuelPovertyAwarenessDay

The UK Government's Warm Homes Plan must meet its manifesto pledge to spend £13.2 billion on decarbonising homes, with a main aim of making fuel poor homes more energy efficient. #FuelPovertyAwarenessDay

GB POLICY ASKS



Ofgem and the UK Government must work with the industry to help households repay energy debt, which will put money back into people's pockets and support local economies.

#FuelPovertyAwarenessDay

[Download](#)



The Welsh Government should significantly increase investment into its flagship fuel poverty programme, the Warm Homes Programme, to make the homes of those most in need much warmer, greener, healthier places to live.

#FuelPovertyAwarenessDay

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NI POLICY ASKS



[Download](#)



[Download](#)

There is a clear need for a cross-departmental and cross-sectoral approach to tackle fuel poverty and it must be underpinned by a new Fuel Poverty Strategy.
#FuelPovertyAwarenessDay

Improving domestic energy efficiency cuts bills, carbon emissions and improves lives. Unlike all other parts of these islands, NI currently has no statutory fuel poverty target and no minimum energy efficiency standards. These should be introduced with urgency and be at least equal to, if not more ambitious than, the targets established in England and Wales.
#FuelPovertyAwarenessDay

NI POLICY ASKS



[Download](#)

Households remain in crisis over energy bills. An energy social tariff should be introduced to provide discounted, targeted energy bill support to those in the greatest need. #FuelPovertyAwarenessDay



[Download](#)

Greater provision of grants to low-income and vulnerable homes is needed to enable them to transition to decarbonised heat and power.

#FuelPovertyAwarenessDay

NEGEGESEUON AR GYFER UNIGOLION



[Download](#)

Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity am fod biliau
ynni'n parhau'n amhosibl o uchel a
bod llai o gymorth gan lywodraeth i
helpu'r rhai mwyaf agored i niwed
y gaeaf yma.



[Download](#)

Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity am na ddylai fod
disgwyl i neb ar draws y DU fyw
mewn cartref sy'n gwaethygu eu
hiechyd corfforol a meddyliol.

NEGESEUON AR GYFER UNIGOLION



[Download](#)



[Download](#)

Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity oherwydd i
aelwydydd gael eu gorfodi i ddewis
rhwng aros yn gynnes neu fynd i
fwy o ddyled.

Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity am fod biliau
ynni'n anfforddiadwy ers dros dair
blynedd bellach.

NEGSEUON CEFNOGI AR GYFER SEFYDLIADAU



[Download](#)

Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity am fod biliau
ynni'n parhau'n amhosibl o uchel a
bod llai o gymorth gan lywodraeth i
helpu'r rhai mwyaf agored i niwed y
gaeaf yma.



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Rydyn ni'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity am na ddylai fod
disgwyl i neb ar draws y DU fyw
mewn cartref sy'n gwaethygu eu
hiechyd corfforol a meddyliol.

NEGESEUON CEFNOGI AR GYFER SEFYDLIADAU



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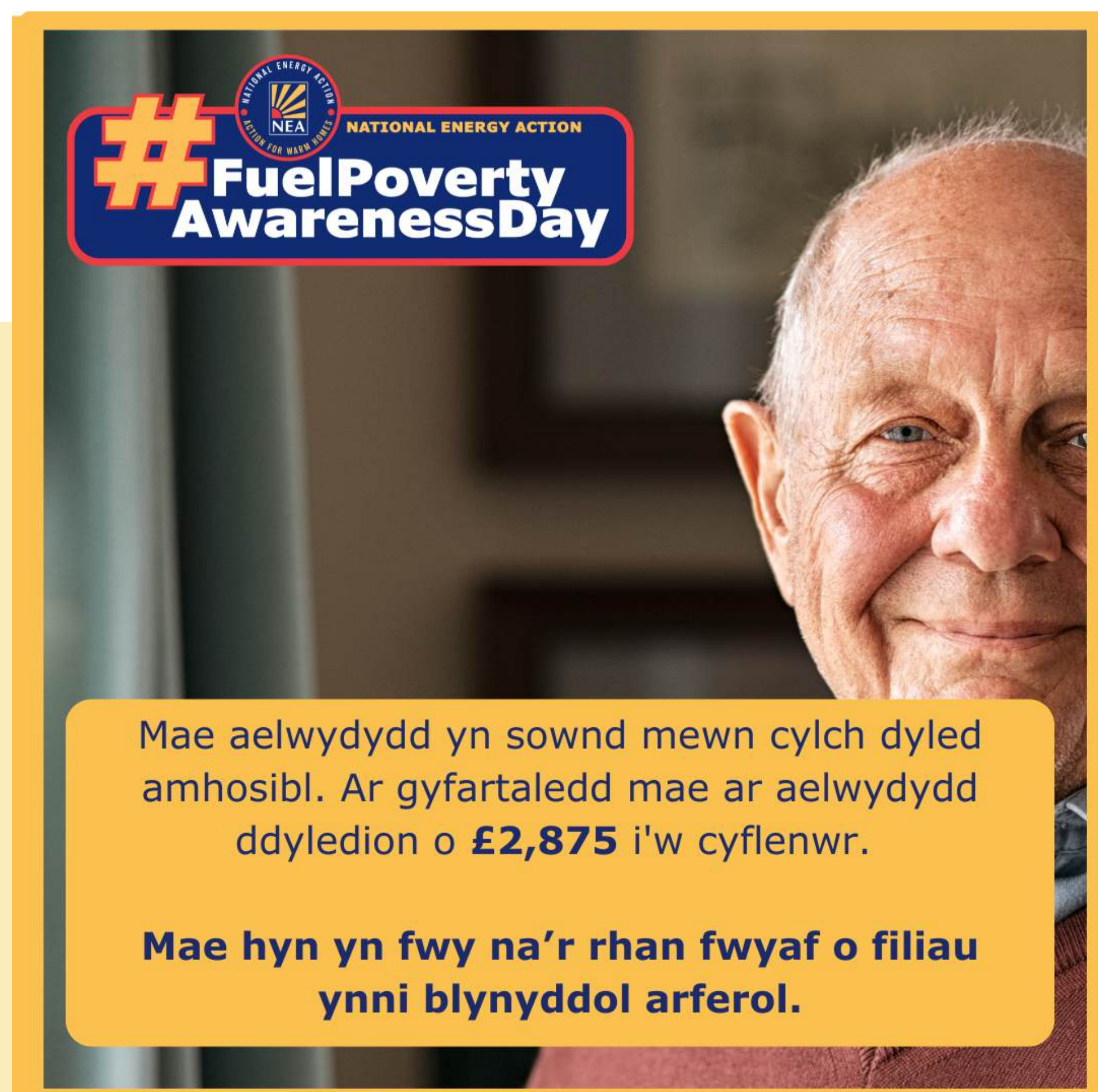
Rydyn ni'n cefnogi #FuelPovertyAwarenessDay @NEA_UKCharity oherwydd i aelwydydd gael eu gorfodi i ddewis rhwng aros yn gynnes neu fynd i fwy o ddyled.



[Download](#)

Rydyn ni'n cefnogi #FuelPovertyAwarenessDay @NEA_UKCharity am fod biliau ynni'n anfforddiadwy ers dros dair blynedd bellach.

OS YW EICH SEFYDLIAD YN DELIO â DYLED



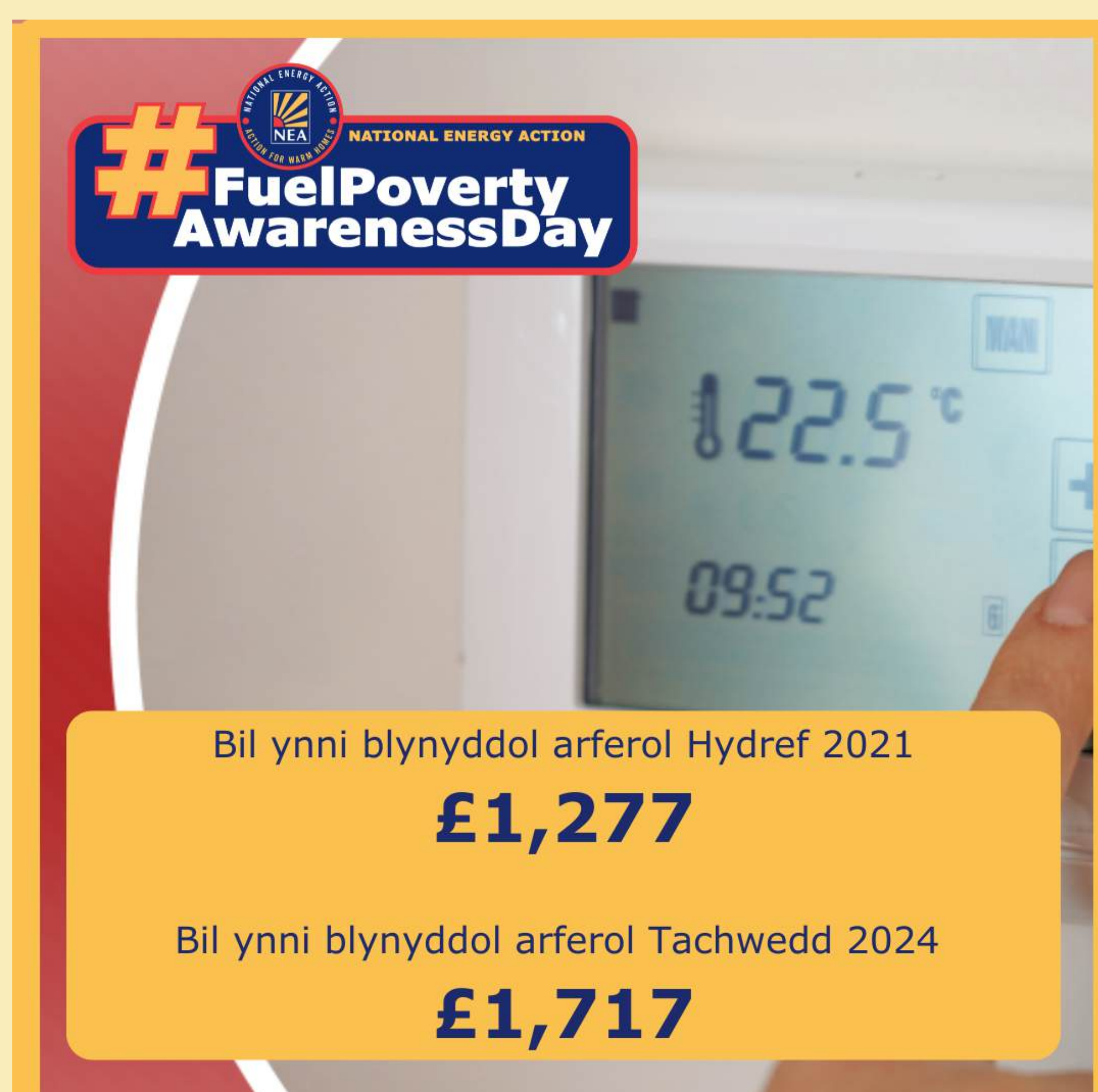
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Mae'r swm cyfartalog sy'n ddyledus i gyflenwr yn uwch na bil ynni blynyddol arferol y rhan fwyaf o bobl. **#FuelPovertyAwarenessDay**



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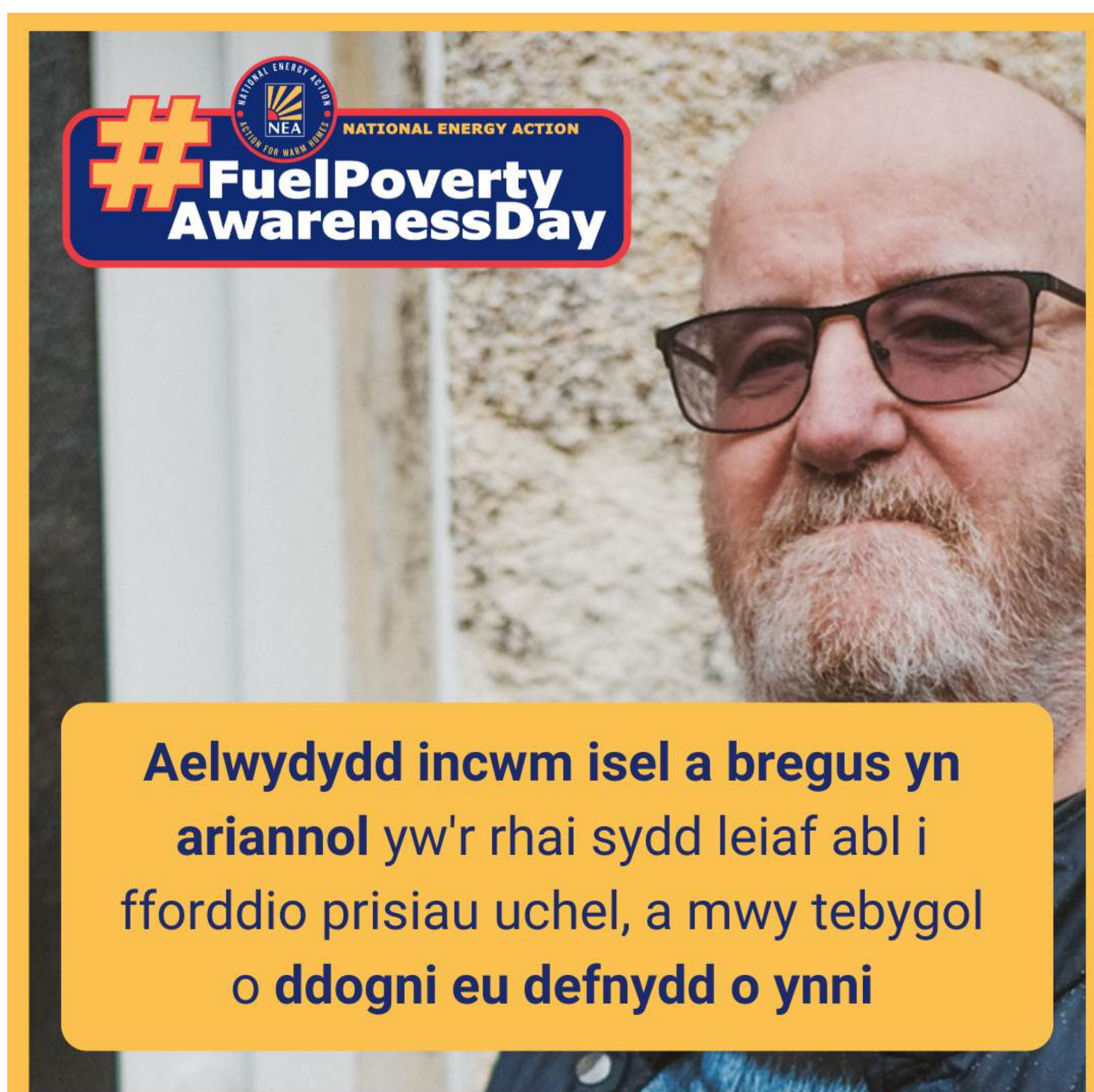
Mae dros £3.7 biliwn yn ddyledus i gyflenwyr. Ni all deiliaid tai sydd eisoes mewn dyled ddianc rhag hyn heb gynllun Cymorth i Ad-dalu. **#FuelPovertyAwarenessDay**



[Download](#)

Mae dros £3.7 biliwn yn ddyledus i gyflenwyr. Ni all deiliaid tai sydd eisoes mewn dyled ddianc rhag hyn heb gynllun Cymorth i Ad-dalu. **#FuelPovertyAwarenessDay**

OS YW EICH SEFYDLIAD YN GWEITHIO GYDA CHLEIENTIAID INCWM ISEL



Cwsmeriaid ynni incwm isel sydd fwyaf tebygol o ddogni eu hynni, a all roi eu hiechyd corfforol a meddyliol mewn perygl.

#FuelPovertyAwarenessDay

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Mae'n rhaid i bawb dalu'r tâl sefydlog hyd yn oed os nad ydynt yn defnyddio unrhyw ynni. Mae hyn yn effeithio'n anghymesur ar ddefnyddwyr incwm isel.

#FuelPovertyAwarenessDay

[Download](#)

OS YW EICH SEFYDLIAD YN GWEITHIO GYDA PHOBL ANABL



Mae biliau ynni pobl anabl yn aml yn uwch na'r cyfartaledd oherwydd efallai na allant weithio neu eu bod o bosibl yn gorfod treulio mwy o amser gartref.

#FuelPovertyAwarenessDay

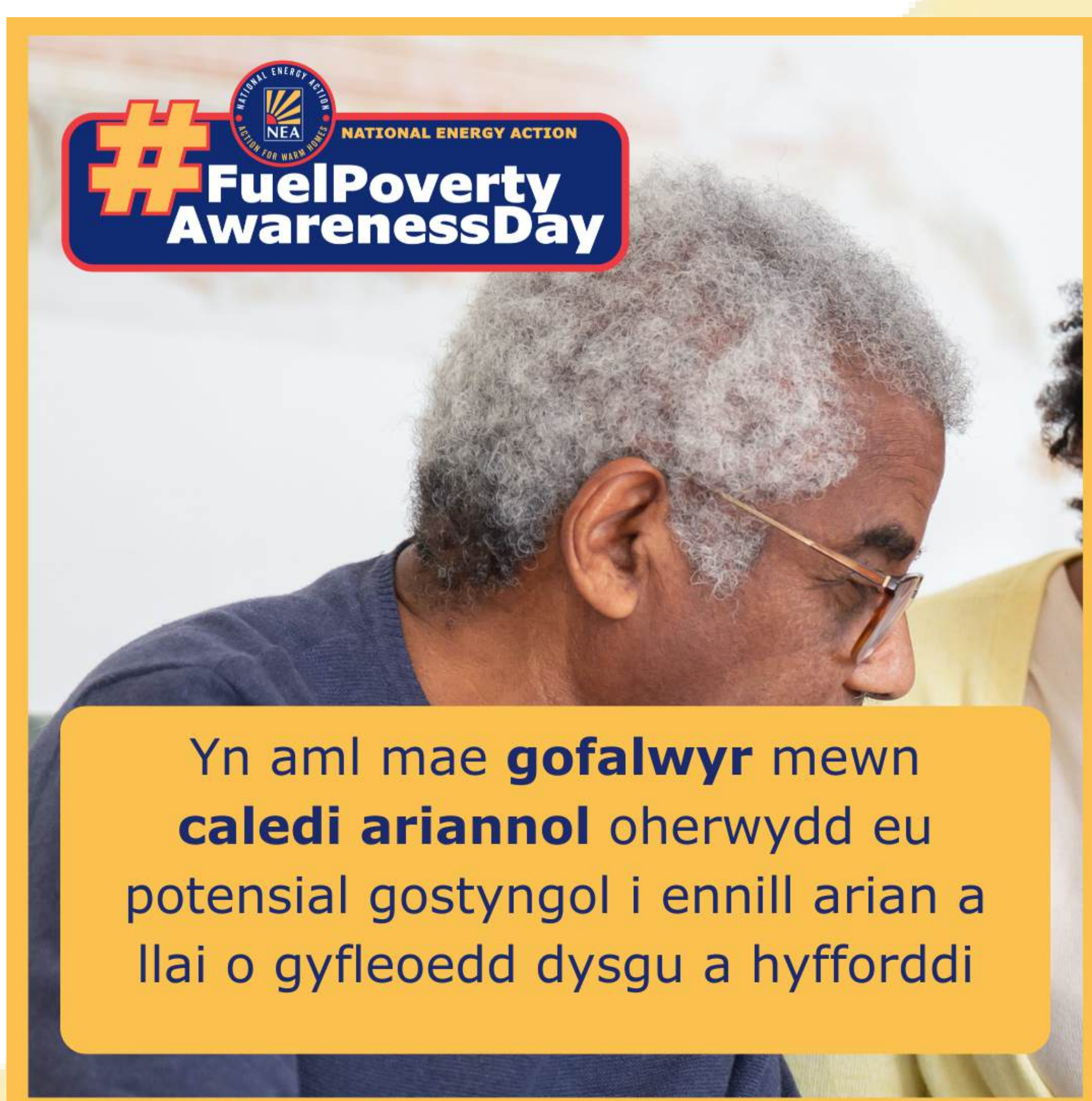
[Download](#)



Gall offer meddygol fel peiriannau anadlu, peiriannau dialysis a lifftiau grisiau fod yn hynod o ddrud. Mae'r rhain yn hanfodol ar gyfer iechyd a lles. #FuelPovertyAwarenessDay

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OS YW EICH SEFYDLIAD YN GWEITHIO GYDA GOFALWYR



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Mae gofalwyr yn wynebu heriau sylweddol wrth dalu biliau ynni am efallai na allant weithio'n llawn amser a bod angen o bosibl iddynt gadw'r cartref yn gynhesach ar gyfer y person y maent yn gofalu amdano.

#FuelPovertyAwarenessDay

OS YW EICH SEFYDLIAD YN GWEITHIO GYDA RHIENI A PHOBL IFANC



Cold homes can Gall cartrefi oer effeithio ar gyfleoedd bywyd person ifanc. Mae pawb yn haeddu byw mewn cartref cynnes, diogel ac iach.
#FuelPovertyAwarenessDay

[Download](#)



Mae rhieni unigol a chartrefi gyda phlentyn o dan bump oed yn aml yn fwy tebygol o fod mewn tldi tanwydd.
#FuelPovertyAwarenessDay

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OS YW EICH SEFYDLIAD YN GWEITHIO GYDA PHOBL HŷN



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[Download](#)

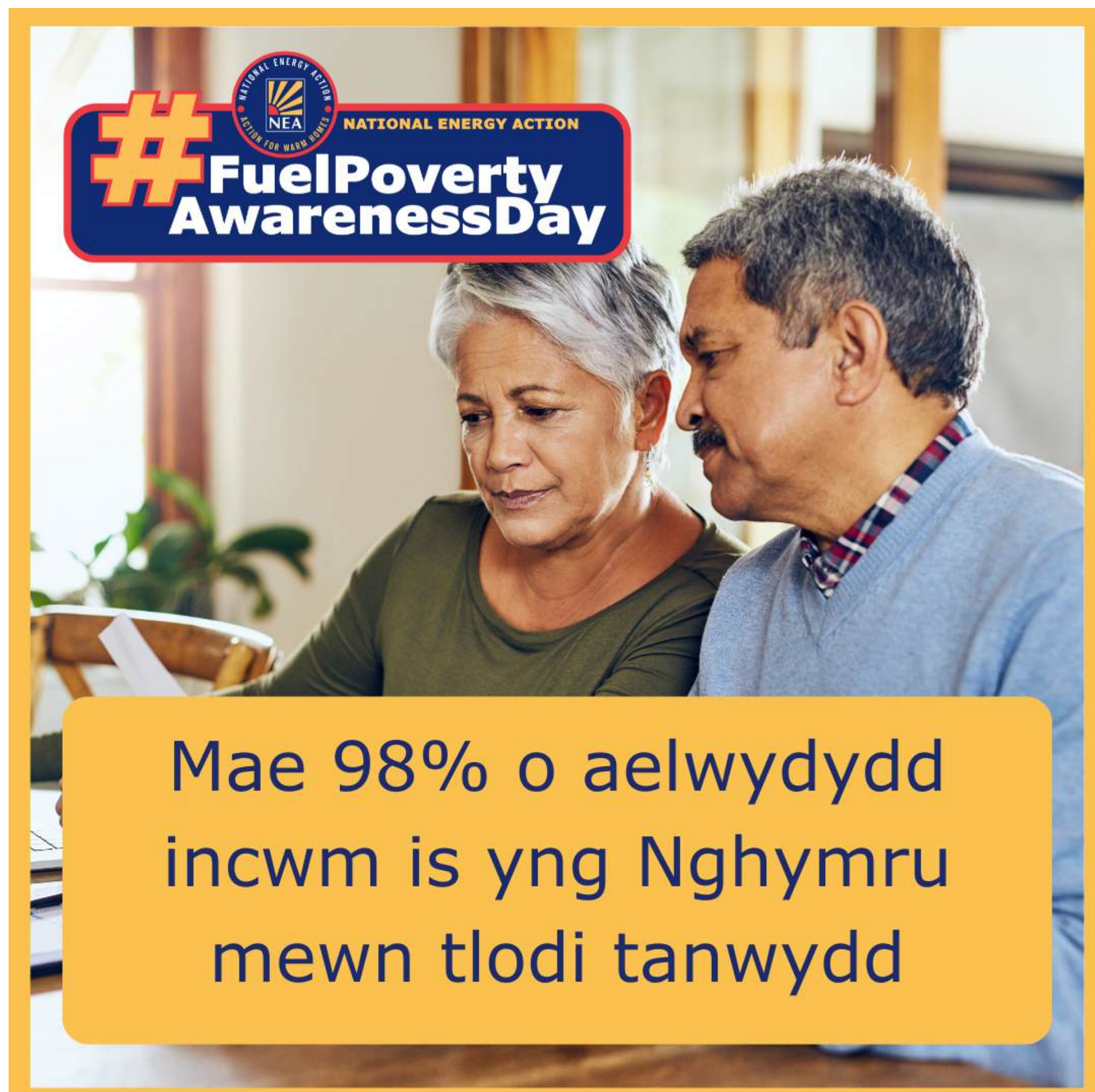
Bydd newidiadau i'r #TaliadTanwyddGaeaf yn effeithio ar filiynau o bensiynwyr. Bydd llawer yn colli allan o drwch blewyn.

#FuelPovertyAwarenessDay

Y terfyn amser i wneud cais am Gredyd Pensiwn yw dydd Sadwrn 21 Rhagfyr. Dyma ffordd o ychwanegu at eich incwm a derbyn y Taliad Tanwydd Gaeaf.

#FuelPovertyAwarenessDay

OS YW EICH SEFYDLIAD YN GWEITHIO YNG NGHYMRU



Amcangyfrifir bod bron bob aelwyd incwm is yng Nghymru mewn tlogi tanwydd.

#FuelPovertyAwarenessDay

[Download](#)



Mae gan Gymru rai o'r cartrefi hynaf ac oeraf yn Ewrop, sy'n eu gwneud yn ddrutach i'w gwresogi a'u cadw'n gynnes.

#FuelPovertyAwarenessDay

[Download](#)

OS YW EICH SEFYDLIAD YN GWEITHIO YNG NGHYMRU



Dros y tri mis diwethaf, mae llawer wedi gwneud toriadau sylweddol - **mae 42% o aelwydydd Cymru wedi cwtogi ar ddefnyddio'r baddon a'r cawod**

[Download](#)



Dros y tri mis diwethaf, mae llawer wedi gwneud toriadau sylweddol - **mae 27% o aelwydydd Cymru wedi cael prydau oer yn hytrach na defnyddio'r popty**

[Download](#)

Bu'n rhaid i aelwydydd yng Nghymru wneud toriadau mawr yn ystod y tri mis diwethaf. Mae pedwar o bob 10 oedolyn wedi cwtogi ar gael baddon a chawod oherwydd cost cynhesu'r dŵr.
#FuelPovertyAwarenessDay

Bu'n rhaid i aelwydydd yng Nghymru toriadau mawr oherwydd cost ynni. Mae dros chwarter o aelwydydd wedi torri'n ôl drwy fwyta prydau oer yn lle coginio.
#FuelPovertyAwarenessDay

AWGRYMIADAU ARBED YNNI



[Download](#)

Gall mesurau inswleiddio bach fel atalyddion drafft a phaneli adlewyrchu gwres y tu ôl i reiddiaduron gadw gwres yn eich cartref, gan eich cadw'n gynhesach a'ch atal rhag gwastraffu ynni.

#FuelPovertyAwarenessDay



[Download](#)

Mae ffyrnau'n ddrud i'w defnyddio ac yn cymryd amser i gynhesu. Mae coginio mewn microdon neu ffwrn ffrio'n gyflymach ac yn defnyddio llai o ynni.

#FuelPovertyAwarenessDay

AWGRYMIADAU ARBED YNNI



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[Download](#)



[Download](#)

Gall golchi'ch dillad ar 30°C neu'r gosodiad eco arwain at arbedion sylweddol, ac mae'r rhan fwyaf o lanedyddion wedi'u dylunio i weithio ar dymheredd is.

#FuelPovertyAwarenessDay

Gall pen cawod llif isel olygu i chi wario llai o arian yn gwresogi'r dŵr a llai o arian ar eich bil dŵr. Bydd ceisio cyfyngu ar faint o amser y byddwch chi'n ei dreulio yn y gawod hefyd yn arbed arian.

#FuelPovertyAwarenessDay

Gall gwresogyddion trydan fod yn hynod o ddrud i'w rhedeg. Mae ynni'n ddrud iawn ar hyn o bryd felly canolbwyntiwch ar gadw'r ystafelloedd rydych yn eu defnyddio'n rheolaidd yn gynnes.

#FuelPovertyAwarenessDay

DYMUNIADAU O RAN POLISI



[Download](#)

Mae angen i Lywodraeth y DU ymestyn ac ehangu gostyngiadau ynni neu ymgynghori ar frys ar fecanweithiau newydd fel tariff cymdeithasol ar gyfer ynni. Mae dirfawr angen y mesurau hyn ar filiynau o'r rhai mwyaf agored i niwed yn ein cymdeithas sy'n wynebu caledi mawr ar draws y DU gyfan.
#FuelPovertyAwarenessDay



[Download](#)

Ein cartrefi yw'r rhai **lleiaf effeithlon yn Ewrop** ac **nid yw dyletswyddau tlodi tanwydd cyfreithiol yn cael eu cyflawni**
#FuelPovertyAwarenessDay

DYMUNIADAU O RAN POLISI



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Rhaid i Ofgem a Llywodraeth y DU weithio gyda'r diwydiant i helpu aelwydydd i ad-dalu dyled ynni, a fydd yn rhoi arian yn ôl ym mhocedi pobl ac yn cefnogi economïau lleol.

#FuelPovertyAwarenessDay

Dylai Llywodraeth Cymru gynyddu'n sylweddol y buddsoddiad yn ei rhaglen tloidi tanwydd flaenllaw, y Rhaglen Cartrefi Clyd, i wneud cartrefi'r rhai sydd fwyaf mewn angen yn lleoedd cynhesach, gwyrddach ac iachach o lawer i fyw ynddynt.

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