



NHS Low Income Scheme

Communications toolkit

December 2024

Contents

Background	3
Key messages	4
Short copy	5
Printable poster and leaflet	6
Suggested social media	7 - 9
Contact	10

Background

Although most NHS treatment is free, there are still some costs patients might need to pay, for example NHS prescription and NHS dental treatment charges.

We want to make people who are on a low income aware that they could get help with NHS costs through the NHS Low Income Scheme.

This toolkit has been designed to help you provide information about the NHS Low Income Scheme.

You'll find key messages, short copy, suggested social media posts and a printable poster and leaflet. All are free to download and use.

We hope that you will share and display these resources to help us raise awareness of the NHS Low Income Scheme.

Key messages

- If you have a low income, you may be able to get help with NHS costs.
- The NHS Low Income Scheme covers costs for NHS prescriptions, NHS dental treatment, eyecare, travel to receive NHS care and more.
- For more information go to **www.nhsbsa.nhs.uk/HC1**.
- Before you apply, check if you're automatically eligible for help with health costs using the free eligibility checker at **www.nhsbsa.nhs.uk/check**.

Short copy (80 words)

Use this information on your website or in your newsletters, emails, e-bulletins, blogs, or any other way you communicate with your service users.

Help with NHS costs

Although most NHS treatment is free, there are some costs patients might need to pay. This includes NHS prescriptions, NHS dental treatment, eyecare, travel to receive NHS treatment and NHS wigs and fabric supports.

People can check if they're eligible for help with these NHS costs using the eligibility checker at **www.nhsbsa.nhs.uk/check**.

If they aren't automatically eligible, people on a low income could get help through the NHS Low Income Scheme.

For more information visit **www.nhsbsa.nhs.uk/HC1**.

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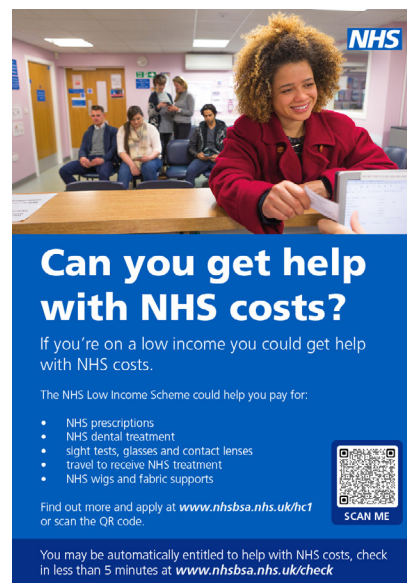
Printable poster and leaflet

Print and display these materials in community spaces, offices, and high footfall areas, and use them to answer questions about the NHS Low Income Scheme.

Poster



Leaflet



Social media content

Use these suggested social media content on your social media channels. You can also follow @NHShealthcosts on Twitter and @NHSBSAHelpWithHealthCosts on Facebook and share our content.

- # Do you have a low income? You could get help with the cost of your NHS prescriptions and NHS dental treatment through the NHS Low Income Scheme. Find out more: www.nhsbsa.nhs.uk/hc1
- ♥ You might be eligible for free NHS prescriptions and dental treatment through the NHS Low Income Scheme. Find out more: www.nhsbsa.nhs.uk/hc1
- # Need help paying for your NHS costs? Apply to the NHS Low Income Scheme. You don't need to be on benefits to apply. Find out more: www.nhsbsa.nhs.uk/hc1
- ♥ Do you claim benefits? You may be eligible for help with your health costs with the NHS Low Income Scheme. Find out more: www.nhsbsa.nhs.uk/hc1
- # The NHS Low Income Scheme could help with your NHS health costs. Find out more: www.nhsbsa.nhs.uk/hc1
- ♥ The NHS Low Income Scheme could help you pay for your NHS prescriptions, dental treatment, and optical charges. Find out more: www.nhsbsa.nhs.uk/hc1
- # Need help to pay for your NHS prescriptions, dental treatment, and optical charges? You may be able to get help through the NHS Low Income Scheme. Find out more: www.nhsbsa.nhs.uk/hc1

Social media images



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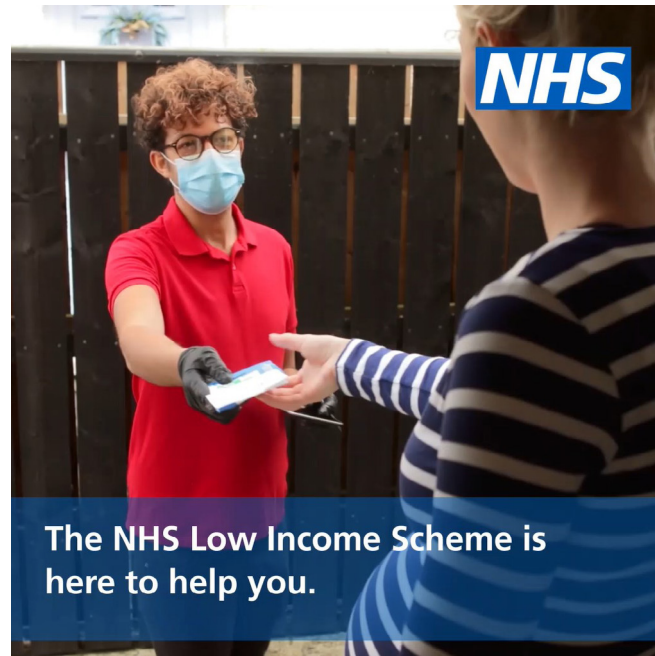


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Social media videos



Contact

If you have any queries about this toolkit, please contact the NHS Business Services Authority communications team at:

 **communicationsteam@nhsbsa.nhs.uk**