

# **Living safely for us all.**

# Contents

- Campaign Overview..... 3
- TV Advert..... 4
- Stakeholder Posters..... 5
- Editable Posters..... 7
- Social Media..... 8
- Social Copy..... 9
- Additional Resources..... 11
- Useful links..... 12
- Further Information..... 13

# Campaign Overview

The Living Safely For Us All campaign communicates the need for all in Scotland to keep on living safely, through the COVID safety behaviours. By doing so, we'll all keep our country moving forward. The concept behind the campaign highlights the connections between actions i.e. each single action has a consequence for someone else.

## Key Messages

- Vaccination
- Testing before socialising
- Wearing face coverings
- Isolation guidance
- Reporting test results
- Ventilation
- Hygiene



# TV Advert

A 40 second TV advert brings to life the interdependency of behaviours (the cause and effect) through a range of demographics and scenarios.

- [The TV advert can be viewed via YouTube here.](#)
- [Download the TV advert for sharing on social media.](#)

In addition, three 10 second social films of the TV advert can also be utilised on social media. These can be downloaded on P.8.



# Stakeholder Posters

A poster has been created which communicates each of the key COVID safety behaviours.

- [Download the A3/ A4 poster via WeTransfer here.](#)

## Living safely for us all

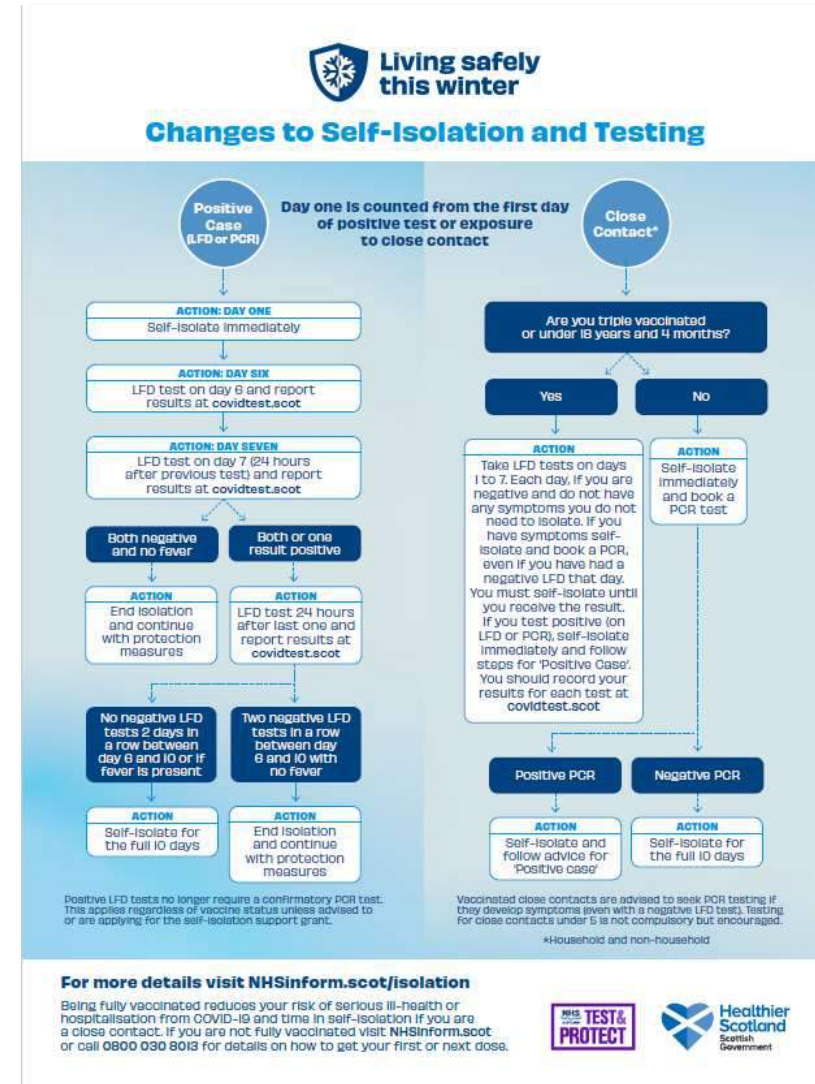
 <p>Your self-isolation period may be less than 10 days, find out more at <a href="https://nhsinform.scot/isolation">NHSinform.scot/isolation</a></p>	 <p>Do a lateral flow test before you travel, visit busy places or mix with others.</p>
 <p>Always report your LFD result – even if it's negative.</p>	 <p>Make sure you get fully vaccinated, including getting your Vaccine Booster.</p>
 <p>Let in fresh air regularly if you're meeting indoors and keep gatherings as small as you can.</p>	 <p>You need to wear a face covering in most indoor public places and on public transport. Exemptions apply.</p>
 <p>Work from home, if you can.</p>	 <p>Clean your hands and surfaces regularly. Cover your nose and mouth if coughing or sneezing.</p>

 [gov.scot/coronavirus](https://gov.scot/coronavirus) 

# Stakeholder Posters

In addition to the poster conveying all key COVID protection measures, a flow diagram has been developed to help illustrate the rule changes on self-isolation for positive cases and close contacts.

- [Download the A3/ A4 poster via WeTransfer here.](#)



# Editable Posters

An A3/A4 editable poster has been created for partners to disseminate messaging regarding their local test centres. Editable fields have been added to the poster for specific details such as test site location, opening times and dates, and the CTA for booking a test site visit, to be entered.

- [Download the A3/ A4 poster via WeTransfer here.](#)

The poster features a light blue background with a white shield icon containing a snowflake. The main heading is "Living safely this winter". Below this are two white boxes with icons and text: a pipette icon with the text "Do a lateral flow test before mixing with others or visiting busy places." and a bus/train icon with the text "Do a lateral flow test before you use public transport." A central white box contains the text: "By finding more cases we can slow the spread. Get tested whether or not you have symptoms and help protect your community." Below this is a section for testing availability with fields for "Testing will be available from: Insert Site", "From: Insert Date", "Between: Insert Time", and "To book a test visit: Insert URL Address". Another section on the left is titled "Insert test site location:" with five input fields labeled "Insert Address Line 1" through "Insert Address Line 5". On the right, a white box contains the text "Call 0800 111 400 for self-isolation support". At the bottom, there are logos for NHS SCOTLAND, the website "NHSinform.scot/testing", and the "NHS TEST & PROTECT" logo.

# Social Media

- Social statics, films and copy have been produced for social media, featuring each of the key COVID safety behaviours we can adopt to enable us all to live safely with COVID around.
- You can download the assets for posting to your own channels or, if preferred, you can re-share the Scottish Government's campaign posts across [Facebook](#), [Twitter](#) and [Instagram](#).
- [Download the social media statics via WeTransfer here.](#)
- [Download the social films via WeTransfer here.](#)





# Social Copy



Do a lateral flow test before you travel, visit busy places or mix with others.

**NHS TEST & PROTECT** Living safely for us all 



Let in fresh air regularly if you're meeting people indoors and keep gatherings as small as you can.

**NHS SCOTLAND** Living safely for us all 



Make sure you get fully vaccinated, including getting your Vaccine Booster.

**NHS SCOTLAND** Living safely for us all 



Always report your LFD result – even if it's negative.

**NHS TEST & PROTECT** Living safely for us all 

**Headline:** Do a lateral flow test before socialising

**Post copy:** To help keep family, friends and everyone in Scotland safe, it's important to do a lateral flow test before socialising.

**URL:** [NHSinform.scot/testing](https://nhs.uk/nhsinform/scot/testing)

**Headline:** Living safely by letting in fresh air

**Post copy:** When meeting people inside, opening windows and doors helps to blow away any virus particles.

**URL:** [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

**Headline:** Living safely by getting vaccinated

**Post copy:** The best way to protect ourselves and others is to get vaccinated as soon as we can, including getting a Vaccine Booster.

**URL:** [NHSinform.scot/covid19vaccine](https://nhs.uk/nhsinform/scot/covid19vaccine)

**Headline:** Please report your LFD results

**Post copy:** Always report an LFD test result, even if it's negative.

**URL:** [covidtest.scot](https://covidtest.scot)

# Social Copy



You need to wear a face covering in most indoor public places and on public transport. Exemptions apply.

**NHS** SCOTLAND **Living safely for us all** **Healthier Scotland** Scottish Government

**Headline:** Live safely by wearing a face covering

**Post copy:** Every face covering worn helps to protect others and our NHS. Some exemptions apply.

**URL:** [gov.scot/coronavirus](https://gov.scot/coronavirus)



Work from home, if you can.

**NHS** SCOTLAND **Living safely for us all** **Healthier Scotland** Scottish Government

**Headline:** Living safely by working from home

**Post copy:** To help keep ourselves and our colleagues safe, we all need to continue to work from home if we can.

**URL:** [gov.scot/coronavirus](https://gov.scot/coronavirus)



Clean your hands and surfaces regularly. Cover your nose and mouth if coughing or sneezing.

**NHS** SCOTLAND **Living safely for us all** **Healthier Scotland** Scottish Government

**Headline:** Living safely by keeping hands clean

**Post copy:** Washing our hands with soap and water, or using hand sanitiser, and keeping surfaces clean, helps to prevent Covid spreading.

**URL:** [gov.scot/coronavirus](https://gov.scot/coronavirus)



Your self-isolation period may be less than 10 days, find out more at [NHSinform.scot/isolation](https://NHSinform.scot/isolation)

**TEST & PROTECT** **Living safely for us all** **Healthier Scotland** Scottish Government

**Headline:** Live safely by isolating when needed

**Post copy:** Self-isolating if we have symptoms, or if we get a positive lateral flow or PCR test result, helps to stop Covid spreading to others.

**URL:** [NHSinform.scot/isolation](https://NHSinform.scot/isolation)

# Additional Resources

There is an email signature (600x200) and there are two web banners (both 960x540) available to download and use across your channels.

- [Download the 'Living Safely This Winter' email signature and web banner via WeTransfer here.](#)



# Useful Links

- <https://nhsinform.scot/isolation>
- <https://www.nhsinform.scot/test-and-protect>
- <https://maps.test-and-trace.nhs.uk/>
- <https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests>
- [How to use the Check In Scotland QRcode -mygov.scot](#)
- <https://www.mygov.scot/self-isolation-grant>
- <https://www.nhsinform.scot/testing>
- <https://www.gov.scot/coronavirus>
- [How to do a coronavirus \(COVID-19\) rapid lateral flow test at home -GOV.UK \(www.gov.uk\)](#)

# Thank you

For more information please contact [sgmarketing@gov.scot](mailto:sgmarketing@gov.scot)