

# Scottish Government launches campaign against debt



*Lighten the Load TV, media and online campaign launches Scotland's Financial Health Service.*

A high profile campaign to signpost people struggling with debt to the full range of money advice services available has been launched by the Scottish Government.

The Lighten the Load campaign raises awareness of the Scotland's Financial Health Service website, which provides links to bodies offering information and advice on debt, managing money, housing, homelessness and ethical lending, encouraging those with money worries to take the first steps towards regaining control of their finances.

The campaign, which is aimed at people from all walks of life in Scotland seeking credible answers to issues connected with debt and money, includes a new television advertisement themed around how everyday tasks become more difficult when people are burdened with debt.

[The Scottish Financial Health Service website](#) was created by the Accountant in Bankruptcy and was launched by Business Minister Fergus Ewing in December.

Mr Ewing said: "January can be a difficult time for families when the bills associated with the festive period start to come in, but it can also be a time when people turn their attention to their finances for the year ahead.

"This campaign is intended to encourage people to access the full range of financial advice services available to help them manage their money in the months ahead.

“Since it was launched by Accountant in Bankruptcy last month, Scotland’s Financial Health Service has already been making a difference to people seeking guidance on how to prevent worries about money turning into a crisis.

“Launching this campaign will empower even more people to lighten their own money load and take back control of their finances.”

As well as providing access to debt support services, the Scotland’s Financial Health Service website also signposts users to practical credit and protection solutions offered by credit unions across Scotland.

Frank McKillop, Policy Manager at ABCUL Scotland (the Association of British Credit Unions Limited), said: “Helping people get – and stay – on top of their finances is a key part of what credit unions are all about.

“We welcome this campaign, and hope that through Scotland’s Financial Health Service, more people from all walks of life will turn to credit unions and take a responsible approach to saving, borrowing and budgeting.”