

From: [REDACTED]
Marketing and Insight Unit

4 February 2020

Cabinet Secretary for Health and Sport

CORONAVIRUS MARKETING ACTIVITY

Purpose

1. To outline the proposed marketing approach and assets that will be made available for use across the health sector in Scotland for coronavirus related public information activity.

Priority

2. Urgent

Background

3. Public Health England (PHE) and the Department for Health and Social Care (DHSC) have implemented the following UK-wide advertising campaign that started on 2 February which will run for two weeks:
 - a. National Press advertising with a reach of 26% of UK adults
 - b. Radio advertising with a reach of 40% of UK adults
 - c. Social media advertising to reach 7.2 million people
 - d. Advertising in publications targeting Chinese population in UK
4. In line with the approach developed for a pandemic flu scenario, any activity undertaken by the Scottish Government should replicate the messaging applied elsewhere in the UK unless there is a need for Scotland-specific messaging.

Options for Coronavirus Advertising Activity

Option 1 – No additional paid for activity

5. The first option could be that while the national activity delivered by PHE/DHSC is underway no further paid for advertising is undertaken with the rationale that the UK-wide paid for activity covers a significant proportion of the population.
6. A toolkit could be developed and distributed across the health and social care sector in Scotland. This will set out the key messages (as set out in the Coronavirus outbreak: Scottish Government Communications Response and Activation Plan) and provide assets that can be used. Please refer to **Annex A** for the creative route that has been developed by PHE/DHSC that would be updated with NHS Scotland branding, Scottish Government branding and signposted to nhsinform.scot for more information. This toolkit and assets would be distributed electronically and all assets made available for download.

Option 2 – Additional advertising to increase impact of UK-wide activity

7. Policy colleagues are currently investigating availability of budget to support further advertising activity. The Marketing and Insight Unit are scoping what paid-for-media activity could be paused or halted to ensure any activity does not take Scottish Government over the paid-for-media budget ceiling agreed by the Cabinet Secretary for Finance.
8. A review of the media information provided by DHSC by our external media buyers has identified that at this point the only area where we could consider up-weighting the existing activity would be press advertising as the schedule does not include titles such as Daily Record and Press & Journal.

Option 3 – Develop Standalone Advertising Campaign

9. Scottish Government Marketing and Insight Unit could develop paid-for-media schedules to implement our own standalone campaign that could run at the same time or after the activity by PHE/DHSC. Any standalone campaign would rely on the same media channels as PHE/DHSC. Schedules would be developed using following budget points: £25,000 per week; £50,000 per week.
10. If running at the same time there is a risk that this option would confuse the public as the campaigns and messages would be competing with each other and could be criticised as unnecessary public expenditure if the difference between campaign messaging is limited. However, this could be a viable option if PHE/DHSC stop their activity and Scottish Government wish to continue.
11. If this Option were to be activated, we would either have to pause further marketing related activity in other areas or request permission from the Cabinet Secretary for Finance to increase the limit set on Scottish Government Marketing expenditure for 2019/2020.

Recommendation

12. It is recommended that:
 - a. Option 1 is implemented by 5 February.
 - b. Options 2 and 3 are costed and proposed back to Cabinet Secretary for Health along with timelines to be ready for activation should they be required.

Next Steps

13. The Cabinet Secretary is invited to approve this approach to planning and implementation of marketing activity.

[REDACTED]

Marketing and Insight Unit

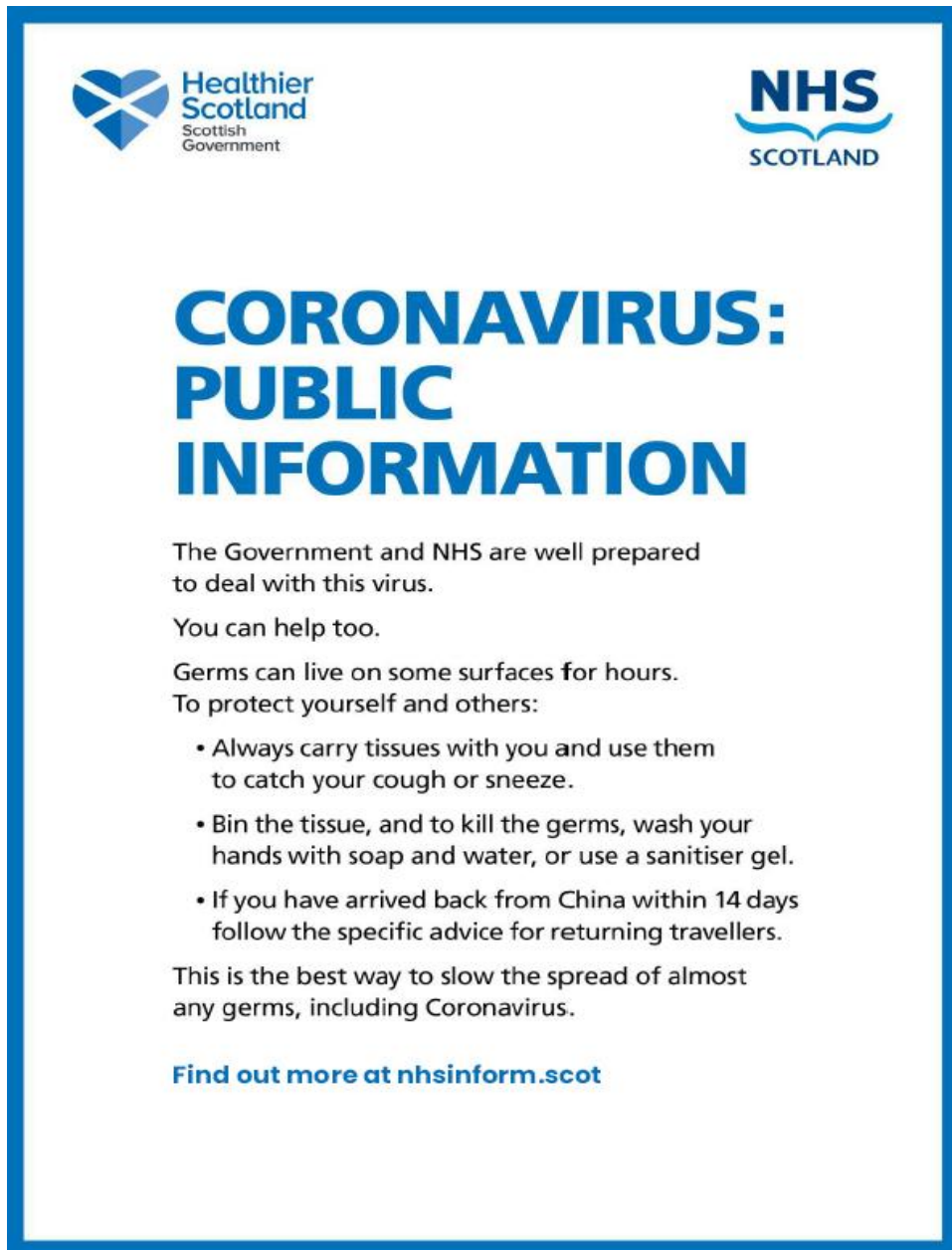
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Copy List:	For Action	For Comments	For Information		
			Portfolio Interest	Constituent Interest	General Awareness
Cabinet Secretary for Health & Sport	X				


[REDACTED]


CAMPAIGN MATERIALS

Newspaper Advert



The advertisement is enclosed in a blue border. At the top left is the 'Healthier Scotland' logo, featuring a stylized heart with a white saltire and the text 'Healthier Scotland Scottish Government'. At the top right is the 'NHS SCOTLAND' logo, with 'NHS' in a large font above a blue wave and 'SCOTLAND' below it. The main title 'CORONAVIRUS: PUBLIC INFORMATION' is centered in large, bold, blue capital letters. Below the title, the text reads: 'The Government and NHS are well prepared to deal with this virus. You can help too. Germs can live on some surfaces for hours. To protect yourself and others:'. This is followed by a bulleted list of three items: 'Always carry tissues with you and use them to catch your cough or sneeze.', 'Bin the tissue, and to kill the germs, wash your hands with soap and water, or use a sanitiser gel.', and 'If you have arrived back from China within 14 days follow the specific advice for returning travellers.'. The text concludes with 'This is the best way to slow the spread of almost any germs, including Coronavirus.' and a final line: 'Find out more at nhsinform.scot'.

 Healthier Scotland
Scottish Government

 NHS
SCOTLAND

CORONAVIRUS: PUBLIC INFORMATION

The Government and NHS are well prepared to deal with this virus.
You can help too.

Germs can live on some surfaces for hours.
To protect yourself and others:

- Always carry tissues with you and use them to catch your cough or sneeze.
- Bin the tissue, and to kill the germs, wash your hands with soap and water, or use a sanitiser gel.
- If you have arrived back from China within 14 days follow the specific advice for returning travellers.

This is the best way to slow the spread of almost any germs, including Coronavirus.

Find out more at nhsinform.scot

Poster



Novel coronavirus (2019-nCoV)

If you have been to Wuhan, or Hubei Province, China in the last 14 days ...

Stay indoors and avoid contact with others



Contact NHS 24 by calling 111 for advice



Please follow this advice even if you do not have symptoms of the virus



Do not go to work, school or public areas



Avoid visitors in your home



Avoid using public transport or taxis



If you have been to anywhere on mainland China in the last 14 days and develop any of these symptoms stay indoors and contact NHS 24 by calling 111 for advice



Cough



Fever



Shortness of breath

Visit [NHSinform.scot](https://www.nhs.uk/informationscot) for more information

Version 2. Updated 31 Jan 2020

Social Media Content



Social Media Animations

