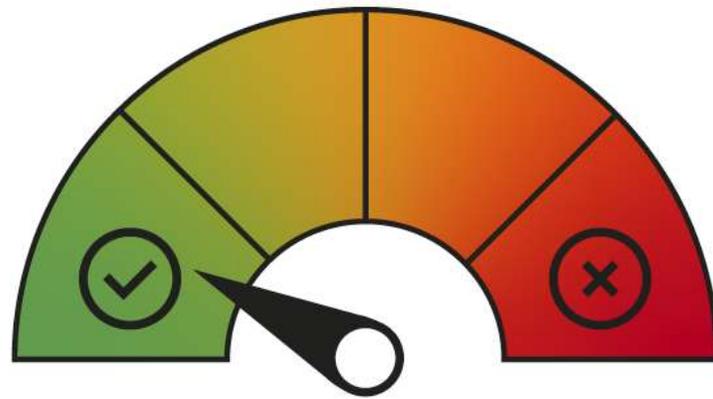


Safer Choices Make a Difference

Stakeholder Toolkit - October 2021



**Safer choices
make a difference**

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Safety Measures

Campaign Overview

The **Safety Measures** campaign aims to encourage people to continue following safety behaviours, including opening windows and doors when meeting indoors and highlighting how outdoor socialising is safest.

Key Messages

- Ventilation when socialising indoors
- Outdoor socialising where possible
- Cleaning hands
- Wearing face coverings
- Transport safety measures

Remember face coverings are required in most indoor public places.*

*Exemptions apply.

SAFER **RISKIER**

Safer choices make a difference

gov.scot/coronavirus

NHS SCOTLAND

Healthier Scotland Scottish Government

Safety Measures

Social Assets

Social films (1:1, 9:16 and 16:9) are available for each of the key safety behaviours.

[Safety Measures social films can be downloaded here.](#)

See the following pages for accompanying social copy.



Safety Measures

Social Copy

Social Film: Clean Hands

Headline: Safer choices make a difference.

Description: Clean hands often.

Primary text: Keep cleaning your hands when indoors and take sanitiser when heading out.

URL: gov.scot/coronavirus

Social Film: Meeting Outdoors

Headline: Safer choices make a difference.

Description: Meet outdoors.

Primary text: If meeting friends, try to stay outdoors and keep your distance where possible.

URL: gov.scot/coronavirus

Safety Measures

Social Copy

Social Film: Ventilation/ Windows

Headline: Safer choices make a difference.

Description: Open windows if inside.

Primary text: Open a window and let in some fresh air before, during and after meeting indoors.

URL: gov.scot/coronavirus

Social Film: Public Transport

Headline: Safer choices make a difference.

Description: Wear a face covering.

Primary text: Take extra care when travelling by following these tips.

URL: gov.scot/coronavirus

Safety Measures

Social Copy

Social Film: Face Coverings

Headline: Safer choices make a difference.

Description: Wear a face covering.

Primary text: Please remember to wear a face covering when required, exemptions apply.

URL: gov.scot/coronavirus

Safety Measures

Posters

Five posters (in A4 and A3 formats) cover each of the key safety behaviours and the transport execution.

[Safety Measures posters in A4/ A3 can be downloaded here.](#)



Safety Measures

Posters

Posters (in A4 and A3 formats) and social assets which cover distancing and face covering messaging indoors are also available.

[These assets can be downloaded here.](#)



Asymptomatic Universal Testing

Key Messages

- Around 1 in 3 people with COVID-19 don't show any symptoms.
- We need people in Scotland to take two Covid lateral flow tests every week, even if they are fully vaccinated and don't have symptoms.
- Lateral flow test kits can be collected from community pharmacies and local test sites, or ordered online at nhsinform.scot/testing.
- Recording both positive and negative results allows us to track the presence of the virus in our communities.

Campaign Assets

- [Asymptomatic Universal Testing TV ad can be viewed here.](#)
- [Asymptomatic Universal Testing social films can be downloaded here.](#)
- [Asymptomatic Universal Testing posters can be downloaded here.](#)

Campaign URL

- nhsinform.scot/testing

Asymptomatic Universal Testing

Social Copy

Facebook and Instagram

Headline: Take two tests every week

Post copy: It's more important than ever to take your two free Covid lateral flow tests every week and record your results.

Link description: Order your lateral flow test kits

URL: nhsinform.scot/testing

Twitter

Headline: 1 in 3 people with COVID-19 don't show any symptoms and can still spread it.

Post copy: Now we're out and about more, it's more important than ever to take your two Covid lateral flow tests every week and record your results. Testing regularly helps find the virus, stopping it before it spreads.

URL: nhsinform.scot/testing

Symptomatic Testing & Isolation

Key Messages

- Even if we're vaccinated, we can still get coronavirus and pass it on to others.
- It's vital that even if we only have mild symptoms or asked to by the NHS, we self-isolate immediately and book a PCR test.
- For financial and practical support, contact the National Assistance Helpline on 0800 111 4000.

Campaign Assets

- [Symptomatic Testing & Isolation social assets can be downloaded here.](#)
- [Symptomatic Testing & Isolation A3/ A4 posters can be downloaded here.](#)

Campaign URL

- nhsinform.scot/test-and-protect



Symptomatic Testing & Isolation

Social Copy

Self Isolate

Headline: Safer choices make a difference.

Post copy: Even if fully vaccinated, you still need to self-isolate and book a PCR test immediately.

Link description: Symptoms? Test and isolate.

URL: nhsinform.scot

Support

Headline: Support is available

Post copy: Isolating? For support, contact the National Assistance Helpline on 0800 111 4000

Link description: Isolating? There is support.

URL: nhsinform.scot/test-and-protect

COVID-19 Vaccine

Campaign Overview

Everyone aged 18 or over in Scotland should now have received an invite for their first COVID-19 vaccination appointment.

However, many have still to come forward for their vaccine. It's really important that all those eligible come forward as soon as possible and get both doses of the vaccine to ensure maximum protection from COVID-19.

Please help us encourage people to take up the vaccine by sharing the campaign posters across your channels.

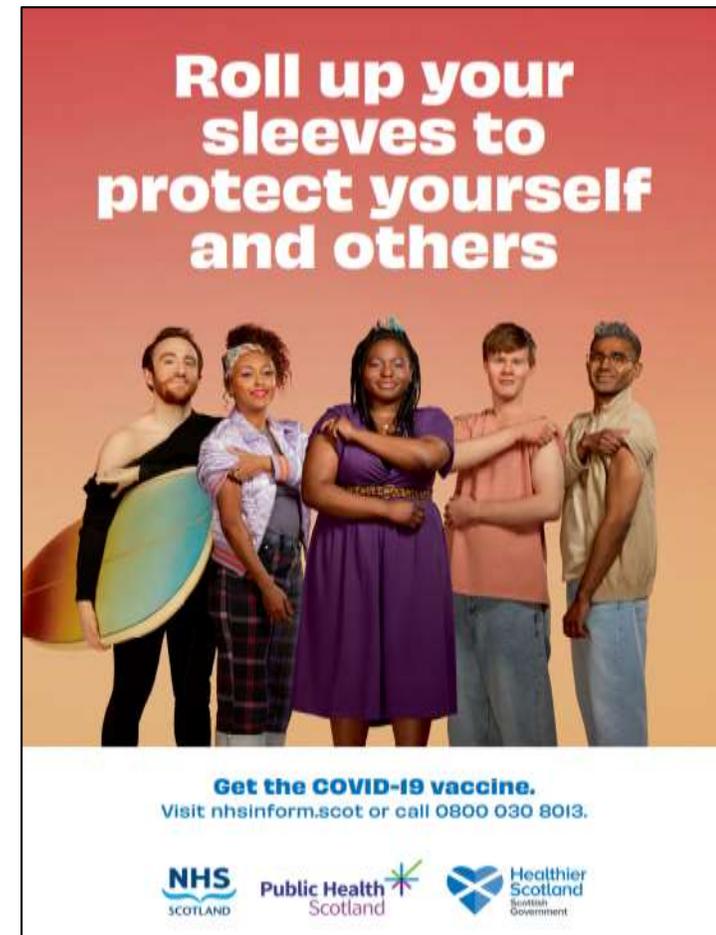
Posters

[Vaccine A3/ A4 posters can be downloaded here.](#)

Social Assets

[Vaccine social assets can be downloaded here.](#)

Accompanying copy can be found on the following pages.



COVID-19 Vaccine

Social Copy

- Look out for your vaccination invitation and please get it when called forward, it's our best way out of the coronavirus pandemic
→ nhsinform.scot/covid19vaccine
- The COVID-19 vaccine will reduce your chance of needing to go to hospital, needing a ventilator if you do need to go to hospital, or even dying from coronavirus
→ nhsinform.scot/covid19vaccine
- They've been tested on thousands of people around the world and given to millions already. Please get the vaccine when invited
→ nhsinform.scot/covid19vaccine

COVID-19 Vaccine

Social Copy

- Please get the vaccine when invited, it's our best way to get back to the things we've missed → nhsinform.scot/covid19vaccine
- It's normal to experience side effects after the COVID-19 vaccine. For more information → www.nhsinform.scot/covid19vaccinesideeffects
- Not everyone will experience side effects after the COVID-19 vaccine. For those who do, these are usually mild and will go away within a few days. For more information → nhsinform.scot/covid19vaccine

Thank you

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