

CAMPAIGN AND COMMUNICATIONS GUIDE

Number Confidence Week

WHO IS THIS GUIDE FOR?

Our Campaign and Communications Guide can be used by organisations and individuals to help spread the word about number confidence this November!

It's the perfect tool to share with colleagues and teams who manage communications, social media or participation and engagement, but it can be used by anyone.

For organisations

Ideal for organisations of all kinds, including workplaces, local authorities, community groups and education providers.

Use this guide to engage and communicate with a range of stakeholders including staff, community groups, adult learners, residents and people who access your services.

For individuals

A tool for Numeracy Champions and other individuals who support people in a formal or informal role, including colleagues, learners or members of a community.



YOUR GUIDE

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Campaign guide

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Look for the stars!

This deck tells you everything you need to know to support Number Confidence Week 2023 across your organisation and channels.

Look for the  which highlights actions to take.

Communications guide

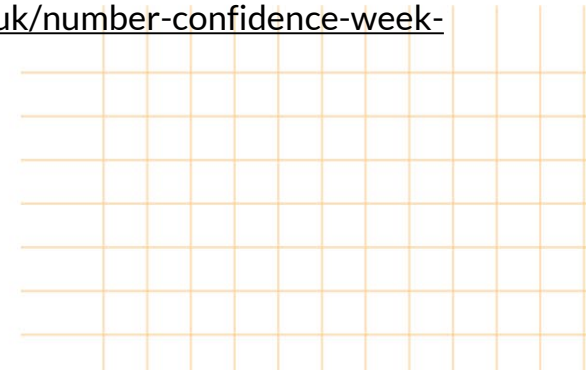
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Get assets to help you support the campaign at:

nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit



WHY IS NUMBER CONFIDENCE IMPORTANT?



- 49% of adults have the numeracy skills expected of a primary school child.
- Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud, but the role that number confidence plays is not adequately acknowledged or addressed.
- Boosting number confidence is an essential first step to improved numeracy – it is very often the key that unlocks the door to numeracy skills building.

WHAT IS NUMBER CONFIDENCE WEEK AND WHY GET INVOLVED?

OVERVIEW

Number Confidence Week:

- Is the only UK campaign focused on how adults feel about maths.
- Empowers adults to take the first step to boost their confidence with numbers.
- Brings together organisations, businesses and individuals and communities to make positive change happen.
- Is delivered in partnership with our Founding Supporter TP ICAP, and Lead Supporters Barclays LifeSkills, Capital One, Experian and the Lord Mayor's Appeal.

BENEFITS FOR BUSINESSES

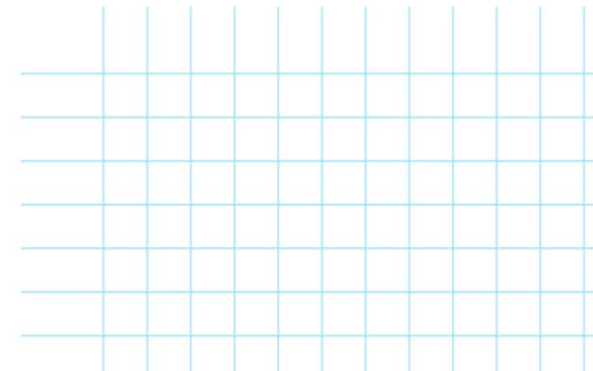
- Staff engagement and development: Providing people with the confidence to understand and work with numbers, leading to skills-building and the upskilling of employees and the UK's workforce.
- An engine of social mobility: Improved numeracy leads to better outcomes for society, the economy, individuals and particularly those in disadvantaged communities where the need is greatest.

BENEFITS FOR BENEFICIARIES

- Improved number confidence can help with life's challenges and can help with managing money, getting on at work, and supporting children.
- Boosting number confidence is the first step to improving numeracy skills.

CAMPAIGN AIMS

- **Empower** adults in the UK to take action to build their confidence with numbers and feel in control at work and home.
- **Promote** confidence as the first step toward improving numeracy skills.
- **Focus** on those who are lowest in confidence, experiencing the greatest challenges due to the rising cost of living.
- **Highlight** the benefits that improved number confidence can offer.
- **Showcase** the commitment of National Numeracy, our partners and our ambassadors to improving numeracy in the UK.



GET INVOLVED

OVERVIEW



Number Confidence Week will take place from **Monday 6 to Friday 10 November**, with activity running across the week and throughout the month of November.

The campaign offers a range of free resources and activities for adults and children, accessible from our Number Confidence Week online hub.

A vibrant social and media campaign – along with our celebrity ambassadors – will help promote the week.

ACTIVITIES TO PROMOTE

- ★ **The National Numeracy Challenge:** Our free online tool that helps improve confidence and skills.
- ★ **Engagement Pack:** All the tools you need to get people chatting about number confidence.
- ★ **Number Confidence Week hub:** All our activities and resources, available in one place.
- ★ **Family Pack:** Our confidence boosting bumper pack of activities for children and families to do together.

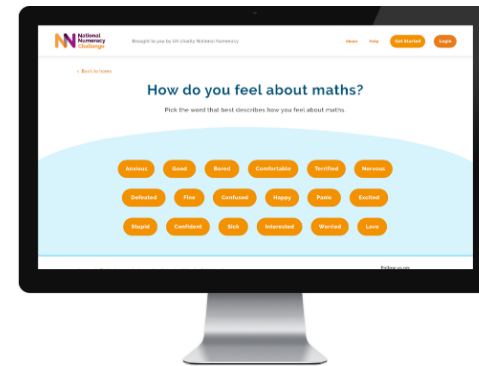
THE NATIONAL NUMERACY CHALLENGE

The National Numeracy Challenge is an online tool that builds numeracy skills and confidence, with 300+ everyday maths questions and tutorials, multimedia resources, technology that adapts to individual learning levels and signposts to further support.

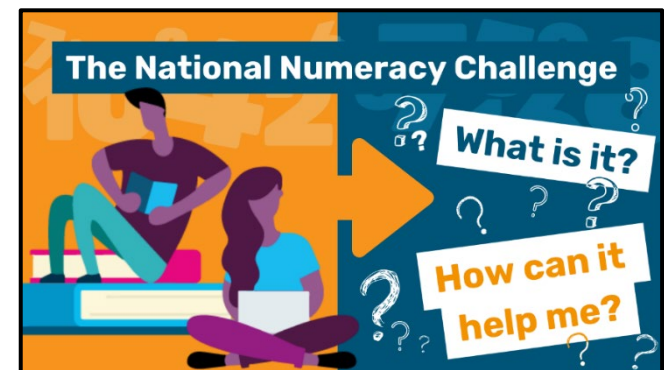
Half a million people have taken steps to improve their numeracy via the National Numeracy Challenge.

The National Numeracy Challenge is a great way to boost the number confidence of your colleagues, customers and communities and is a great next step to promote alongside your Number Confidence Week activity.

Use this link to promote the Challenge:
www.nationalnumeracy.org.uk/challenge



[Watch a short video about the National Numeracy Challenge](#)



NUMBER CONFIDENCE WEEK HUB

Our [Number Confidence Week hub](#) is the go-to place for confidence building resources, including videos, practical tips and guides, money management resources, family activities, and more.



5 tips for overcoming maths anxiety

However you feel about maths, **you are not alone**. Many of us struggle with using numbers. Here are our top tips to help you **overcome maths anxiety**.

Tip 1
Talk about your feelings about maths
Being able to talk about it can help relieve anxiety. Often we will learn that those feelings are understandable and lots of people experience them too.

Tip 2
Challenge your own beliefs
Are the ways you are thinking about maths being fair on yourself? People often say they can't do maths, but we all use maths on a daily basis.

Tip 3
Try not to compare yourself to others
Instead of focusing on where you are compared to others, focus on your own journey.

Tip 4
Reduce pressure
Feeling under pressure is a source of maths anxiety, so it naturally follows that reducing it can help. Find ways to help you reduce time pressure and social pressure.

Tip 5
Set realistic goals
Aim to learn in bite-sized chunks. This helps our confidence to grow as we are more likely to meet our objectives that way. Setting unrealistic targets can damage our confidence.

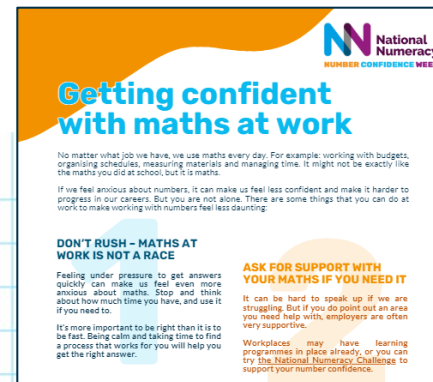
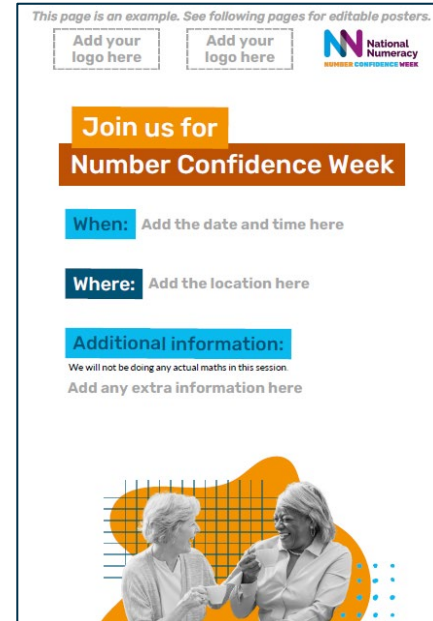
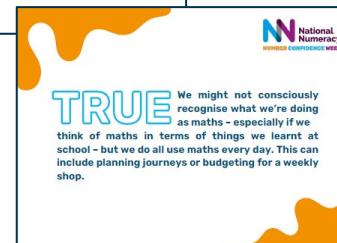
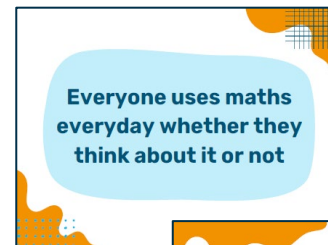
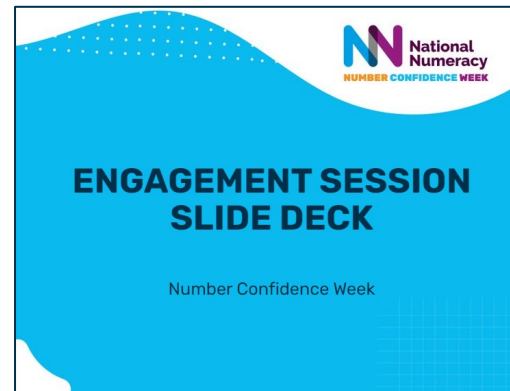
Start feeling more comfortable with maths now by trying our free online resources, designed for adults with low confidence. Give it a go at:
nationalnumeracy.org.uk/challenge/confidence-scale

ENGAGEMENT PACK

★ Jam-packed with everything you need to get people chatting about number confidence in your workplace, organisation or community this November, including videos, conversation starters, top tips, myth busters and more.

Our presentation slides and step-by-step guide will provide you with the tools you need to deliver a session online or in-person.

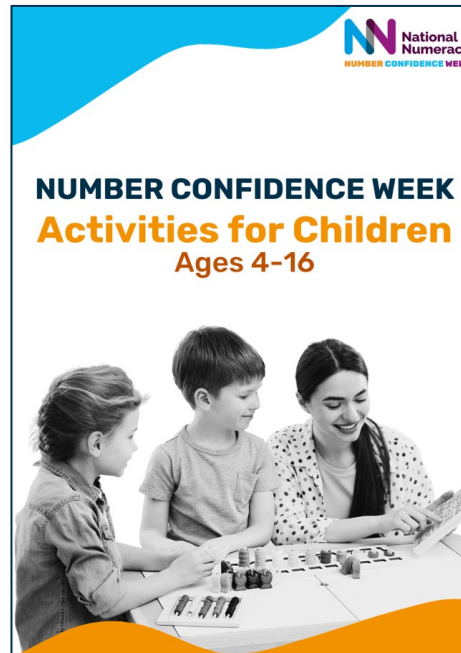
You can access the Engagement Pack from the [Number Confidence Week Hub](#).



FAMILY ACTIVITIES

★ Our bumper activity pack has got children aged 4 to 16 covered. It's free to download and provides a great opportunity for adults and kids to talk about number confidence and learn together.

You can download it from the [Number Confidence Week Hub](#).



Mr. MoneyJar's Budgeting Challenge

Imagine you have £20 to spend on everything you need today. Think about all the things you need or want today that cost money. Divide them into the lists below and make sure they add up to £20 altogether. Make sure you include all your essentials like food and travel.

Needs - the things we must have to live.

Wants - the things we might like to have but we can live without.

Savings - the amount of money we don't spend right away but keep for later.

Total: £

Total: £

Total: £

If you add your savings to tomorrow's £20 budget, how much will you have to spend tomorrow? Does this change what you might buy tomorrow?

30

Snakes & Ladders

Notes, comments and observations

6

COMMUNICATIONS

KEY INFORMATION

Key dates: What to do and when

★ In October

Send the toolkit to your communications team and any colleagues who might utilise the campaign assets and guide, so they can start planning activity.

★ During Number Confidence Week (6 to 10 November)

Get involved by promoting our resources and activities, creating your own content for your comms channels, sharing your support on social media and amplifying our messages online.

Key information: National Numeracy's social media accounts and campaign hashtag

★ Accounts

Tag us in your posts, so we can share your messages:

- **Twitter:** @Nat_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national_numeracy
- **LinkedIn:** National Numeracy

★ Hashtags

We're using the campaign hashtag **#NumberConfidenceWeek** – please use it in any posts you share on social media

CALLS TO ACTION

Helping spread the word on number confidence couldn't be easier! Please share our main campaign CTAs in your communications and social media posts:

★ 1. WEBSITE CTA

For all audiences – to improve number confidence and skills via free resources and activities on the online hubs.

Promote at any time.

Visit our #NumberConfidenceWeek hub for free confidence boosting activities and resources:

<https://www.nationalnumeracy.org.uk/numberconfidenceweek>

★ 2. NATIONAL NUMERACY CHALLENGE CTA

For your colleagues, customers and communities – to improve numeracy via our online confidence and skills-building tool.

Promote at any time.

Try the free National Numeracy Challenge to build your number confidence and skills this #NumberConfidenceWeek:

www.nationalnumeracy.org.uk/challenge



EXAMPLE COPY: PROMOTING YOUR SUPPORT

★ Announcing your support of the campaign (short copy for socials and similar)

We're delighted to be involved in #NumberConfidenceWeek from 6-10 November – helping the UK feel confident with numbers! Join us: <https://www.nationalnumeracy.org.uk/numberconfidenceweek>.

OR

Our colleagues/communities/customers are building confidence with everyday maths this #NumberConfidenceWeek. You can get involved too: www.nationalnumeracy.org.uk/challenge.

★ Use the assets supplied on the toolkit page to accompany your posts: <https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>

★ Announcing your support of the campaign (long copy for emails, newsletters, intranet and similar)

Let's get number confident this November!

Number Confidence Week takes place from Monday 6 to Friday 10 November and exists to help people take the first step towards feeling good about numbers.

Feeling like we're not good at maths or "don't get" numbers can mean we avoid them, which only makes matters worse. Low confidence with numbers can hold us back, affect our wellbeing, and can have an impact on how our children feel about maths too.

Building number confidence will look different for everyone but National Numeracy offers a range of free, confidence boosting resources that can help you get started. They're available online anytime, so you can go at your own pace.

Visit the Number Confidence Week campaign hub to kickstart your confidence with numbers: nationalnumeracy.org.uk/numberconfidenceweek.

EXAMPLE COPY: PROMOTING THE CHALLENGE

★ Getting your people involved (internal comms)

Nervous about numbers? Number Confidence Week can help you to manage your money, handle homework and achieve your goals at work.

We know how important it is to support numeracy within our own organisation. Boosting confidence with numbers can be a stepping-stone to discovering learning and development opportunities and can lead to better job prospects.

We would encourage everyone – no matter how confident with numbers – to try the **National Numeracy Challenge** this November.

It's a free online tool that helps improve numeracy skills and confidence. It focuses on everyday maths, adapts to your own learning level and pace, and hosts a range of helpful multimedia resources and support.

Try the free National Numeracy Challenge to check your numeracy confidence and skills, anytime, anywhere: www.nationalnumeracy.org.uk/challenge

★ Getting the nation involved (external comms)

Try the free National Numeracy Challenge this #NumberConfidenceWeek and kickstart your number confidence and skills: nationalnumeracy.org.uk/challenge

OR

The National Numeracy Challenge is a great way to boost your number confidence. It's a free online tool that helps you develop confidence and skills with everyday maths. Get started in just 10 minutes: nationalnumeracy.org.uk/challenge

OR

Take the first step to finding out how you can make numbers work for you this #NumberConfidenceWeek – try the National Numeracy Challenge at nationalnumeracy.org.uk/challenge

★ Use the assets supplied on the toolkit page to accompany your posts: <https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>

EXAMPLE COPY: PROMOTING THE ONLINE HUB

★ Getting your people involved (internal comms)

This Number Confidence Week – Monday 6 to Friday 10 November – we're delighted to share a fantastic range of free resources and activities to help give your number confidence a boost.

Number Confidence Week exists to help people take the first steps towards numbers, instead of running away from them. But doing so is only possible in a safe, supportive space.

National Numeracy has created that environment by providing free online resources that can be accessed by anyone, at any time.

There are loads of ways to get involved – from chatting about how confident you feel with numbers, to having a go at National Numeracy's practice resources and trying out the National Numeracy Challenge. There are lots of ways to build your confidence and skills this November.

Visit the Number Confidence Week hub to find out more: [nationalnumeracy.org.uk/numberconfidenceweek](https://www.nationalnumeracy.org.uk/numberconfidenceweek).

★ Getting the nation involved (external comms)

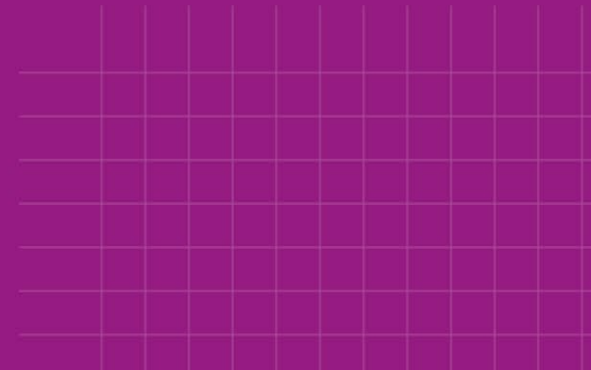
Get ready... it's #NumberConfidenceWeek from 6 to 10 November! There are lots of free, practical activities and resources to help get you started at [nationalnumeracy.org.uk/numberconfidenceweek](https://www.nationalnumeracy.org.uk/numberconfidenceweek).

We're delighted to be getting involved with #NumberConfidenceWeek, helping the UK feel good about numbers! Get your free confidence boosting resources at: [nationalnumeracy.org.uk/numberconfidenceweek](https://www.nationalnumeracy.org.uk/numberconfidenceweek)

★ Use the assets supplied on the toolkit page to accompany your posts: <https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>



GET IN TOUCH



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For media enquiries:
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