

COVID-19 Vaccination 18–49-year-olds Stakeholder & Partner Toolkit



Scotland, it's time to roll up our sleeves



Introduction

Those aged 18 to 49 are being invited forward for the COVID-19 vaccine for the next phase of the vaccination programme.

Invitations will be issued by age cohorts, as prioritised by the Joint Committee on Vaccination and Immunisation (JCVI), an independent body, which recommends priority groups based on clinical evidence:

1. all those aged 40 to 49 years
2. all those aged 30 to 39 years
3. all those aged 18 to 29 years

Timings will differ by Health Board area and in line with vaccine supply. The aim is that all adults in Scotland will have a first dose of one of the vaccines by the end of July.

A new creative of the COVID-19 vaccination campaign 'Roll Up Your Sleeve' aimed at these younger audiences will launch on April 20th and run on TV, radio, digital and out of home.



Please help us encourage people to take up the vaccine when invited to do so by:

- Sharing our content on your social media channels (follow Scottish Government channels across Facebook, Twitter and Instagram)
- Posting your own content on your social media channels
- Posting the news on your website or in newsletters

You can download all campaign materials from:

[DROPBOX](#)

Key Messages

CORE

- If you're aged 18 to 49 get ready to roll up your sleeve; you will be invited forward to get the first dose of your COVID-19 vaccine between now and the end of July, depending on vaccine supply
- Those aged 40-49 will be invited forward first, followed by 30-39 year olds and then 18-29 year olds
- Those aged under 30 will be given either the Pfizer or Moderna vaccines in line with guidance from the Joint Committee on Vaccination & Immunisation
- It's really important that when invited forward you take up the vaccine, you can get seriously ill with coronavirus at any age
- While having the vaccine doesn't eliminate the risk of coronavirus, by both you and your loved ones having it, it does reduce the impact of the virus
- The COVID-19 vaccine is our best way out of this pandemic and getting back the things we've all missed
- For more information visit nhsinform.scot or call the COVID-19 Vaccination Helpline on 0800 030 8013

Key Messages

SAFETY

- COVID-19 vaccines have passed through the same rigorous tests as all other vaccines. They have been tested on thousands of people around the world and now have been given to millions

SIDE EFFECTS

- Not everyone will experience side effects after getting the COVID-19 vaccine, but for those that do, they are usually mild and will go away within a few days
- It's normal to experience side effects after the COVID-19 vaccine and the common side effects are much less serious than developing COVID-19.

COMPLIANCE

- It will take time to establish the impact of the vaccines on transmission of the virus, so it's important people continue to follow FACTS and the restrictions at all times

Show Your Support on Social Media

Content Assets

A range of campaign images, static assets and video content is available now and will be updated throughout the campaign.

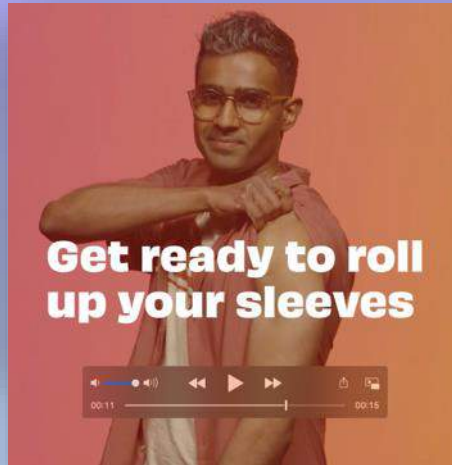
Advert:

[DROPBOX](#)



15sec cutdowns:

[DROPBOX](#)




Static Assets:

[DROPBOX](#)





Show Your Support on Social Media

Example Posts


Vaccination invitations are being rolled out by age with all adults due to get their first vaccine by the end of July. Those aged 40 and over will be invited first  nhsinform.scot/covid19vaccine



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 can reduce your risk of developing coronavirus and make your symptoms milder if you do get it, meaning you are less likely to end up in hospital with 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

Show Your Support on Social Media

Example Posts

Please get the vaccine when invited, it's our best way to get back to the things we've missed

➔ nhsinform.scot/covid19vaccine



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.



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/covid19vaccinesideeffects



'Roll Up Your Sleeves' for the COVID-19 vaccination 18-49 year olds

People aged 18 to 49 are now being invited forward for the COVID-19 vaccine, as Scotland aims to vaccinate all adults in Scotland by the end of July, depending on vaccine supply.

Those aged 40-49 will be invited first, followed by those 30-39 and then 18-29.

Deputy Chief Medical Officer Dr Nicola Steedman, said:

"The coronavirus vaccination programme has been a huge logistical challenge as we seek to get first doses to all adults in Scotland by the end of July and we are now inviting those in the younger age groups forward.

"It's really important that people take up the vaccine when offered it. You can get really ill with coronavirus at any age. The vaccine provides our best way out of the coronavirus pandemic and a return, in time, to the things we've all missed."

Professor Emma Thomson of the University of Glasgow Virus Research, an expert in infectious diseases, who led work undertaken in Scotland to develop the COVID-19 vaccine, added:

"Each vaccine passes through a three-phase testing process, reviewed by independent regulatory and advisory bodies, to ensure it is effective and safe.

"Licensed COVID-19 vaccines have passed through the same rigorous tests as all other vaccines in tens of thousands of participants who have taken part in trials around the world, and we continue to monitor for side-effects even after licensing in the millions of people who have already received the vaccine."

Those who have been vaccinated should continue to follow FACTS as it will take time to establish the impact of the vaccines on transmission of the virus.

For More Information About This Campaign

Please contact

health@smarts.agency



Scotland, it's time to roll up our sleeves

