

**From:** Cabinet Secretary for Health and Social Care

**Sent:** 30 August 2021 10:29

**To:** [REDACTED]; First Minister; Deputy First Minister and Cabinet Secretary for Covid Recovery;  
Cabinet Secretary for Health and Social Care

**Cc:** [REDACTED]

**Subject:** RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

Hi [REDACTED]

Apologies for missing your deadline. Mr Yousaf likes the tagline, which suggests a call to arms and a sense of collective responsibility seems to land well.

As mentioned in the submission, using Janey Godley can be divisive, and feels there may be many people who will purposely switch off if she is fronting it. However, it may be tricky with timescales, but if there was a choice then Mr Yousaf believes that [REDACTED] would be a better candidate, given his broader appeal. If agreement from [REDACTED] is not possible, or he is deemed unsuitable, then Ms Godley should be pursued.

Mr Yousaf is content to approve the other recommendations and actions contained in the submission too, but appreciates Cabinet is still to decide upon Covid certification. However, he feels marketing/visuals should begin to be prepared in anticipation of launching some sort of certification scheme. For clarity, the submission says a pdf downloadable version of the vaccine status record will be available on 4th September, but his understanding is it was to be available on 3rd September, and has asked if this has now slipped a day?

Kind regards

[REDACTED]

[REDACTED] Private Secretary to the Cabinet Secretary for Health and Social Care – Humza Yousaf  
The Scottish Government  
1st Floor | St Andrew's House | Regent Road | Edinburgh | [REDACTED]

**From:** First Minister

**Sent:** 30 August 2021 16:49

**To:** Cabinet Secretary for Health and Social Care; [REDACTED]; Deputy First Minister and Cabinet Secretary for Covid Recovery

**Cc:** [REDACTED]

**Subject:** RE: Ministerial Submission - Covid Marketing - Response to rising cases - Urgent

[REDACTED],

FM is content to clear but agrees with Cab Sec comments. FM is very supportive of Janey Godley and she has been hugely helpful to our Covid messaging but she is perceived to be on one side of the political debate in Scotland and so may not speak to the maximum number of people.

Many thanks,

[REDACTED]

[REDACTED]

Office of the First Minister

5th Floor | St Andrews House | Regent Road | Edinburgh | EH1 3DG | [REDACTED]