

LV= INSTALL HELPLINE ACCESS IN REPAIR GARAGES FOR MEN RUNNING ON EMPTY

- New innovative initiative to provide men with a safe space to talk about their problems where they'd least expect it, at their local LV= repair garage.
- Launch comes as new research reveals two in five men are feeling the pressures of family life like never before due to the rising cost of living.
- Despite almost half (49%) of men needing support this year, 74% haven't received the help they needed with nearly one in five not knowing where to turn.
- 81% of men admit hiding problems from those closest to them, with 40% preferring to talk to a stranger than family and friends.

Ahead of Mental Health Awareness Week, new research from [LV= General Insurance](#) (LV= GI) and its charity partner [Family Action](#) reveals as many as four in five (81%) men are hiding their problems from their nearest and dearest.

The research highlights that nearly one in five men (18%) didn't know where to turn to when they needed help and support with their problems, with 20% feeling too embarrassed to ask and 17% thinking no one would care.

In response to this, LV= is launching a new initiative to provide men with a safe space to talk about their problems where they'd least expect it – in their local repair garage. The initiative will provide employees and customers at the insurer's branded bodyshops direct, confidential access to someone to talk to via specially designed Family Action phones, installed in many of the insurer's garages up and down the country.

Phones will direct users to [Family Action's FamilyLine service](#), a helpline which offers free, support and guidance for adult family members by text, phone, web chat and email. Callers can also be referred to additional services which include counselling, coaching and befriending.

The scheme has been launched in garages – where around 90% of the workforce is male – as a means of helping them talk about their problems. Of the family members who reach out to FamilyLine, only 17% of callers so far this year have been men, who have been asking for support with parenting issues and mental health.

Family pressures more real than ever

Two in five men admit they're feeling the pressures of family life more than ever before in 2022, with nearly half (49%) of men sharing they felt they've needed support this year. Despite this, 81% of men admit to hiding their problems from those closest to them and 40% would rather talk to a stranger about their problems than friends or family. Meanwhile, 74% of men report they haven't received the help they've needed so far this year.

Financial difficulties caused by the rising cost of living (40%), worrying about what the future holds (37%) and concerns about children who have fallen behind as a result of the pandemic

(25%) are topping the list of things men are most worried about.

Worryingly, mental health and financial worries were listed as the problems men are most likely to keep to themselves and not share.

It's OK to not be OK

The research also shines a light on how society's preconceptions around male behaviour impacts how they talk about their problems. Over one in five (21%) men still think showing emotion is a sign of weakness, while a similar amount (23%) have been told to 'man-up' in the face of adversity.

Meanwhile, 22% say they were taught to hide their emotions from a young age, with 18 being the average age men stop asking for help from those close to them. When asked about what holds them back when asking for help, the top factors amongst men were:

- Struggling to admit I need help – 33%
- Needing to be strong for my family – 28%
- Ignore the problem in the hope it goes away – 28%
- Ashamed to be having problems – 23%

Heather Smith, Managing Director at LV= General Insurance comments: "Through our work with Family Action's vital service FamilyLine, we're proud to offer families a means to access free, guidance and support with a range of issues, from parenting to more complex problems.

"We've seen from our research men are much less likely to reach out for help, and the data from FamilyLine shows this. However, we must look to break down the barriers and stigma so that men feel it's OK to reach out when they need to. We felt by providing easy, direct access to FamilyLine in our LV= garages, where our people are predominately male and where our customers come to see us, will help encourage more men to seek help when they need it and talk."

Ayse Hassan, Head of Helpline at Family Action, said: "Clearly the current cost-of-living crisis has put even more pressure on families who were already vulnerable. FamilyLine has seen a steady rise in the number of calls in the last 12 months, with a 30% increase in contacts in 2021 compared with the year before.

"Our helpline volunteers provide a listening ear for those in need, offering support and guidance as well as signposting callers to other specialist support service, and we're proud to be able to partner with LV= to encourage more men to access help."

- ENDS -

Notes to editors

Contacts

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Family Line operates Monday to Friday, from 9am to 9pm. For more information please visit: [FamilyLine - Family Action \(family-action.org.uk\)](https://www.family-action.org.uk)

This campaign forms part of a three-year partnership between LV= General Insurance and Family Action to support the charity's work transforming the lives of families facing difficulties across the UK.

¹ Research conducted by Censuswide April 2022, survey conducted on 1,000 men and 1,000 women in the UK

Family Action phones can be found at the following garages:

26 LV= branded bodyshops

- ABL 1Touch – Rayleigh, Redhill, Sevenoaks and Portsmouth
- Apollo Motor Company – Swindon
- Artis Accident Care – Chelmsford and Woodford
- AW ARC – Denaby, Derby and Sherburn In Elmet
- Bennetts – Glasgow
- Fix Auto – Paignton
- Gemini – Pensnett, Caldicot, Leicester, Midlands and Yeovil
- Halo Group – Basingstoke, Bournemouth, Bristol, Chandlers Ford and Crew
- Rye Street Group – Borehamwood and Hoddesdon
- The Vella Group – Deeside and Liverpool

About Liverpool Victoria General Insurance

- LV= General Insurance provides car, home, pet, travel, landlord, breakdown and home emergency insurance to over 7 million customers in the UK.
- We're the UK's third largest personal lines insurer with just over £2 billion in annual premium in income.
- We offer our products and services directly to consumers as well as through intermediaries, including brokers, affinity partners and IFAs.
- LV= General Insurance uses the LV= brand under licence from the Liverpool Victoria Financial Services Group and the L&G brand under licence from the Legal & General Group.
- We are part of the Allianz Group, one of the world's leading insurers and asset managers with more than 100 million retail and corporate customers.
- Within the Allianz Group, LV= General Insurance forms part of Allianz Personal, the largest personal lines insurer in the UK, with gross written premiums of £2.6 billion, 8.5 million customers and around 5,000 employees. Allianz Personal comprises LV= General Insurance, Petplan, Home & Legacy and Allianz Musical Insurance.
- The LV= General Insurance [newsroom](#) includes links to our news release archive and image library.
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FAMILY ACTION

Family Action is a national charity committed to building stronger families and brighter lives. Since the charity was founded in 1869, we have continued to help children and families overcome the challenges they face through a wide range of practical, emotional and financial support. Today we work with more than 60,000 families in over 200 community-based services, as well as supporting thousands more through our national helpline, FamilyLine, which offers free and immediate support to adult family members and national schemes like the National School Breakfast Programme.

We help families and individuals to manage their mental health and wellbeing, working with families to reduce the impact of social isolation, poverty, addiction and other significant sources of stress and pressure. We also support families affected by adoption, special guardianship, separation, special educational needs, disability, domestic violence and sexual abuse. In addition, we provide thousands of welfare and educational grants every year to people in financial crisis.

For further information, please visit our website at www.family-action.org.uk

Registered charity number: 264 713

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