

# Stakeholder Toolkit

UPDATED 20 November 2020

## GET TO KNOW THE COVID PROTECTION LEVELS










Stopping the spread starts with all of us

# New Travel Regulations - Level 3 and 4

## Assets

- Digital social asset (20 secs)
- Posters
- Download all assets via [WeTransfer Here](#)
  
- [www.gov.scot](http://www.gov.scot)
- [#WeAreScotland](https://twitter.com/WeAreScotland)



**New travel restrictions now apply.**

People in level 3 and 4 areas should only travel outside their local authority area if essential.\*

People in level 1 and 2 areas must avoid travel into level 3 and 4 areas unless essential.

**Stopping the spread starts with all of us**

For more information go to [gov.scot](http://gov.scot)  
[#WeAreScotland](https://twitter.com/WeAreScotland)

\*Travel exemptions apply. See [gov.scot](http://gov.scot) for more information

# Covid Protection Levels

## YouTube

- [30 second TV ad](#)

## Assets

- NEW Digital social asset (15 secs)
- NEW Static social assets and social copy
- Posters
- Download all assets via [WeTransfer Here](#)



## GET TO KNOW THE COVID PROTECTION LEVELS

We're introducing new levels of protection from 0 to 4. Tighter measures where infection rates are higher and lesser ones where they're lower. Knowing the levels and following your local guidance is how we control the virus.

Find out your local level with the postcode checker at [gov.scot](#)

Stopping the spread starts with all of us **#WeAreScotland**

Remember **FACTS**

-  Face coverings
-  Avoid crowds
-  Clean hands
-  Two metres
-  Self isolate

# Covid Protection Levels

## Parental Audience | Parent Club

### Assets

- 3 x Digital Social Assets (15 secs)
  - Social Copy
1. **Seeing family & friends** - Wondering what the covid protection levels mean for you and your children seeing friends and family?
  2. **Childcare** - Wondering how the covid protection levels affects your childcare and shared parenting?
  3. **Schools and nurseries** - Wondering how the covid protection levels will affect your children's schools and nurseries?
- Download all assets via [WeTransfer Here](#)





Healthier  
Scotland  
Scottish  
Government

Stopping the spread starts with all of us  
#WeAreScotland

For more information:

Becky Inglis

E: [becky.inglis@gov.scot](mailto:becky.inglis@gov.scot)

Samantha Crawford

E: [samantha.crawford@gov.scot](mailto:samantha.crawford@gov.scot)