

# COVID-19 Vaccination Unpaid Carers Campaign

## Stakeholder and Partner Toolkit



Scotland, it's time to roll up our sleeves  
#wearescotland



# Introduction

People who provide vital face-to-face care and support for others who haven't already been given an appointment are now being invited to self-register for the COVID-19 vaccine.

There are an estimated 700,000 people in Scotland who care for a friend, family member or neighbour affected by a disability, physical or mental ill health, frailty or substance misuse.

Many don't see what they do as providing care, it's just what they do.

**Please help us encourage them to self-register for the vaccine 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

The campaign will run across radio, press and digital.

You will find everything you need in this [DROPBOX](#) link including digital display banners, a campaign poster, social media assets, press ads and radio campaign.

**Do you regularly  
care for family or  
friends who need  
extra support?**



## Key Messages

1. People who provide vital face-to-face care and support for others who haven't already been given an appointment are now being invited to self-register for the COVID-19 vaccine.
2. If you are aged 16 and over and provide face-to-face care for a friend, family member or neighbour it may be time for you to roll up your sleeve for the COVID-19 vaccination
3. That care could be due to old age, physical or mental illness, disability or for an addiction.
4. The type of care could be anything from the practicalities of domestic tasks such as regularly helping with the shopping, picking up prescriptions or preparing meals, to personal care such as helping them to wash and dress.
5. It could also be emotional support to someone such as a partner, friend or family member with a long-term health condition.
6. You can check if you are eligible for the vaccine as a carer by using the self-registration at <https://nhsinform.scot/carersregister> or by calling the Covid Vaccination Helpline on 0800 030 8013. If eligible, you can then self-register as a carer to get your vaccination.

**It's time  
to roll up  
your sleeve.**



# Show Your Support on Social Media

## Content Assets

A range of campaign images, GIFs and video content is available now and will be updated throughout the campaign here: [DROPBOX](#)



Are you one of  
700,000  
in Scotland's  
caring community?



Do you provide  
vital face-to-face  
care to someone  
due to frailty,  
physical or mental  
illness, disability  
or addiction?



Do you provide  
vital face-to-face  
emotional care  
and support to  
someone with a  
long-term health  
condition?



Do you  
regularly care  
for family or  
friends who  
need extra  
support?



# Show Your Support on Social Media

## Example Posts

If you are aged 16 or over and provide vital face-to-face care for someone you may be eligible for the COVID-19 vaccine now <https://nhsinform.scot/carersregister> or call 0800 030 8013

If you care for someone due to old age, physical or mental illness, disability or for an addiction you may be eligible for the COVID-19 vaccine now <https://nhsinform.scot/carersregister> or call 0800 030 8013

If you regularly help someone with shopping, preparing meals, washing and dressing you may be eligible for the COVID-19 vaccine now <https://nhsinform.scot/carersregister> or call 0800 030 8013

You can check if you are eligible for the vaccine as a carer by using the self-registration at <https://nhsinform.scot/carersregister> or by calling 0800 030 8013 to get your vaccination.



There's an estimated 700,000 people in Scotland who provide vital face-to-face care to someone, if that's you visit <https://nhsinform.scot/carersregister> or call 0800 030 8013

If you provide vital and regular face-to-face emotional support to someone with a long-term health condition you may be eligible for the COVID-19 vaccine now <https://nhsinform.scot/carersregister> or call 0800 030 8013

# Editorial

**Scotland's estimated 700,000 people who care for others called forward for the COVID-19 vaccine**

People aged 16 and over who provide vital face-to-face care and support for others and haven't already been given an appointment are now being invited to self-register for the COVID-19 vaccine.

There are an estimated 700,000 people in Scotland who care for a friend, family member or neighbour affected by a disability, physical or mental ill health, frailty or a substance misuse.

The type of care they provide could be anything from the practicalities of domestic tasks such as regularly helping with the shopping, picking up prescriptions or preparing meals, to personal care such as helping them to wash and dress. It could also be emotional support to someone such as a partner, friend or family member with a long-term health condition.

Health Minister Jeane Freeman said:

“Scotland has very many people who provide vital face-to-face care and support for family and friends who don't necessarily see themselves as unpaid carers, it's just what they do. The care they provide is vitally important to all of us and in the national vaccination programme they are prioritised. By getting the vaccine those caring for others can protect themselves while they look after and protect others.”

You can check if you are eligible for the vaccine as a carer by using the self-registration at <https://nhsinform.scot/carersregister> or by calling 0800 030 8013 to get your vaccination.

# For More Information About This Campaign

Please contact [health@smarts.agency](mailto:health@smarts.agency)



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[#wearescotland](https://twitter.com/wearescotland)

