



Living safely this winter

Stakeholder Toolkit

December 2021 Update

Contents

- Campaign Overview..... 3
- TV Advert..... 4
- Stakeholder Posters..... 5
- Editable Posters..... 6
- Social Media..... 7
- Social Copy..... 8
- Additional Social Copy..... 10
- Visitors to Scotland..... 11
- Additional Resources..... 12
- Useful Links..... 13
- Further Information..... 14

Campaign Overview

The **Living Safely This Winter** campaign builds on from the Living Safely For All Of Us campaign, communicating the need for us all to live safely this winter through key COVID safety behaviours, in order to protect, ourselves, loved ones and the NHS. **This toolkit contains the updated December assets.**

Key Messages

- Omicron is spreading COVID-19 faster than ever before
- We all need to slow the spread to keep life moving
- Keep indoor gatherings small – guidance to limit to 3 households indoors
- Reduce contacts and test before meeting or going anywhere
- Get the vaccination (1st, 2nd, 3rd or booster)
- Wear a face covering when indoors
- Work from home (now a legal duty of employers)
- If you test positive, you and your household need to self-isolate immediately for 10 days



TV Advert

A 40 second TV advert highlights key safety behaviours we can all adopt as a way of playing our part and living safely this winter.

- [The TV advert can be viewed via YouTube here.](#)

In addition, three 10 second social films of the TV advert can also be utilised on social media. Please find links to download these on page 7.



Stakeholder Posters

A poster has been created which communicates each of the key COVID safety behaviours which will help protect individuals, those around them and the NHS this winter.

- [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 blue background with a white shield icon containing a snowflake. The main heading is "Living safely this winter". Below this, there are two white boxes with icons and text: one with a pipette icon and text "Do a lateral flow test before mixing with others or visiting busy places.", and another with a bus and train icon and 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." followed by three input fields: "Testing will be available from: Insert Site", "From: Insert Date Between: Insert Time", and "To book a test visit: Insert URL Address". Below this is another white box with the heading "Insert test site location:" and five input fields labeled "Insert Address Line 1" through "Insert Address Line 5". To the right of this is a white box with the text "Call 0800 111 400 for self-isolation support". At the bottom, there are three logos: NHS SCOTLAND, NHSinform.scot/testing, and NHS TEST & PROTECT.

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 this winter.
- 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



Headline: Do an LFD test and keep to 3 households.

Post copy: Do a lateral flow test before travel or mixing with others and keep to 3 households indoors (excluding 25 December 2021).

URL: [NHSinform.scot/test-and-protect](https://www.nhs.uk/infocentre/subject-areas/coronavirus/covid-19-testing)



Headline: Let in fresh air

Post copy: If having a get-together inside, limit to 3 households and make sure windows and doors are open to help blow away virus particles.

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



Headline: Get vaccinated

Post copy: To protect ourselves and our loved ones, it's important to get our vaccines and our booster as soon as we're able to.

URL: [NHSinform.scot/covid19vaccine](https://www.nhs.uk/infocentre/subject-areas/coronavirus/covid-19-vaccines)



Headline: Do a lateral flow test before travelling

Post copy: Before using public transport, please do a lateral flow test. They're available at test sites, pharmacies or online.

URL: [NHSinform.scot/testing](https://www.nhs.uk/infocentre/subject-areas/coronavirus/covid-19-testing)

Social Copy



Wear a face covering in most indoor public places and on public transport.



NHS SCOTLAND Living safely this winter Healthier Scotland Scottish Government

Headline: Wear a face covering

Post copy: It is mandatory to wear a face covering which covers mouth and nose in most indoor public places and on public transport. Exemptions apply.

URL: gov.scot/coronavirus



Work from home, if you can.



NHS SCOTLAND Living safely this winter Healthier Scotland Scottish Government

Headline: You should work from home

Post copy: To help stop new Covid strains spreading, please continue to work from home when possible.

URL: gov.scot/coronavirus



Wash your hands.



NHS SCOTLAND Living safely this winter Healthier Scotland Scottish Government

Headline: Wash hands regularly

Post copy: Regularly washing our hands with soap and water, or using antibacterial sanitiser, helps to protect ourselves and others.

URL: gov.scot/coronavirus



Stay at home and limit socialising as much as possible.



NHS SCOTLAND Living safely this winter Healthier Scotland Scottish Government

Headline: Stay at home

Post copy: To protect your loved ones and to keep vital services running, stay at home and limit socialising as much as possible.

URL: gov.scot/coronavirus

Additional Social Copy

Travelling to visit family and friends this festive season? It's vital that you take a lateral flow test prior to setting off to help lower the risk of the virus spreading. Help keep everyone safe this winter. Find your nearest test site or order online nhsinform.scot/testing

Testing for COVID-19 this winter is more important than ever. LFD testing is quick and easy to do and kits can be collected from your local test site or pharmacy. Alternatively you can order test kits online at nhsinform.scot/testing

Testing for coronavirus this winter is more important than ever. LFD testing is quick and easy to do and you can collect from your local test site or pharmacy, or order test kits online. Find your nearest test site or pharmacy at <https://maps.test-and-trace.nhs.uk/>

If you are a worker and told to self-isolate you may be eligible for financial support. Find out more if you test positive or are identified as a close contact who needs to self-isolate > <https://www.mygov.scot/self-isolation-grant>

As the colder weather means more of us are socialising indoors over the festive season, it's vital that we are as careful as we can be. We are encouraging everyone to do a lateral flow test before socialising or meeting up with others this winter.

We are encouraging everyone to do lateral flow tests before socialising with others this winter. This will help reduce the spread of the virus and the pressure on the NHS. As we spend time with family and friends this festive season, let's do our part to keep us all safe.

If you live in a household with someone who has tested positive, you must self-isolate for 10 days even if you have a negative PCR test or are fully vaccinated

Testing for COVID-19 this winter is more important than ever. LFD testing is quick and easy to do and kits can be collected from your local test site or pharmacy. Alternatively you can order test kits online at nhsinform.scot/testing

- [**Download all 'Living Safely' social copy via WeTransfer here.**](#)

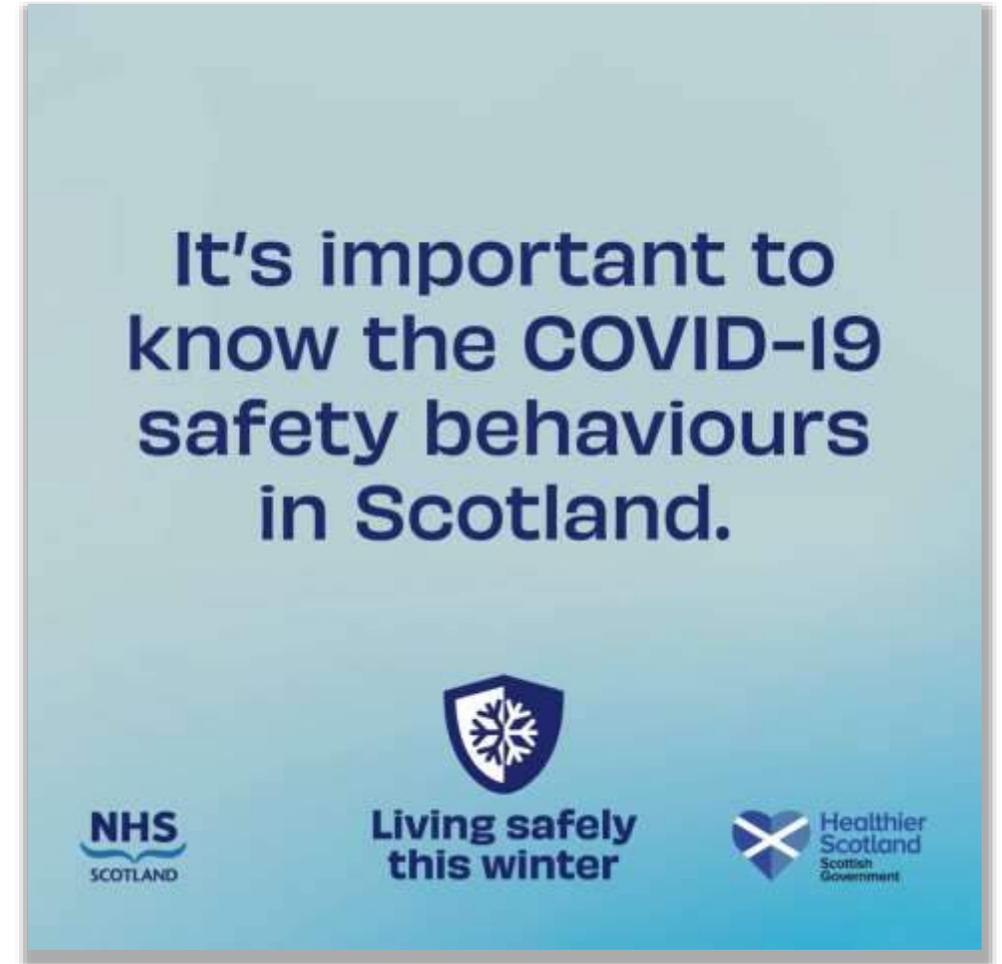
Visitors to Scotland

As a way to help remind those visiting Scotland over the winter period of the current safety protections in place and ways in which visitors can live safely whilst visiting, social animations are available to download and disseminate across social media channels.

- [Download the social animations for Visitors to Scotland via WeTransfer here.](#)

In addition, there is a Visitors to Scotland Poster available to download.

- [Download the poster for Visitors to Scotland via WeTransfer here.](#)



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://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