

STAKEHOLDER SUPPORT PACK

Wednesday 26 November 2025



Hello,

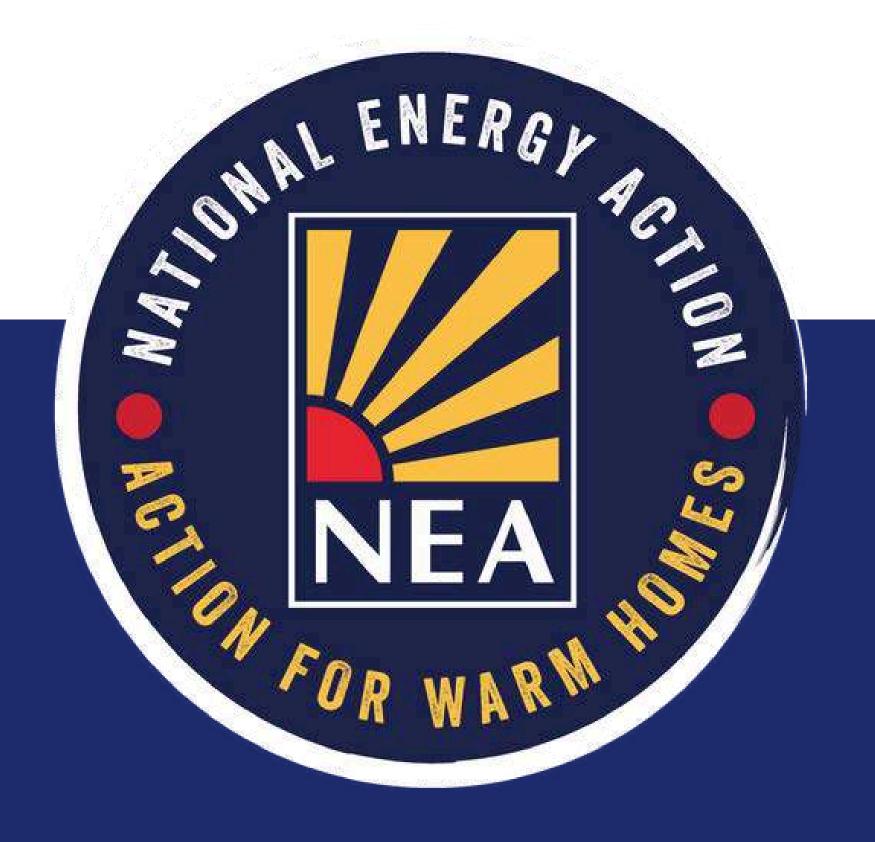
Thank you for downloading our supporter pack for our Fuel Poverty Awareness Day on **Wednesday 26 November.** The energy crisis has continued for over four years, millions of UK households cannot afford to keep warm and healthy.

This year, the theme will focus on the experience of children living in fuel poverty and how their health, comfort and life chances are put at risk, simply from living in a cold home.

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

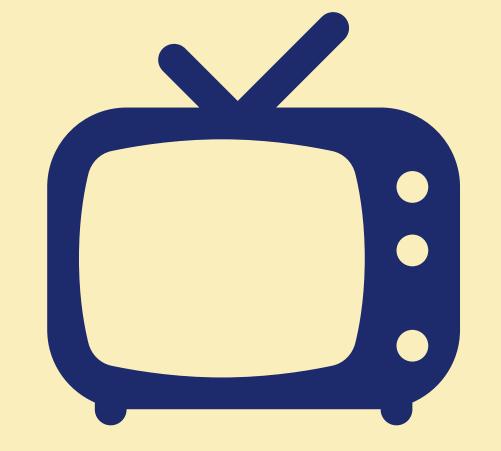
We need support from individuals and organisations to make the day have an impact. Please send this pack to the person/team who manages your organisation's social media accounts and encourage them to support on the day.

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

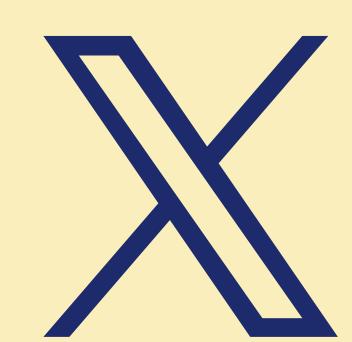


HOW YOUR SUPPORT HELPED LAST YEAR

46 media mentions



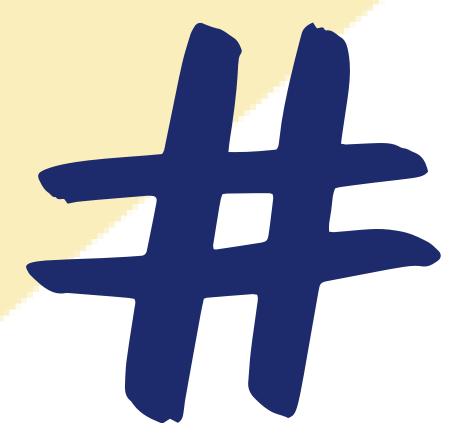
Trending fifth on Twitter/X.



Thousands of organisations and individuals supported us on the day.



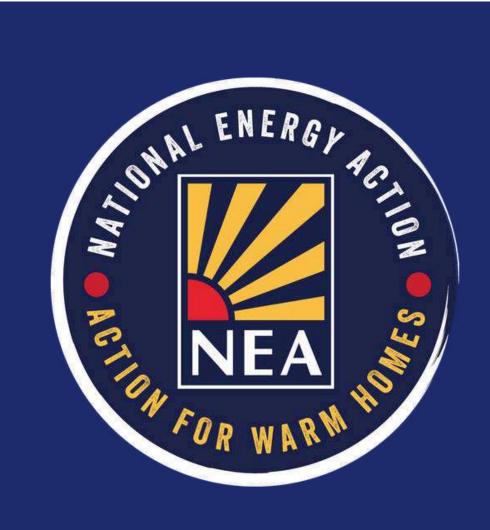
Hashtag had a potential reach of just under **11** million.

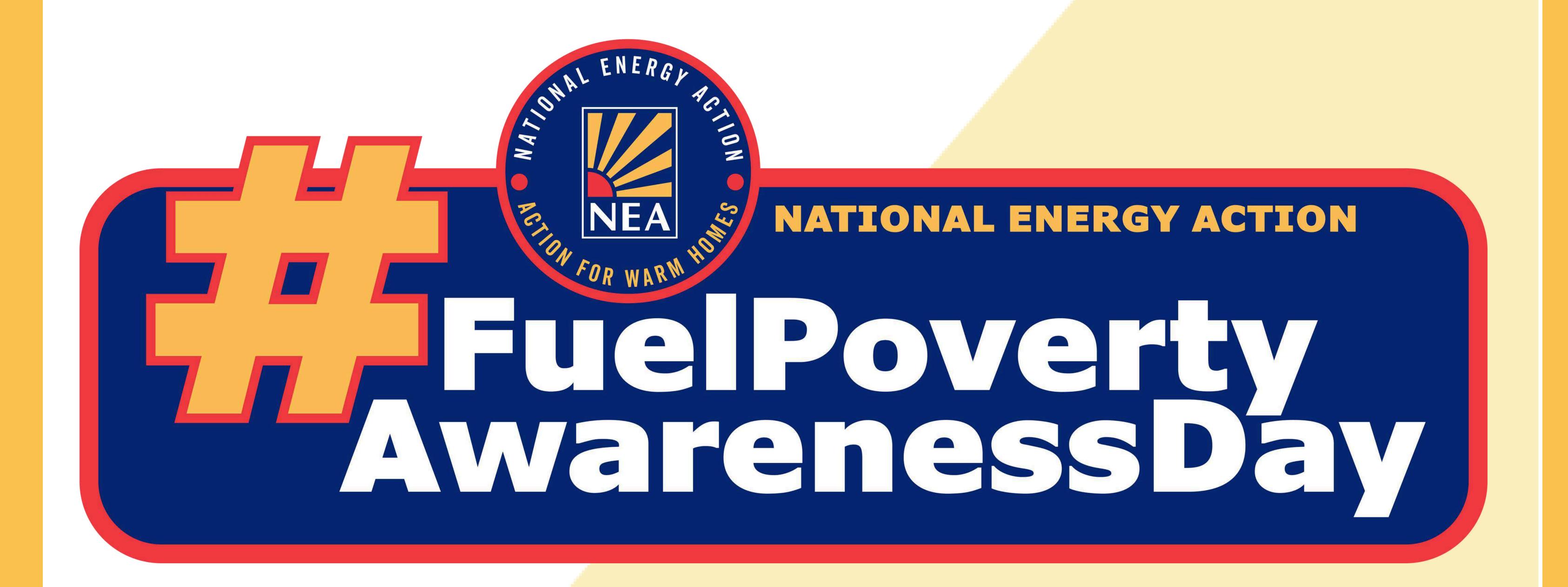


Secured support from nearly 50 elected representatives.



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

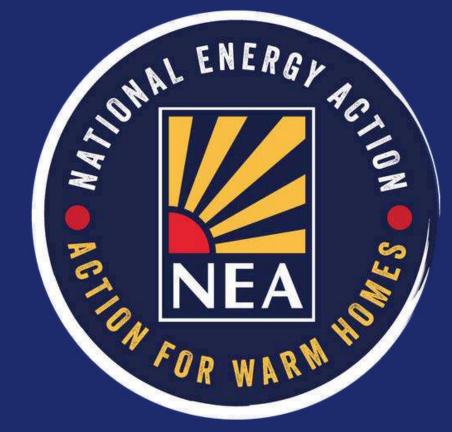




- 1) Who we are and why support Fuel Poverty Awareness Day
- 2) Letter to elected representatives
- 3) Email template to encourage colleagues in your organisation to get involved
- 4) Advice leaflets
- 5) Social media toolkit including suggested posts and graphics cards
- 6) How to stay involved



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



ABOUT NATIONAL ENERGY ACTION

National Energy Action (NEA) is the national fuel poverty charity. We've worked across England, Wales, and Northern Ireland for almost 45 years, to ensure that everyone in the UK can afford to live in a warm and healthy home.

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











OUR SOCIAL MEDIA HANDLES

On Fuel Poverty Awareness Day, please use the hashtag #FuelPovertyAwarenessDay and tag us. We will endeavour to share as many posts as possible to amplify the support available and the amazing efforts that everybody is doing to support those in fuel poverty.

UK-wide

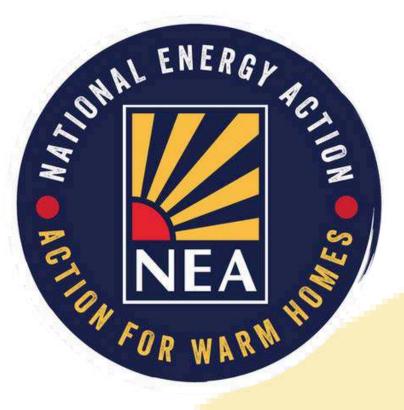
- https://www.facebook.com/Nationalenergyaction
- https:/x.com/NEA UKCharity
- https:/uk.linkedin.com/company/national-energy-action
- https:/www.instagram.com/nea_ukcharity
- https://bsky.app/profile/nea.org.uk

Wales

- https://bsky.app/profile/nea-cymru.bsky.social
- https://x.com/NEA Cymru

Northern Ireland

- https://x.com/NEANIreland
- https://www.facebook.com/NEANIreland
- @neanireland.bsky.social
- https://www.instagram.com/neanireland/
- https://www.linkedin.com/company/national-energy-action-ni



WHY SUPPORT OUR FUEL POVERTY AWARENESS DAY?

Fuel poverty affects millions of children across the UK. Children don't have any control over where they live and yet, where they grow up could determine their health and future prospects for the rest of their lives. No child should have to grow up in a cold, unhealthy home but it is the reality for too many.

Why support us?

- To help us keep fuel poverty on the agenda
- To inspire systemic change
- To amplifying the voices of fuel poor households
- To help make sure no child grows up in a cold home

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

- We're holding a drop-in event in Parliament and a Cross Party Group meeting in the Senedd. We're also holding a training session for MP caseworkers to help them offer better support to constituents.
- Dozens of schools are holding one of our KS1, KS2 and KS3 assemblies to raise awareness among school children.
- Many organisations will run events across the UK, supporting parents and carers to understand how they can get energy advice and/or maximise their incomes to provide a warmer home for their families.
- Hundreds of organisations and individuals have committed to sharing <u>our</u> <u>messages</u> on their social media channels with the hashtag #FuelPovertyAwarenssDay
- Many organisations have committed to fundraising for our Nation's Biggest Housewarming Event between 24 and 28 November.



LETTER TO ELECTED REPRESENTATIVES

We've written a template letter for you to send to elected representatives 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 templates for Members of Parliament, Members of the Senedd and Members of the Northern Ireland Assembly.



EMAIL TEMPLATE TO ENCOURAGE COLLEAGUES IN YOUR ORGANISATION TO GET INVOLVED

Dear colleagues,

Wednesday 26 November marks National Energy Action's Fuel Poverty Awareness Day. We will be supporting on social media during on the day and we are encouraging you to get involved too.

This year, the theme will focus on the impact of children living in fuel poverty. Children are the next generation and should be growing up in warm and healthy homes - but that's not the reality for millions of them.

If you want to help, please post your support for the day on social media on Wednesday 26 November between 7am and 7pm using the hashtag #FuelPovertyAwarenessDay.

National Energy Action has provided a stakeholder pack, which has resources that you can use along with suggested text. Please tag their social media handles so they can like, comment and share on the day.

Their handles are:

UK-wide

- https://www.facebook.com/Nationalenergyaction
- https:/x.com/NEA UKCharity
- https:/uk.linkedin.com/company/national-energy-action
- https:/www.instagram.com/nea_ukcharity
- https://bsky.app/profile/nea.org.uk

Wales

- https://bsky.app/profile/nea-cymru.bsky.social
- https://x.com/NEA Cymru

Northern Ireland

- https://x.com/NEANIreland
- https://www.facebook.com/NEANIreland
- <u>@neanireland.bsky.social</u>
- https://www.instagram.com/neanireland/
- https://www.linkedin.com/company/national-energy-action-ni

You can also write to your local elected representative using a letter that they have provided.

We're keen to help such an important cause and we hope that you can get involved too. You can download their pack of social media graphics here: www.nea.org.uk/who-we-are/nea-campaigns/fpad/. If you have any questions, contact mike.potter@nea.org.uk, Communications and Campaigns Officer at National Energy Action.

Thank you in advance.

Digital copies of our advice leaflets are available for stakeholders to share with clients to help them.



TOPICS INCLUDE

- 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/

We have some tailored for householders in Northern Ireland too: www.nea.org.uk/publications/northern-ireland-advice-leaflets/

SOCIAL MEDIA TOOLKIT

We've designed a range of social media assets for you to share on Wednesday 26 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.

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

We have provided graphics and suggested text for each one.

All assets can be downloaded from Dropbox here: https://www.dropbox.com/scl/fo/3t0q9sk4584p39syqahh3/AG
BePwX1xNBPxfckS4UkK0Y?

<u>rlkey=0e26fo2ca1ojj65sne2czqyh1&st=h8e6ki0t&dl=0</u> or downloaded by clicking below the picture.

If your organisation is unable to access Dropbox, you can download from OneDrive here: https://nationalenergyaction-my.sharepoint.com/:f:/g/personal/mpotter nea org uk1/Eupq Q53SC4pLtwkB1F2DNV8BE6LXeLkjb5ELL6BjPEsjhw?e=XnVBIc

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

MESSAGES FOR INDIVIDUALS



Millions of children living in cold and damp homes across the UK. Support @nea_ukcharity's #FuelPovertyAwarenessDay.s if

Download



Download

I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because evidence shows that living in a cold home, can affect academic attainment. This should not be happening to millions of children across the UK.

MESSAGES FOR INDIVIDUALS



I'm supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because children living in cold and damp homes are more likely to develop lifelong respiratory issues.

SUPPORT MESSAGES FOR ORGANISATIONS



Download

We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because there are millions of children living in cold and damp homes across the UK.



Download

We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because evidence shows that living in a cold home can affect academic attainment. This should not be happening to millions of children across the UK.

SUPPORT MESSAGES FOR ORGANISATIONS

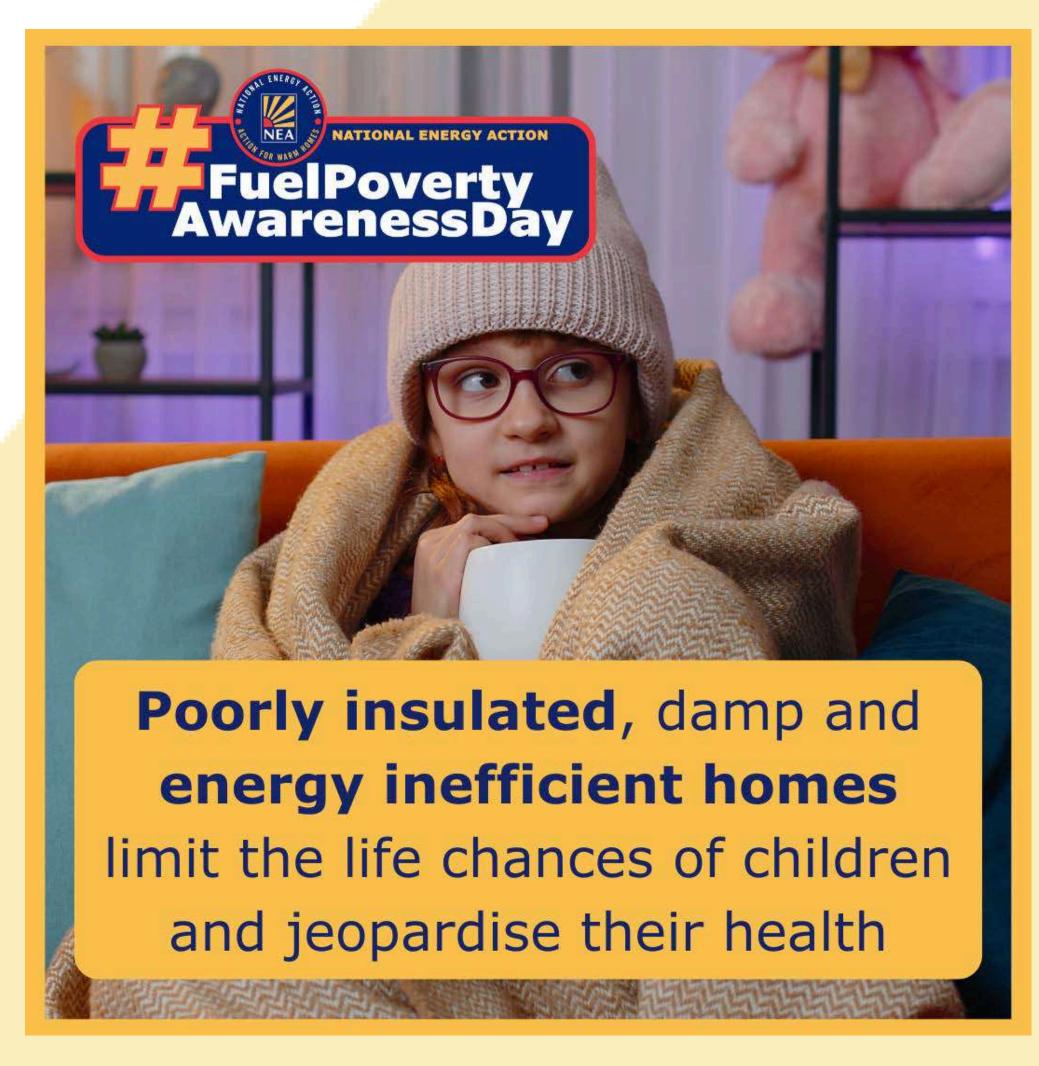


We're supporting @NEA_UKCharity's #FuelPovertyAwarenessDay because children living in cold and damp homes are more likely to develop lifelong respiratory issues.

THE IMPACT OF FUEL POVERTY FOR CHILDREN



Download



Download

Millions of children across the UK live in fuel poverty. Governments need to do more to ensure that children's health and life chances are not impacted by living in cold and unhealthy homes. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Successive governments have failed to significantly reduce fuel poverty across the UK. This is having real impacts on children. Support @nea_ukcharity's #FuelPovertyAwarenessDay.



Download

The risks of Sudden Infant Death Syndrome can be increased by having a cold home. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

THE IMPACT OF FUEL POVERTY FOR CHILDREN



Grandparents report rationing their energy and only putting their heating on when their grandchildren visit. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



Download

Families struggling to afford their energy bills are having to cut back on use of lighting. Support @nea_ukcharity's #FuelPovertyAwarenessDay.



Due to the high cost of energy, many children have to go to bed early, just to stay warm at home. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

THE IMPACT OF FUEL POVERTY FOR CHILDREN



The cost of heating a home to a healthy temperate is out of reach for many families. Some householders are resorting to only heating one room. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



Parents of children in fuel poverty are struggling with heating and eating. Even those who use food banks may not be able to afford to cook hot meals. Support

@nea_ukcharity's
#FuelPovertyAwarenessDay.

Children and young people unable

to invite friends round due to the

Download



Support @nea_ukcharity's #FuelPovertyAwarenessDay.

presence of damp and mould.

Download

THE IMPACT OF FUEL POVERTY FOR CHILDREN



Not being able to afford to run a washing machine can lead to children being isolated and judged. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



Young people living in cold environments can struggle with academic attainment, which could impact on the rest of their lives. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



With energy bills remaining high, many children in fuel poverty are having to sacrifice extra-curricular activities. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

POLICY ASKS FOR UK GOVERNMENT



Download

The UK #Budget taking place on the same day as @nea_ukcharity's #FuelPovertyAwarenessDay provides UK government with an opportunity to provide help for children and families living in fuel poverty.



We're joining @nea_ukcharity to call for deeper financial support for households in fuel poverty.

#FuelPovertyAwarenessDay.

Download



We're joining @nea_ukcharity in calling for better energy efficiency standards for renters on their #FuelPovertyAwarenessDay.

POLICY ASKS FOR UK GOVERNMENT



Poorly insulated homes need to be upgraded through comprehensive government energy efficiency schemes, targeting the families who most need help. Support @nea-UKCharity's #FuelPovertyAwarenessDay.

Download



Funding from the UK Government's Warm Homes Plan will provide a vital opportunity for the next Welsh Government to tackle fuel poverty, cut energy bills and make homes greener in Wales.

#FuelPovertyAwarenessDay.

POLICY ASKS FOR NORTHERN IRELAND



Download

Unlike GB, the NI Executive currently has no statutory fuel poverty target. We are calling for the finalised Fuel Poverty Strategy to provide for the introduction of a statutory fuel poverty reduction target. Support @nea_ukcharity's #FuelPovertyAwarenessDay.



Download

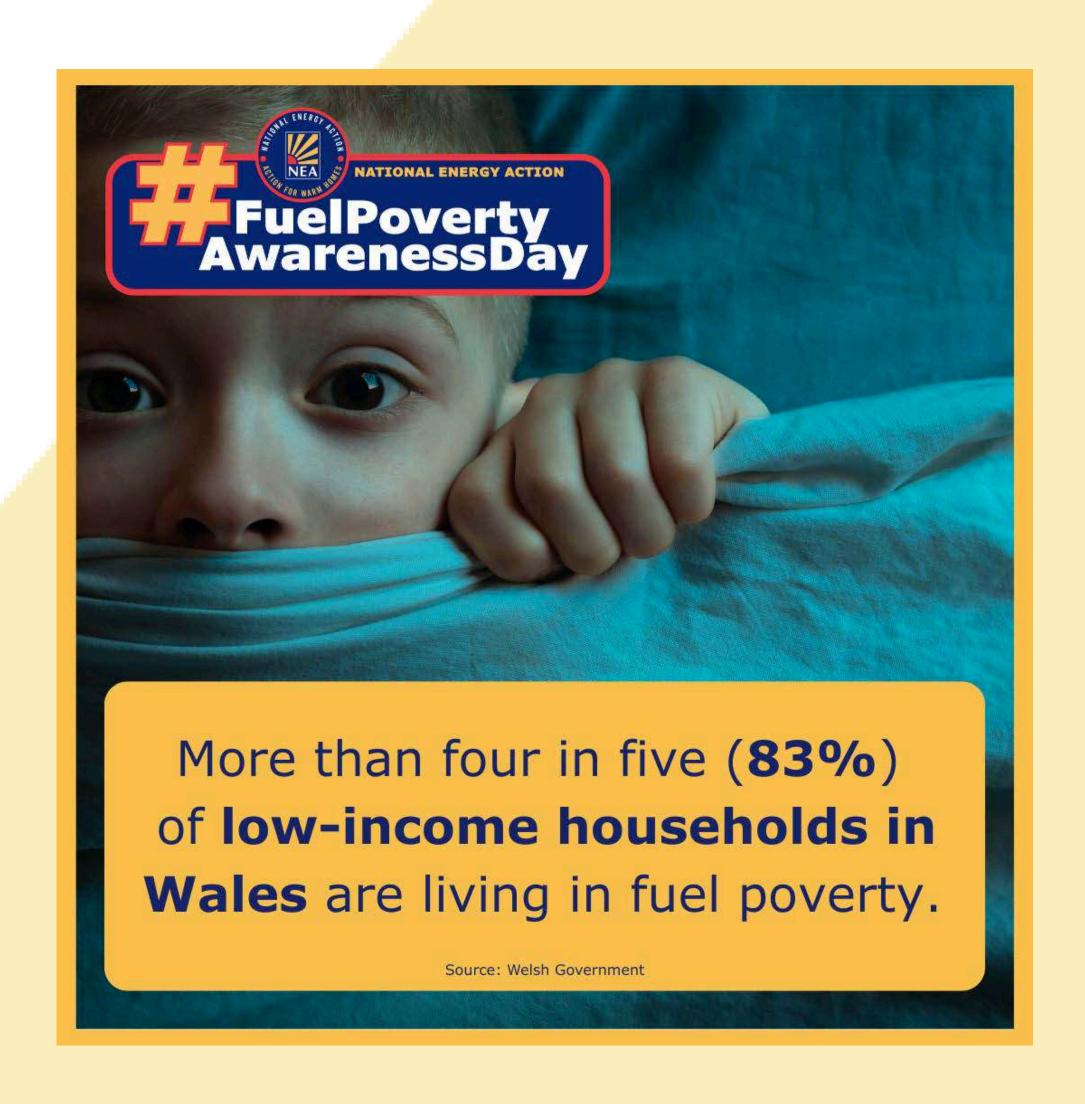
The Barnett consequential allocation is at the discretion of the NI Executive. It's a critical opportunity to direct much needed additional resources toward retrofit and domestic energy efficiency schemes for fuel poor homes. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

FOR ORGANISATIONS WORKING IN WALES



Urgent action is needed to make every home in Wales healthy, comfortable and affordable to heat. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



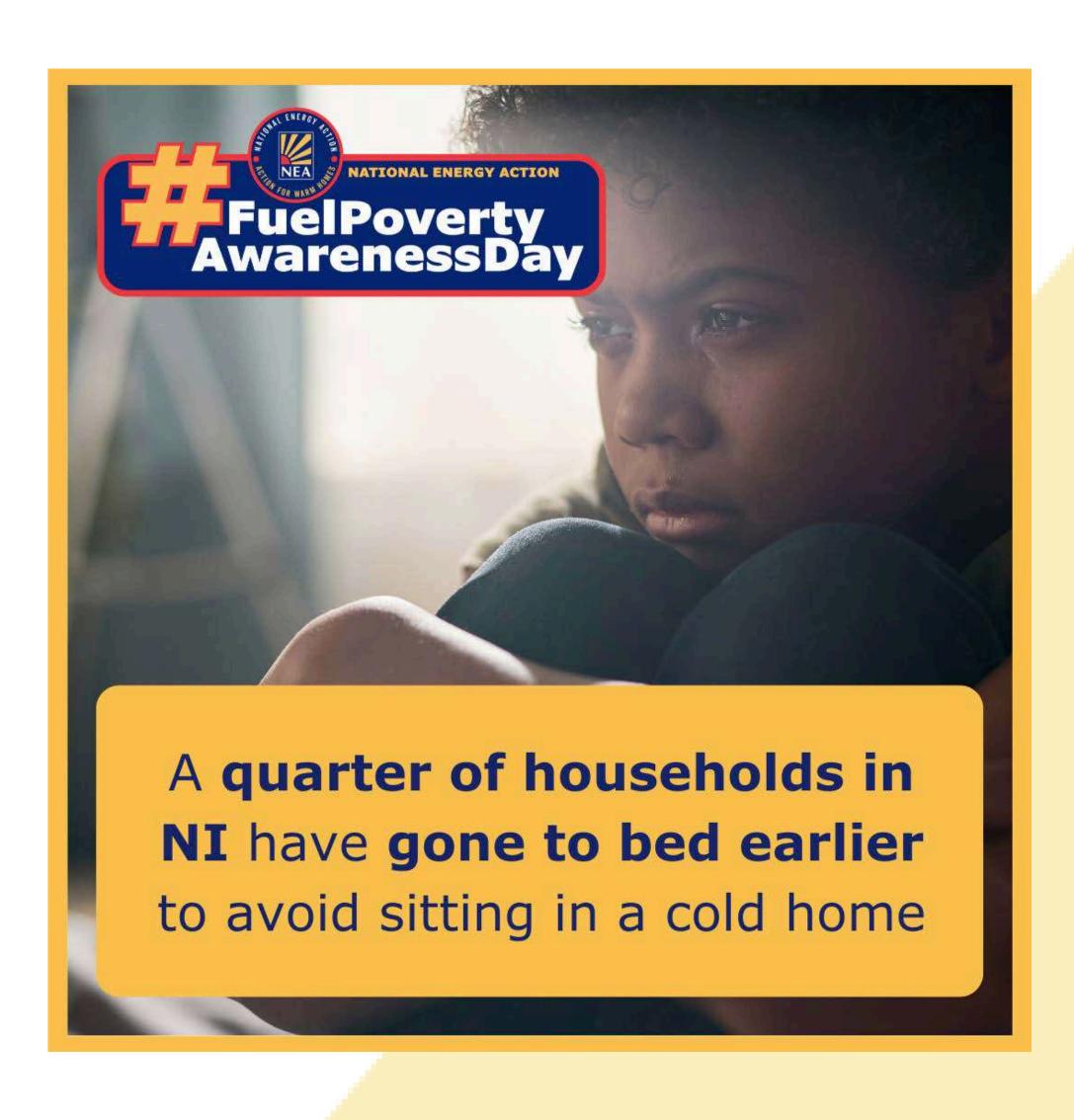
83% of the low-income householders in Wales are unable to afford to keep warm and healthy at home. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

Download



Over the last three years, the number of children living in fuel poverty has broadly doubled. Children need to grow up in warm and healthy homes. Support @nea_ukcharity's #FuelPovertyAwarenessDay.

FOR ORGANISATIONS WORKING IN NORTHERN IRELAND



According to a recent @LucidTalk poll, a quarter of NI households have gone to bed earlier to avoid sitting in a cold home. This means that many parents are putting their children to bed early to keep warm. #FuelPovertyAwarenessDay.

Download



Download

39% of adults in NI told a
@LucidTalk poll that they are
spending more than 10% of their
total household expenditure on
energy costs. This paints a grim
picture of the extent of
#FuelPoverty in NI.
#FuelPovertyAwarenessDay.

NEGESEUON I UNIGOLION



Mae 4 miliwn o blant yn byw mewn cartrefi oer a llaith ledled y DU. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity oherwydd i dystiolaeth
ddangos y gall byw mewn cartref oer
effeithio ar gyrhaeddiad academaidd. Ni
ddylai hyn fod yn digwydd i miliwn o
blant ledled y DU.

NEGESEUON I UNIGOLION



Rwy'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity oherwydd bod plant
sy'n byw mewn cartrefi oer a llaith yn
fwy tebygol o ddatblygu problemau
anadlol gydol oes.

NEGESEUON CYMORTHI SEFYDLIADAU



Lawrlwytho

Mae 4 miliwn o blant yn byw mewn cartrefi oer a llaith ledled y DU. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.



Rydyn ni'n cefnogi

#FuelPovertyAwarenessDay

@NEA_UKCharity oherwydd i

dystiolaeth ddangos y gall byw mewn

cartref oer effeithio ar gyrhaeddiad

academaidd. Ni ddylai hyn fod yn

digwydd i miliwn o blant ledled y DU.

NEGESEUON CYMORTHI SEFYDLIADAU



Rydyn ni'n cefnogi
#FuelPovertyAwarenessDay
@NEA_UKCharity oherwydd bod plant sy'n
byw mewn cartrefi oer a llaith yn fwy
tebygol o ddatblygu problemau anadlol
gydol oes.



Lawrlwytho

Mae miliynau o blant ledled y DU yn byw mewn tlodi tanwydd. Mae angen i lywodraethau wneud mwy i sicrhau nad yw iechyd plant a chyfleoedd bywyd yn cael eu heffeithio drwy fyw mewn cartrefi oer ac afiach. Cefnogwch Ddiwrnod Ymwybyddiaeth Tlodi Tanwydd @nea_ukcharity #FuelPovertyAwarenessDay.



Mae llywodraethau olynol wedi methu â lleihau tlodi tanwydd yn sylweddol ledled y DU. Mae hyn yn cael effeithiau gwirioneddol ar blant. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Lawrlwytho

Gall cartref oer gynyddu'r risgiau o Syndrom Marwolaeth Sydyn Babanod. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.



Mae neiniau a theidiau'n adrodd eu bod yn dogni eu hynni ac yn rhoi'r gwres ymlaen dim ond pan fydd eu hwyrion yn ymweld. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Lawrlwytho

Mae teuluoedd sy'n cael trafferth fforddio eu biliau ynni yn gorfod lleihau'r defnydd o oleuadau. Cefnogwc #FuelPovertyAwarenessDay @NEA_UKCharity.



Lawrlwytho

Oherwydd cost uchel ynni, mae'n rhaid i lawer o blant fynd i'r gwely'n gynnar, dim ond i gadw'n gynnes gartref.
#FuelPovertyAwarenessDay
@NEA_UKCharity.



Mae cost gwresogi cartref i dymheredd iach allan o gyrraedd llawer o deuluoedd. Mae rhai deiliaid tai'n troi at wresogi un ystafell yn unig. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Mae rhieni plant mewn tlodi tanwydd yn cael trafferth gyda gwresogi a bwyta. Efallai na fydd hyd yn oed y rhai sy'n defnyddio banciau bwyd yn gallu fforddio coginio prydau cynnes. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Mae plant a phobl ifanc yn methu gwahodd ffrindiau draw oherwydd presenoldeb lleithder a llwydni. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.



Gall methu fforddio rhedeg peiriant golchi olygu bod plant yn cael eu hynysu a'u barnu. Cefnogwch #FuelPovertyAwarenessDay
@NEA_UKCharity.

Lawrlwytho



Gall pobl ifanc sy'n byw mewn amgylcheddau oer gael trafferth gyda chyrhaeddiad academaidd, a allai effeithio ar weddill eu bywydau. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Gyda biliau ynni'n parhau i fod yn uchel, mae'n rhaid i lawer o blant mewn tlodi tanwydd aberthu gweithgareddau allgyrsiol. Cefnogwch #FuelPovertyAwarenessDay
@NEA_UKCharity.

GOFYNION POLISII LYWODRAETH Y DU



Lawrlwytho

Mae #Cyllideb y DU sy'n digwydd ar yr un diwrnod â #FuelPovertyAwarenessDay @NEA_UKCharity yn rhoi cyfle i lywodraeth y DU ddarparu cymorth i blant a theuluoedd sy'n byw mewn tlodi tanwydd.



Rydym yn ymuno â @nea_ukcharity i alw am gymorth ariannol dwysach i aelwydydd mewn tlodi tanwydd.#FuelPovertyAwarenessDay.

Lawrlwytho



Rydym yn ymuno â @nea_ukcharity i alw am safonau effeithlonrwydd ynni gwell i denantiaid ar #FuelPovertyAwarenessDay.

GOFYNION POLISI I LYWODRAETHAU LEDLED PRYDAIN FAWR



#FuelPovertyAwarenessDay

@NEA_UKCharity.

Lawrlwytho



Bydd arian gan Gynllun Cartrefi Cynnes Llywodraeth y DU yn gyfle hanfodol i Lywodraeth nesaf Cymru fynd i'r afael â thlodi tanwydd, torri biliau ynni a gwneud cartrefi'n fwy gwyrdd yng Nghymru. #FuelPovertyAwarenessDay.

Mae angen uwchraddio cartrefi sydd

wedi'u hinswleiddio'n wael drwy

gynlluniau effeithlonrwydd ynni

cynhwysfawr llywodraethau, gan

dargedu'r teuluoedd sydd fwyaf

angen help. Cefnogwch

I SEFYDLIADAU SY'N GWEITHIO YNG NGHYMRU



Mae angen gweithredu ar frys i wneud pob cartref yng Nghymru yn iach, yn gyfforddus ac yn fforddiadwy i'w gynhesu. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

Lawrlwytho



Mae 83% o ddeiliaid tai incwm isel yng Nghymru'n methu fforddio cadw'n gynnes ac yn iach gartref. Cefnogwch #FuelPovertyAwarenessDay

@NEA_UKCharity.

Lawrlwytho



Dros y tair blynedd diwethaf, mae nifer y plant sy'n byw mewn tlodi tanwydd wedi dyblu'n fras. Mae angen i blant dyfu i fyny mewn cartrefi cynnes ac iach. Cefnogwch #FuelPovertyAwarenessDay @NEA_UKCharity.

HOW TO STAY INVOLVED



We'll be continuing to campaign for children in fuel poverty. Follow us on social media and amplify our messages. They can all be found here.



Sign up for our newsletter to keep up-to-date with the work that we're doing: www.nea.org.uk/support-us/subscribe



Help us continue our vital work by making a donation or getting involved by fundraising for us. Find out ways you can get involved here:

https://www.nea.org.uk/support-us



We offer many courses around fuel poverty and vulnerability that can be delivered online or in person. Find out more about our courses here. www.nea.org.uk/training



Our Education team works with thousands of young people and teachers across the UK. Find out about how to get involved here:

www.nea.org.uk/training/education-resources



Join us at our Annual Conference. You can get tickets here: www.nea.org.uk/annual-conference-2026. The conference will be held 9-11 February 2026 in Gateshead/Newcastle.