Winter warmth campaign guide

A communications toolkit for Oxfordshire organisations



November 2024

OXFORDSHIRE COUNTY COUNCIL

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THANK YOU for your interest and support in this area of public health. Ensuring residents have a home which supports their health and wellbeing is a key building block to their health.

Cold damp dangerous housing is responsible for increases in respiratory problems, cardiovascular ill health and problems in childhood development and costs the NHS £2.5 billion a year.

There is support available to all residents to help them **stay warm, safe and independent** their homes, but we know it can be time consuming and confusing to navigate. To that end we have pulled together various resources to help you and residents reach the support they need.

Why is this so important?

Archbishop Desmond Tutu once said: "*There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they are falling in*." Ensuring someone's home maintains and improves health is one of the key ways to go "upstream" and reduce the chances of them falling in.

What is available?

For those that are able to, we have online forms which are automated to send a referral e-mail on to the different organisations who might be able to help. For others where there may be an additional need the *Better Housing Better Health* service can help. Residents can either self-refer or you can refer on their behalf.

How you can help

Support is available, but making sure our residents know that, and know how to reach it, is a significant challenge. Your organisations, networks and communities are the key to making sure no one in Oxfordshire who needs support is missed.

This toolkit is designed to help you promote this support, and includes newsletter copy, social media resources and printed materials which you can order.

Thank you once again for your support in keeping all our residents safe, well and independent in their homes. Yours Faithfully



Ansaf Azhar
Director of Public Health and Community Safety

Dan Leveson
Place Director for Oxfordshire, Buckinghamshire, Oxfordshire, Berkshire West ICB

Printed resources

Posters for a noticeboard or a handy wall

Flyers for your waiting room, front desk or tables

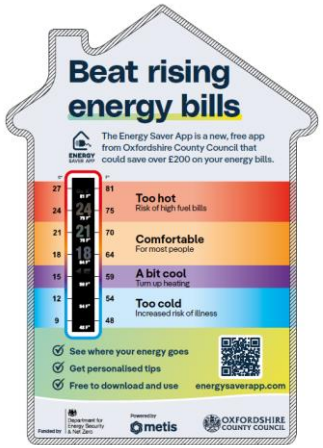
Please can you display our posters on any notice boards or public areas you have access to, and make our flyers available if you have a suitable place, or post them to your members / colleagues with any other post you send out.

The posters are available here to **print yourself**, or we are happy to post them to you.

Stickers as an aide memoir on notebooks, mobile phones and laptops

bookmarks great if you have limited desk space

Thermometer card helping residents know when the room temperature is unhealthy





Print materials can be ordered via Sarah.Ayyub@oxfordshire.gov.uk Please state which materials, quantities, and delivery address

Newsletter copy

If you have a newsletter that goes out to staff, we'd love it if you could include something like this:

150-word version

As winter arrives and temperatures drop thoughts may be turning to staying warm and well. There's a range of support, tips, advice and grants, available in Oxfordshire.

The free, local and independent **Better Housing Better Health** service is there for residents who may be finding it hard to keep themselves or their family warm and well. For some residents they can offer a home visit to provide more tailored advice and support.

Referrals can be made to grant schemes for new heating or better insulation, making money go further. This year there are grant schemes available for energy efficiency measures like loft and cavity wall insulation and some schemes' eligibility criteria has changed.

Head over **www.oxfordshire.gov.uk/keepingwarm** for more information or call 0800 107 0044 for advice on energy saving or bill support.



100-word version

As winter arrives and temperatures drop thoughts may be turning to staying warm and well. There's a range of support, tips, advice and grants, available in Oxfordshire.

The free, local and independent **Better Housing Better Health** service is there for residents who may be finding it hard to keep their family warm and well. For some residents they can offer a home visit to provide more tailored advice.

This year there are grant schemes available for energy efficiency measures like loft and cavity wall insulation. And more!

Head over to **www.oxfordshire.gov.uk/keepingwarm** for more information or call 0800 107 0044.
Get your home winter-ready today!

50-word version

There's a range of support available in Oxfordshire to stay warm, well and independent in your home this winter. From advice about energy bills from Better Housing Better Health to funding for energy efficiency measures like loft and cavity wall insulation and more!

Head over to **www.oxfordshire.gov.uk/keepingwarm** for more information.

Social media posts

Message for residents concerned about energy bills

The rising cost of energy is causing widespread concern as more residents may become unable to heat their homes.

If you know anyone who is experiencing difficulty paying their fuel bills, refer them to the Better Housing Better Health service who can provide advice, and in some cases, access financial support.

They are well connected to a wide range of local organisations and can make onward referrals to help Residents get the help they need to stay safe and well in their homes.

Telephone 0800 107 0044 or complete the online referral form here: **www.bhbh.org.uk/make-a-referral**

Cold weather

Stay warm and safe this winter! As temperatures fall, it's crucial to keep warm and well. Ensure your home is winter-ready by checking your heating system and insulating your home.

Remember, Better Housing Better Health offers free advice and support to help you stay warm and safe.

Visit **www.bhbh.org.uk/** for more tips and assistance.

#WinterWarmth #StayWarm

Winter on its way…

Stay warm and well this winter! Winter is on its way, and it's important to keep warm and well.

Better Housing Better Health offers a range of support, from energy-saving tips to grants for home improvements.

Visit **www.bhbh.org.uk/** to find out how you can stay warm and safe this winter.

#WinterWarmth #StayWell

Wet weather…

Stay dry and warm this winter! Wet weather can make it harder to stay warm. Keep your home dry by fixing any leaks and ensuring good ventilation.

Better Housing Better Health provides expert advice on keeping your home warm and energy efficient.

Find out more at **www.bhbh.org.uk/**

#WinterWarmth #StayDry

Better Housing Better Health social graphics

Accompany your post with one of our campaign quotes. More images and sizes are available:









Click to get more images for social media

Other messaging

Pensioners losing winter fuel payment

With the changes to the winter fuel allowance, some pensioners may now find it challenging to stay warm this winter. There are measures they can take to keep warm and safe:

1. **Energy efficiency grants**: Oxfordshire County Council offers various grants for energy efficiency measures like loft and cavity wall insulation. Visit **www.oxfordshire.gov.uk/retrofit** for more information.

2. **Better Housing Better Health (BHBH)**: This free service provides expert advice on saving energy, accessing grants, and managing energy bills. They can also offer home visits for eligible residents to ensure suitable housing conditions. Contact BHBH at 0800 107 0044 or visit **www.bhbh.org.uk**

3. **Warm spaces**: Make yourself at home at your local library. Oxfordshire library services are taking part in the warm spaces scheme again this year, offering a heated space, free hot drinks and advice sessions on topics like household budgeting: **www.oxfordshire.gov.uk/libraries**

#WinterWarmth #StayWarm #OxfordshireSupport
#BetterHousingBetterHealth

Energy price increases in October: Plan ahead and stay warm!

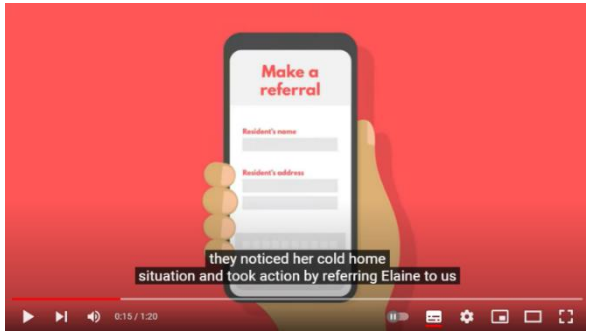
With prices for energy increasing in October, it's more important than ever to plan ahead. There's a range of support available in Oxfordshire to stay warm, well, and independent in your home. From advice about energy bills from Better Housing Better Health to funding for energy efficiency measures like loft and cavity wall insulation.

- **Better Housing Better Health**: This service offers free, impartial advice on energy efficiency, grants, and financial support. They can help you save money, make your living space more comfortable, and reduce stress. Learn more **www.bhbh.org.uk**

- **Home Upgrade Grant Phase 2 (HUG2)**: This government-backed scheme provides energy efficiency measures and low-carbon heating for low-income households. It includes upgrades like insulation, air source heat pumps, and solar panels. Find out more and check your eligibility at **www.oxfordshire.gov.uk/retrofit**

Let's stay warm and safe together!

#WinterWarmth #StayWarm #EnergyPrices #PlanAhead



Video versions – we have two videos for you to share with your team

This winter, your referral is the best way to help someone vulnerable like Elaine/ Errol keep warm and well this winter.

A referral to Better Housing Better Health takes no time at all
Elaine - **www.youtube.com/watch?v=bqxR6CEddjo**
Errol - **www.youtube.com/watch?v=KjuQdAzwMZI**

Other messaging continued

Messages for anyone making visits to residents, clients or patients' homes

Have you noticed a vulnerable client struggling to keep their home warm? Refer them to Better Housing Better Health and let us take care of the rest. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

Calling all community workers! If you know someone vulnerable who might need our help staying warm and safe this winter, refer them today. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

If you refer someone in need, we'll take care of the rest – just like we helped Elaine get her heating up and running last winter. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

BHBH helps people stay warm during wintertime with all-around support, expert advice and even funding. Refer someone in need. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

Tim came out of hospital into a home with no hot water and no heating. But we were there to help. And we can be there for your clients too. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

BHBH helps people stay warm during wintertime with all-around support, expert advice and even funding. Refer someone in need. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

No one needs to be cold this winter, next winter or any winter. If you know someone who might be, refer them to us. Call 0800 107 0044 or **www.bhbh.org.uk/make-a-referral**

Social graphic illustrations









Click to get more images for social media

Oxfordshire housing conditions pathway 2024

Housing conditions include - cold or expensive to heat homes, damp and mould, risk of falls, fire safety, overcrowding, sanitation/drainage, **hoarding**, security, accessibility, broken windows, roof leaks, electric and gas safety, accidents/injuries, overgrown gardens, pest control, etc.

	District and City Council			Oxfordshire County Council				Voluntary, Charity & Community Support		
Services	**Environmental Health/Housing**	**Home Improvement Agencies**	**Small repairs services**	**Occupational Therapy**	**Trading Standards**	**Live Well Oxfordshire**	**Safe and Well Visits**	**Better Housing Better Health**	**Citizens Advice**	**Third Sector/VCSE**
	Most housing conditions inc. hoarding	Most housing conditions	Basic home repairs/ maintenance	Accessibility and adaptations	**Buy with Confidence,** Consumer rights	Housing, repairs, maintenance	Fire safety	Cold homes	Housing conditions/tenancy issues	Advice and some repairs / **garden maintenance**
Inspections	X				X					
Enforcement	X				X					
Works in Default**	X									
Grants	X	X						X		
Loans	X	X						X		
Advice	X	X	X	X	X	X	X	X	X	X
Support/case management		X	X					X	X	X
Visits		X	X	X			X	X		
Equipment		X	X				X	X		
Advocacy	X	X	X		X				X	
Labour/works		X	X							X

The services identified can overlap, however, they are able to re-route to other more appropriate services if necessary.

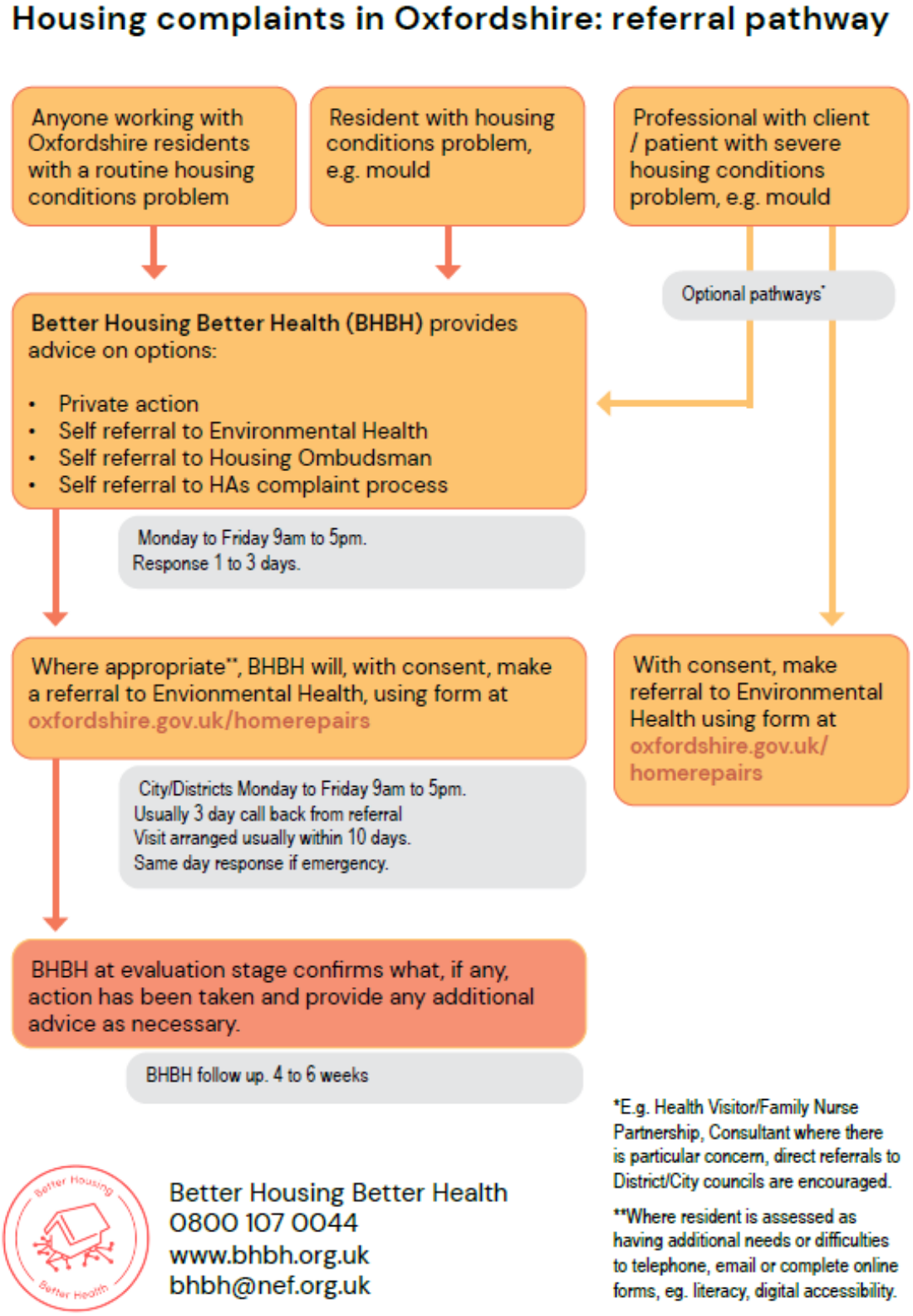
For tenancy issues, sustainment, debt etc, **please refer to this page on Livewell Oxfordshire**.

** Such as CO detectors, smoke alarms, draft excluders, etc*

*** Legal notices can be served, which can allow for works to be carried out and a charge placed on the property for the cost of those works, plus project management costs.*

Produced by Public Health, Oxfordshire County Council Winter 2024

Oxfordshire housing complaints referral pathway

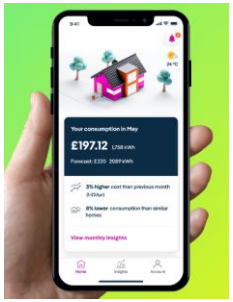


This pathway document is available to download

It can also be ordered via Sarah.Ayyub@oxfordshire.gov.uk

Other useful resources

Energy saver app



Energy Saver App is a new, free mobile app from Oxfordshire County Council that could save over £200 on your energy bills.

It uses clever technology to analyse your smart meter data and understand your home energy use. It then gives you highly personalised insights that your smart meter can't, so you can make informed choices about your home's energy use and efficiency.

Home repairs

Our **retrofitting your home** web pages offer advice on making changes to your home to reduce energy use and save money. The page offers information on schemes and funding to help you with retrofitting your home.

Community warm centres

During colder weather, there are community spaces available that provide a free warm place for residents to make friends, have a cuppa, and get social support.

You can find where they are on the **Warm Welcome Space website**.

Oxfordshire fire and rescue

Our **community safety pages** offer help and advice from our fire service on how to stay warm and safe during the colder months.

Cold home slide deck

This slide deck has various additional information that may be useful to you or your team, including infographics, additional information on support in Oxfordshire and other organisations to contact.

You may wish to work these into your own messaging to align with your organisation's links to fuel poverty and cold homes, such as health or climate action.

Click to download cold home slide deck

Our Library Service

Make yourself at home in our libraries





All Oxfordshire libraries will be part of the ‘Warm Welcome’ network this year. As well as offering a free, heated space, our libraries will again deliver a range of other support, including free to access cultural activities, free hot drinks, advice sessions and signposting on helpful topics.

It’s the third year running that Oxfordshire Libraries are a partner of the Warm Welcome Campaign, which supports a network of over 4,000 warm spaces across the UK. They will be particularly focused on providing warmth, company and support to those affected by poverty and social isolation over the winter months.

Find your local branch library.



NHS Think which service:

Think which service promotes the idea of thinking first about which service to use during winter.

The **staywell-bob.nhs.uk/** website also has quick links to key services that may be needed over the colder months – helping you to stay well for longer.

Winter health hub:

Winter brings a higher risk of health issues, especially for older people and those with other underlying health conditions. This website has quick links to more information about how you, your family and neighbours can stay well this winter. More at **Winter health hub - Stay Well**

Other useful resources continued…

Live Well Oxfordshire

The **Live Well Oxfordshire website** offers a comprehensive guide to services and support for adults (18+) in Oxfordshire, including information on care homes, community support, health and wellbeing resources, and advice on staying independent.

Information for those supporting older people in health and social care settings

The **supporting vulnerable people before and during cold weather: for adult social care managers** includes advice on identifying those at risk, adapting care plans, promoting vaccinations, and ensuring that appropriate action plans are in place to minimize health risks during cold weather.

Winter vaccinations

For more information on winter vaccinations visit **the local NHS page** for more information on what is available. Or to support the messaging, visit the **Get Winter Strong campaign**.

108 missed opportunities…

Poor housing affects people's health, in particular cardiovascular and respiratory conditions. For every 1°C drop in temperature, the risk of death from respiratory conditions increases by about 10%. For every Excess Winter Death there are eight hospital admissions and 100 GP appointments – that's 108 missed opportunities to raise the issue of a warm home!

Local authorities work with the NHS to provide sources of support, in the form of advice, funding and enforcement to ensure people's homes are warm and safe.

Click here to find out more about the **Referral pathway for cold and unsafe homes across Buckinghamshire, Oxfordshire and Berkshire West**

National Grid/ UK Power Networks Priority Services Register (PRS)

Joining the **PSR for National Grid** or **PSR for Power Networks** provides extra help and additional support during a power cut for elderly, vulnerable, very ill or disabled people, or those who rely on power for medical equipment.