



**talk**  
**money**<sup>®</sup>  
**week**

# Participation Pack

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8-12 November 2021



**Money &  
Pensions  
Service**

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# Why Talk Money?

**People in the UK don't talk about their money enough. Despite the COVID-19 crisis affecting our finances, 9 in 10 UK adults – that's 47 million of us – don't find it any easier to talk about money, or don't even discuss it at all.**

On the road to recovery from the pandemic, financial wellbeing, alongside physical and mental wellbeing will be crucial. But there is still work to be done to break down the taboo of talking money. That is why, each November we encourage the nation to come together for Talk Money Week, to start money conversations in any walk of life.

The week is designed to increase people's sense of financial wellbeing by encouraging them to open up about personal finance – from pocket money to pensions. It's an opportunity for everyone to get involved with events and activities across the UK which help people have more open conversations about money. **Talk Money Week 2021 takes place on 8-12 November.**

Everyone has money worries – and for many, the challenges of the pandemic have brought these to the fore – but just as you can take action to improve your physical health, you can also take some simple steps to feel more in control of your financial wellbeing too.

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

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.

A financially healthy nation is good for individuals, communities, business, and the economy – can you 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 graphics.
- Create content such as a blog, video or podcast to help your audience to manage their money, or host an event where they can talk to you about money.
- Tell the press about your activities using our [press release template](#).
- [Link to our websites or order printed guides](#) to help your audience start money conversations.

[Resources and tips for your content and events](#)



## 2. Get your employees talking

- [Signpost to our money guidance and helplines](#) within your internal communications.
- [Ask our partnerships team for free support](#) 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 how the products and services you provide can help people to manage their money and improve financial wellbeing. You can do this through your e-newsletter, podcast, social media channels, events, posters or something even more creative.
- Encourage your customers to talk their creditors with support from a debt adviser, who can help them manage bills and suggest solutions.
- Point customers to talk to a money or pensions guider, to help them avoid scams and get help with their finances.

[Get inspired](#)

# Resources to Talk Money at a digital event, in the press, 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 your customers to have the much-needed conversations about how COVID-19 has impacted their finances.
- 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!).
- Research: Use our research into [how COVID-19 has impacted our financial wellbeing goals](#) and your own understanding of how COVID-19 has affected your customers' finances 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.
- Signpost to our resources where your customers 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 in the press

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

**Age Scotland** @agescotland

Last year, we recovered a record-breaking £719,000 in unclaimed benefits for older people. If you're not sure what your entitlements are, read our blog below for advice and call our helpline for a free benefits check. [#TalkMoney](#)  
☎ 0800 12 44 222

Blog: [#TalkMoney - Benefits and pension advice](#)  
Benefits can help with the costs of living in later life but many don't claim their due. Make sure you know your entitlement...  
@ageuk.org.uk

**Legal & General**  
78,528 followers  
Bino • 🌐

+ Follow

We know that everyone has their own priorities for their money depending on which stage they're at in their life. The list is endless: owning a home, planning a family, a trip of a lifetime and retiring. Take a look at our Go&Save video and see how a few small steps can help you on your way to achieving your goals.  
[#TalkMoney](#) [#UKFinancialWellbeing](#) [#moneyandpensions](#)



0:02 / 1:03



**Close Brothers Financial Education Services**  
149 followers  
Bino • 🌐

+ Follow

What's the relationship between money and [#mentalhealth](#)? Our research has found an increase in [#financialanxiety](#) around [#personalfinances](#), particularly in those aged 25-35. This [#TalkMoney Week](#) find out what role organisations play in helping people build better [#financialwellbeing](#): <http://ow.ly/m63450CFEL3>

**Close Brothers**  
Driving financial wellbeing

To find out more, download our research here  
[closebrothersam.com/changing-trends](http://closebrothersam.com/changing-trends)

**Warm & Well NY**  
@WarmWellWorks

It's [#TalkMoney week](#) and what is better than saving up to £600 a year on your [#EnergyBills](#) which is what we saved one gentleman recently! Contact our Specialist [#EnergyAdviser](#) Susan today on 01609 767 555 or visit [warmandwell.org.uk](http://warmandwell.org.uk)



9-13 November 2020  
[#TalkMoney](#)



**Young Money**  
@YoungMoneyEdu

This [#TalkMoney Week](#) we have collated updates from our [#financialeducationforum](#) members about all the fantastic work they are doing around [#financialeducation](#) for children and young people.

Visit our website to find out more and read all the updates: [bit.ly/FinEdForum](http://bit.ly/FinEdForum)



THE YOUNG MONEY  
**FINANCIAL EDUCATION FORUM**  
BRINGING OUR FINANCIAL EDUCATION COMMUNITIES TOGETHER  
[#TALKMONEYWEEK](#)

**nudge**  
2,521 followers  
Bino • Edited • 🌐

+ Follow

When it comes to managing money 🤔 if you knew what you know now when you were younger, would your financial future be different?

Money is complex, but it doesn't need to be 😊 Especially if we talk about it. So we asked different people to speak openly about their relationship with money. 🗣️

It's time to talk, learn and feel confident about money. 🌟 Today, for a brighter tomorrow. Find a link to the full video in the comments below.

[#TalkMoney Money and Pensions Service](#)



**Cheddar C.I.C.**  
278 followers  
@cheddr

In the midst of a pandemic and facing into an economic crisis it's more important than ever that we feel comfortable discussing our finances.  
#TalkMoneyWeek2020 provided the Cheddar team with an opportunity to connect with customers and businesses. Here's what we achieved last week

#TalkMoney #FinancialWellbeing #money

### TALK MONEY WEEK IN REVIEW

It was a busy one...

<b>4</b> WORKSHOPS	<b>2</b> FINANCIAL COACHING CLIENTS	<b>47</b> NEW WEBSITE VISITORS
<b>£200</b> RAISED FOR FAIR MONEY ADVICE	<b>17</b> NEW SOCIAL MEDIA FOLLOWERS	<b>77</b> WORKSHOP ATTENDEES



**Lloyds Bank**  
@LloydsBank

Did you know children start to learn vital money skills between the ages of three and seven? Visit The Lloyds Bank Academy for free resources and support to help you have positive money conversations.  
[spr.ly/6017HDd43](https://spr.ly/6017HDd43)  
#TalkMoney #TalkMoneyWeek #LloydsBankAcademy

Our colleagues are reaching out to their **local communities...**

0:27 910 views

**MyBnk**  
2,865 followers  
@mybnk

This #TalkMoneyWeek we delivered virtual £ workshops to 1000 young people.

The support of charitable trusts, foundations & CSR units is crucial to ensuring young people receive a meaningful #financialeducation.

Thanks to our funders for helping us #TalkMoney all year round (and even during a global pandemic!)



**Money and Mental Health**  
@mmhpi

This #TalkMoney week @MoneyPensionsUK revealed people in the UK have kept 21m money secrets from loved ones!

We know it can be hard to talk money - especially if you have a #MentalHealth problem & feel like you face a double stigma. But, that's something we want to see change.

**SEA Surviving Economic Abuse**  
@SEAResource

Last week was incredibly busy for the SEA Team as we worked to increase awareness of #EconomicAbuse during #TalkMoney Week. Here, we take a look back at what we got up to:

# Talk Money with us

## About the Money and Pensions Service



In 2018 the government created the Money and Pensions Service (MaPS) with 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.

Since we were founded, we have worked with stakeholders across financial services, the third sector, government, health, education, retail and beyond to develop a UK Strategy for Financial Wellbeing.

The UK Strategy is the ten-year framework which will help achieve the vision of everyone making the most of their money and pensions. MaPS plays a key role in achieving this vision by working with other organisations, supporting products that make a difference and delivering services.

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
- support your employees and customers directly by embedding our resources into your intranet or external communications.



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 – online and over the phone.

**0800 138 7777**

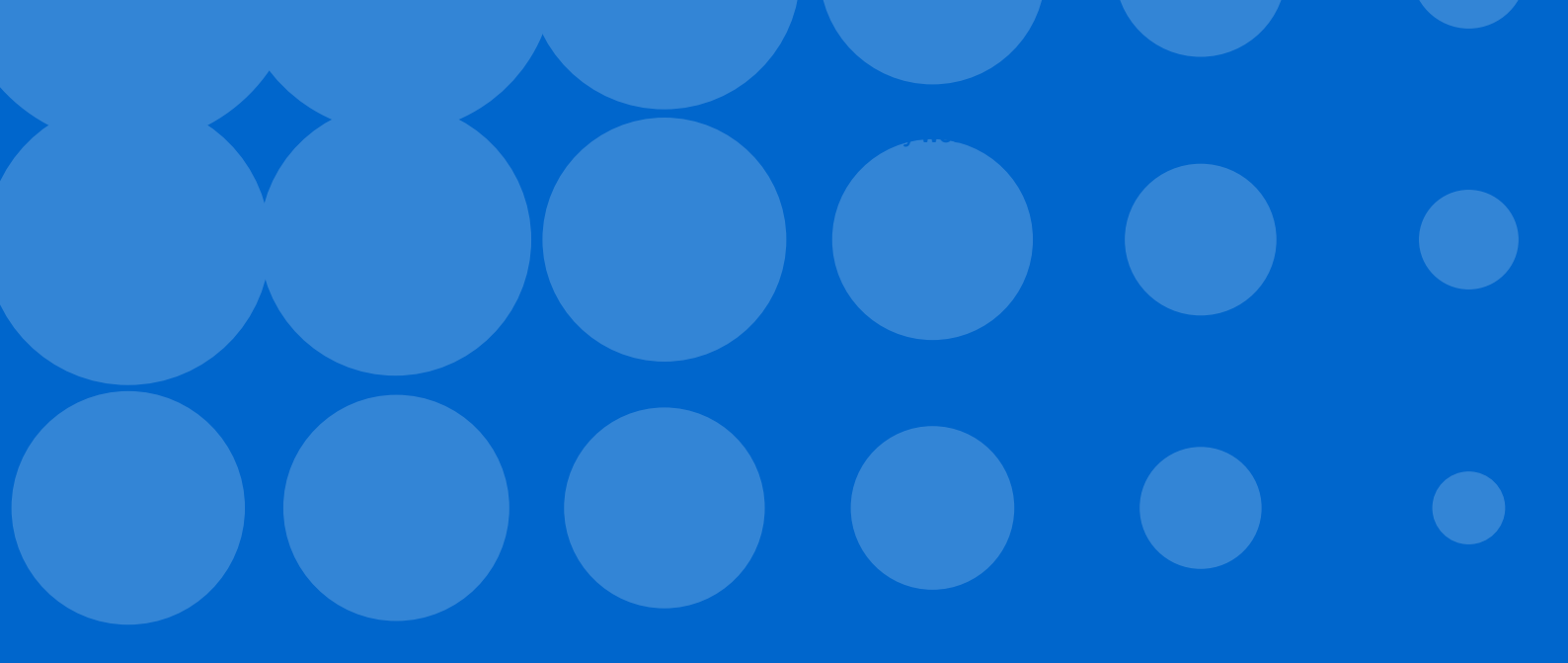
Mon - Fri: 8am to 6pm

**+44 20 3553 2279**

if you're outside the UK

Or visit [moneyhelper.org.uk](https://moneyhelper.org.uk)

Where 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 face uncertainty as we enter the next phase of the pandemic, not least when it comes to financial wellbeing. Your workforce or their families may 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 or partnership with a credit union. It's a key moment to communicate with your people to help them review their financial situation.


## 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.

- Debt arrears incurred during lockdown could be up to £1.6 billion, mostly from rent arrears. (Citizens Advice, 2021)

**55%** 55% of employers don't offer any support to improve financial wellbeing, but 77% of employees admit worrying about money at work, which affects productivity, talent retention and absence rates. (REBA, 2019)

- Mothers are 1.5 times more likely than fathers to have quit or lost their job due to COVID-19. (IFS, 2020)
- Those from global majority (a.k.a Black and minority ethnic) backgrounds are more likely to contract the virus and to be in jobs that are furloughed or at risk of redundancy.

 Around one third of older workers say that the pandemic has impacted them financially. (IFS, 2021)

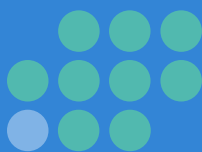
- Part-time workers, young people and the self-employed are among those worst hit financially by COVID-19.

- 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 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. Our step-by-step [Couch to Financial Fitness](#) programme is a good place to start.
- 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

Lockdown has seen the UK population spending more time at home and having more reason to worry about money, but this hasn't made us more willing to talk about money.

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.



9 in 10 UK adults don't find it any easier to talk about money during the pandemic, or don't even discuss money at all.

Money causes the biggest strain on couples' relationships. (Relate, 2017)

By age 7, children's attitudes to money are already developing.

- 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.
- 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.
- Choose who you open up to: Try not to have preconceptions about whom 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.

## Conversation starter guides

### Five tips to help you get started

- 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.
- 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.

- [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.

## 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 7. 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 – when 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, including the power of pocket money, 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:

1. giving them financial responsibility
2. setting the right example
3. 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](#).**

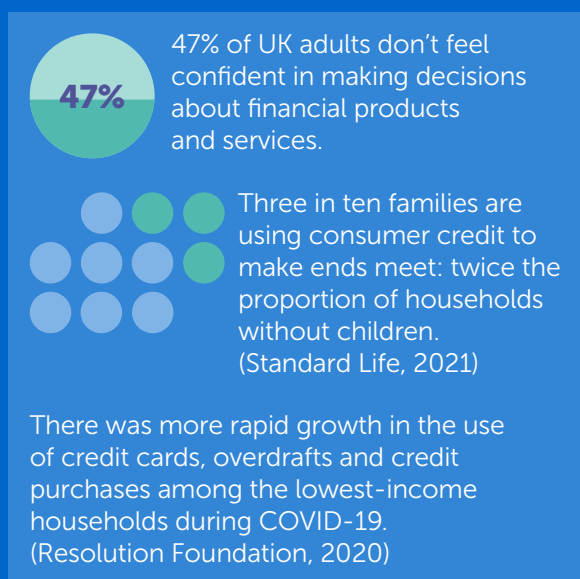
Interested in more ways to deliver financial education to children and young people? Get in touch on [cyp@maps.org.uk](mailto:cyp@maps.org.uk).



# 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 tools](#) and [networks](#) 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.
- With many people staying closer to home this year, you could organise a virtual event to showcase what you've learned from the pandemic and any changes that you'll be making as a result.
- 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 by COVID-19, many more of your residents will be struggling with bills and 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 tools](#) and [networks](#) 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 UC tool for those moving onto Universal Credit.
- 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 pandemic support such as the government-backed furlough scheme and eviction ban winding down this year, and the country facing an unprecedented fall in GDP, personal finances have never been so prominent on the political agenda.

Yet talking about money should always be part of new policy areas or 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

Help your team feel more confident in talking to service users about money: use our [Money Guiders tools](#) and [networks](#) to support and develop skills for frontline workers.

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 round table of thought leadership, and MaPS staff would be happy to contribute as panellists to discuss what money issues matter in 2021.

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.

# advice UK

## INSURANCE SERVICES

Providing insurance decisions  
advice-giving organisations

[adviceuk.org](https://www.adviceuk.org)



# 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 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, looked after children and young carers.

- By age 7, children's attitudes to money are already developing.
- 13.2% of 18-24 year olds - 498,000 young people - were unemployed in the three months to October 2020, up 112,000 compared to the same period in 2019. (ONS, 2020)
- 40% of young people aged 18 - 24 were more likely to run out of money before the end of the week or month and need to borrow to get by. (Turn2Us, 2020)
- Over a third of Millennials (35%) used Buy Now Pay Later more during the lockdown, and 24% of them intend to use it more afterwards. (Finder, 2020)

## 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:

- 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 pocket or 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.
- Deliver 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](https://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](mailto:cyp@maps.org.uk).

# Talk Money in healthcare

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, with each making the other worse.

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

- 66% of StepChange debt advice clients were struggling with anxiety, while 62% reported having depression. (StepChange, December 2020)

- During COVID-19, people with a mental health diagnosis reported higher levels of stress and worry about their finances.



Nearly half (46%) of people in problem debt also have a mental health problem.

- One in ten people with mental health problems had missed a debt repayment compared to less than one in 20 of those who had never experienced a mental health problem. (Money and Mental Health Policy Institute, June 2020)
- People with a longstanding mental health problem are more than twice as likely to live in poverty than those without.

## Start the conversation

- Promote your social prescribing services that help patients talk about money.
- 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.
- Flag talking therapy services to employees and patients.
- Help your team feel more confident in talking to patients about money: use our [Money Guiders tools](#) and [networks](#) 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, wherever 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 strategic delivery plans launch in Autumn 2021, and we'd like you to be part of that conversation.



## 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:

- [Download our 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](#) – 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.



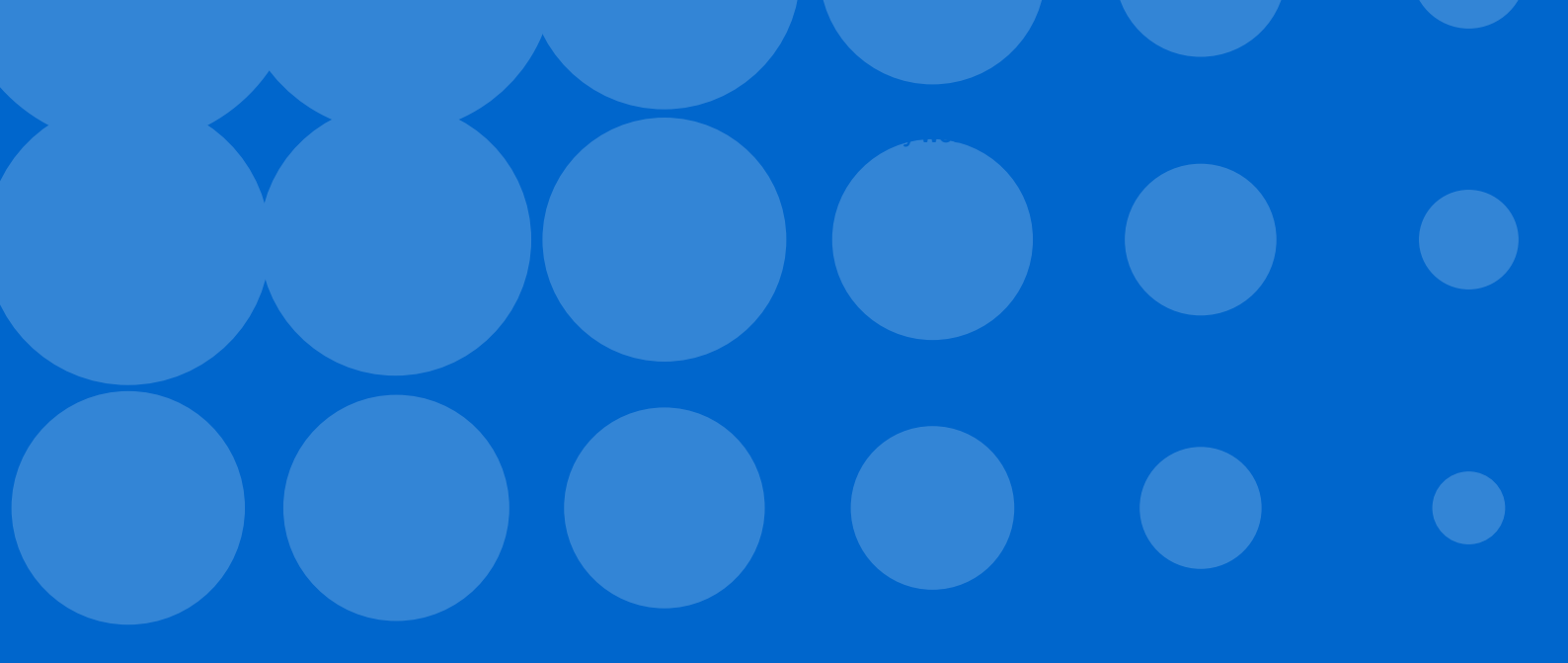
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