'Stop the Spike' and Covid Pillars

Stakeholder Toolkit
September 2021 Update

Let's stop the spike.

Healthier Scotland
Scottish Government

NHS SCOTLAND TEST& PROTECT

Contents

Stop the Spike

Campaign Overview

The **Stop the Spike Campaign with supporting pillars** has launched in recognition of the rising numbers in Covid cases. The campaign aims to remind the public of the key safety measures they should continue doing to keep themselves and others safe.

Key Messages

The campaign advises the public to:

- ➤ Keep mixing with others to a minimum
- ➤ Try to meet people outdoors wherever possible
- ➤ Try to keep a distance from others
- ➤ Continue to wear face coverings when required
- ➤ Continue to test regularly

Campaign Assets

'Stop the Spike' posters in A4/ A3 can be downloaded here.

'Stop the Spike' email footer and web header can be downloaded here.

Safety Measures

Campaign Overview

The **Safety Measures** campaign aims to encourage people to continue following safety behaviours, including opening windows and doors when meeting indoors and highlighting how outdoor socialising is safest.

Even if people are vaccinated, it's important that people continue to follow the safety measures, to help stop the spike in cases.

Key Messages

➤ Ventilation when socialising indoors
➤ Outdoor socialising where possible
➤ Cleaning hands
➤ Wearing face coverings
➤ Transport safety measures

Social Assets

Safety Measures social films can be down downloaded here.

See the following pages for accompanying social copy.

Keep cleaning your hands regularly.

Let's stop the spike.

gov.scot/coronavirus

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Safety Measures

Social Copy

Social Film: Clean Hands

Headline: Clean your hands

Description: Stop the spike

Primary text: With COVID cases high in Scotland, it's vital we do all we can. Keep cleaning your hands when indoors and take sanitiser when heading out #StoptheSpike

URL: gov.scot/coronavirus

Social Film: Meeting Friends Outdoors

Headline: Meet friends outdoors

Description: Stop the spike

Primary text: With COVID cases high in Scotland, it's vital we do all we can. If meeting friends, stay outdoors and try to keep the numbers down #StoptheSpike

URL: gov.scot/coronavirus

Safety Measures

Social Copy

Social Film: Ventilation/ Windows

Headline: Open a window when meetings indoors

Description: Stop the spike

Primary text: With COVID cases high in Scotland, it's vital we do all we can. Open a window and let in some fresh air when meeting indoors #StoptheSpike

URL: gov.scot/coronavirus

Social Film: Public Transport

Headline: Take care when travelling

Description: Stop the spike

Primary text: With COVID cases high in Scotland, it's vital we do all we can. Take extra care when travelling by following these tips #StoptheSpike

URL: gov.scot/coronavirus

Social Copy

Social Film: Face Coverings

Headline: Wear face coverings

Description: Stop the spike

Primary text: With COVID cases high in Scotland, it's vital we do all we can. Please remember to wear a face covering when required #StoptheSpike

URL: gov.scot/coronavirus

Safety Measures

Posters

Five posters (in A4 and A3 formats) cover each of the key safety behaviours and the transport execution.

Safety Measures posters in A4/ A3 can be downloaded here.

Asymptomatic Universal Testing

Campaign Overview

The new campaign 'Wee Reminder' looks to help engrain twice weekly asymptomatic universal testing as a habit for people in Scotland. As cases are currently high, it's important that everyone tests regularly to help find the virus and stop the spread.

Key Messages

- It's important to take your two Covid tests every week, even when vaccinated.

- Around 1 in 3 people with COVID-19 don't show any symptoms.

- Testing regularly helps find the virus, stopping it before it spreads.

- Test kits can be collected from community pharmacies and local test sites, or ordered online at nhsinform.scot/testing.

- Recording both positive and negative results allows us to track the presence of the virus in our communities. Cases are high in Scotland. Let's stop the spike.

Asymptomatic Universal Testing TV ad can be viewed here.

Let's stop the spike.
nhsinform.scot/testing

Asymptomatic Universal Testing

Campaign Posters
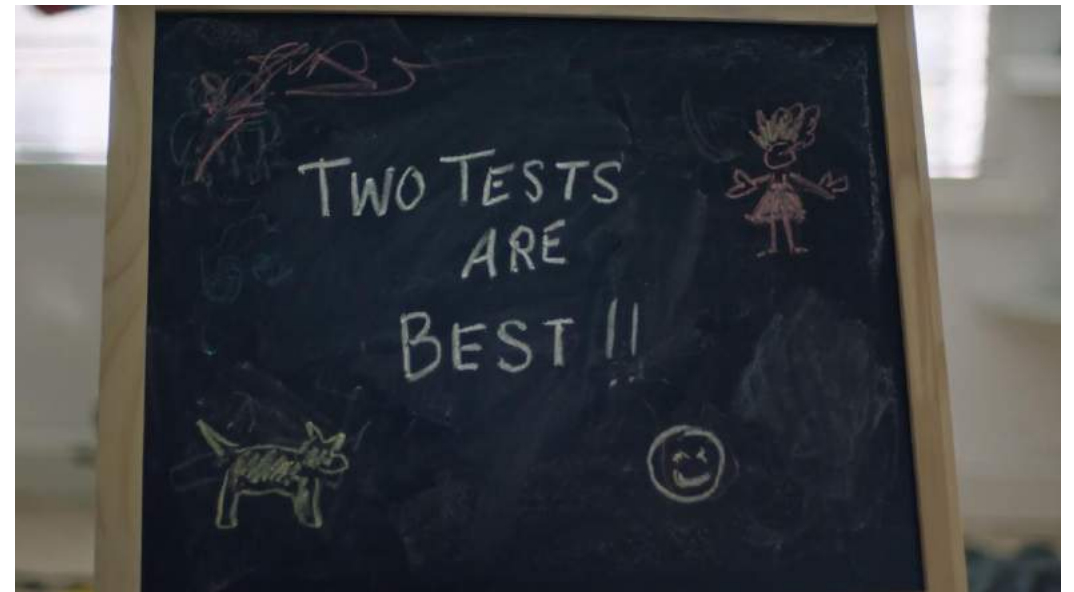Asymptomatic Universal Testing posters can be downloaded here.

Testing Site Posters
Asymptomatic editable testing site posters can be downloaded here.

Social Films
Asymptomatic Universal Testing social films can be downloaded here.

Social Statics
Asymptomatic Universal Testing social statics can be downloaded here.

Asymptomatic Universal Testing

Social Copy

Facebook

➢ It's more important than ever to take your two free Covid tests every week and record your results.

Instagram

➢ Covid cases are high in Scotland. So it's more important than ever to take your two free Covid tests every week and record your results.

Twitter

➢ Covid cases are high in Scotland. So it's more important than ever to take your two Covid tests every week and record your results, even when vaccinated. Testing regularly helps find the virus, stopping it before it spreads. For your free test kits go to **nhsinform.scot/testing**
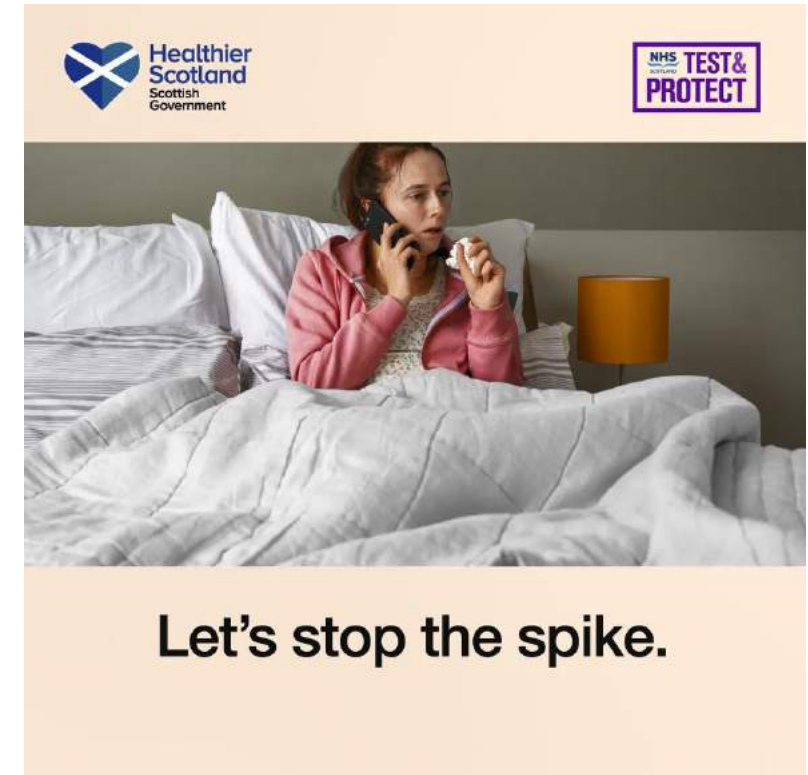
Symptomatic Testing & Isolation

Key Messages

➢ Even if we're vaccinated, we can still get coronavirus and pass it on to others.

➢ It's vital that even if we only have mild symptoms or asked to by the NHS, we self-isolate immediately and book a test.

➢ For financial and practical support, contact the National Assistance Helpline on 0800 111 4000.

➢ Cases are high in Scotland. Let's stop the spike.

Campaign Assets

➢ Symptomatic Testing & Isolation TV ad can be viewed here.

➢ Symptomatic Testing & Isolation social animations can be downloaded here.

➢ Symptomatic Testing & Isolation A3/ A4 posters can be downloaded here.

Symptomatic Testing & Isolation

Social Copy

Self Isolate

Headline: Test and isolate.

Post copy: If we have symptoms, even if they are mild or we're vaccinated, it's vital that we self-isolate immediately and book a test.

Link description: Symptoms? Test and isolate.

URL: nhsinform.scot

Support

Headline: Test and isolate.

Post copy: Isolating? For financial and practical support, contact the National Assistance Helpline on 0800 111 4000

Link description: Isolating? There is support.

URL: nhsinform.scot/test-and-protect

COVID-19 Vaccine

Campaign Overview

Everyone aged 18 or over in Scotland should now have received an invite for their first COVID-19 vaccination appointment.

However, many have still to come forward for their vaccine. It's really important that all those eligible come forward as soon as possible and get both doses of the vaccine to ensure maximum protection from COVID-19.

Please help us encourage people to take up the vaccine by sharing the campaign posters across your channels.
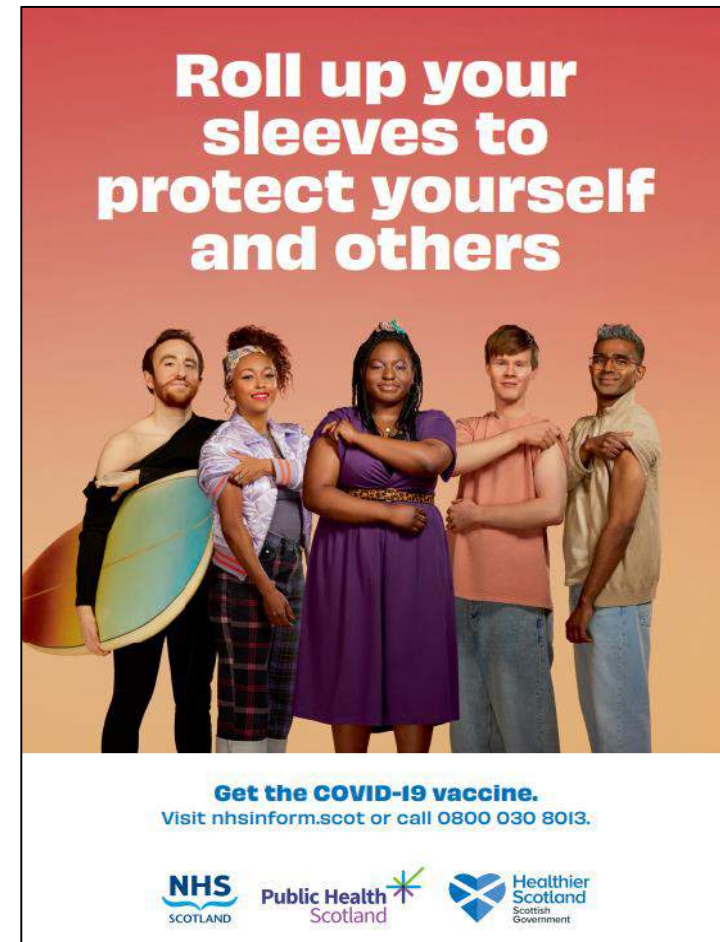
Posters

Vaccine A3/ A4 posters can be downloaded here.

Social Assets

Vaccine social statics can be downloaded here.
Vaccine social animations can be downloaded here.
Accompanying copy can be found here and on the following pages.

COVID-19 Vaccine

Social Copy

➢ Getting the COVID-19 vaccine provides the best possible protection against coronavirus. Book your appointment at www.invitations.vacs.nhs.scot or attend the any of the drop-in locations listed here ➡ nhsinform.scot/vaccinedropinclinics.

➢ You can get seriously ill with coronavirus at any age but getting both doses of the COVID-19 vaccine will give you the maximum possible protection. Get the facts about the vaccine using reliable sources such as ➡ www.nhsinform.scot

➢ Getting the COVID-19 vaccine is your choice, but make sure you know the facts and get your information from reliable sources such as ➡ www.nhsinform.scot

➢ Vaccinating as many people as possible, as quickly as possible, is our best way out of this pandemic. Book your appointment at www.invitations.vacs.nhs.scot or attend any drop-in centre listed here ➡ nhsinform.scot/vaccinedropinclinics.

➢ COVID-19 vaccines have passed through the same rigorous tests as all other vaccines and have now been given to millions around the world. If you are worried, attend any of the drop-in locations listed here and speak to a vaccinator ➡ nhsinform.scot/vaccinedropinclinics.

Thank you

For more information please contact:

Hannah Ogg   hannah.ogg@gov.scot

Becky Inglis   becky.inglis@gov.scot

Lucy Kennedy   lucy.kennedy@gov.scot

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