



Living safely this winter

Stakeholder Toolkit – December 2021

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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.

Key Messages

- Test before socialising with others
- Test before using public transport
- Vaccination (1st, 2nd, 3rd or booster)
- Wear a face covering when required
- Cleaning hands
- Let fresh air in if meeting indoors
- Work from home if you can
- If you have symptoms, self-isolate and book a PCR test



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 are two 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 train/bus icon with the text "Do a lateral flow test before you use public transport." A central 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 test availability with form 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:" and contains five form fields labeled "Insert Address Line 1" through "Insert Address Line 5". On the right, a box says "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 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



Do a lateral flow test before mixing with others or visiting busy places.



NHS TEST & PROTECT Living safely this winter 

Headline: Do a lateral flow test before heading out

Post copy: Do a lateral flow test before travelling or mixing with others. Visit [NHSinform.scot](https://www.nhs.uk/infocentre/lateral-flow-tests) to find out how you can get an LFD kit.

URL: [NHSinform.scot/testing](https://www.nhs.uk/infocentre/lateral-flow-tests)



Let in fresh air if you're meeting people indoors.



NHS SCOTLAND Living safely this winter 

Headline: Let in fresh air

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

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



Get vaccinated as soon as you're able to.



NHS SCOTLAND Living safely this winter 

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/covid-19-vaccine)



Do a lateral flow test before you use public transport.



NHS TEST & PROTECT Living safely this winter 

Headline: Do a lateral flow test before travelling

Post copy: Before using public transport, please do a lateral flow test. Visit [NHSinform.scot](https://www.nhs.uk/infocentre/lateral-flow-tests) to find out how you can get an LFD kit.

URL: [NHSinform.scot/testing](https://www.nhs.uk/infocentre/lateral-flow-tests)

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 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: 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

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

URL: gov.scot/coronavirus



If you have symptoms, self-isolate immediately and book a PCR test.



NHS TEST & PROTECT
Living safely this winter
Healthier Scotland
Scottish Government

Headline: If you have symptoms, book a PCR test

Post copy: If COVID symptoms show, or a positive lateral flow test is recorded, please self-isolate immediately and book a PCR test.

URL: NHSinform.scot/test-and-protect

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

As we deal with the new coronavirus variant, testing is vital to help stop the spread. Testing regularly with a lateral flow test is a key way of keeping everyone safe this winter. But if you have symptoms, book a PCR test and self-isolate immediately <https://www.nhsinform.scot/test-and-protect>

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/>

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

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

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>

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.](#)

**It's important to
know the COVID-19
safety behaviours
in Scotland.**



Additional Resources

- [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