

Living Safely For Us All

Stakeholder Toolkit - November 2021

**Living safely
for us all.**



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Living Safely For Us All

Campaign Overview

The **Living Safely For Us All** campaign communicates the need for all in Scotland to keep on living safely, through the COVID safety behaviours. By doing so, we'll all keep our country moving forward. The concept behind the campaign highlights the connections between actions i.e. each single action has a consequence for someone else.

Key Messages

- Ventilation when socialising indoors
- Outdoor socialising where possible
- Cleaning hands
- Wearing face coverings
- Self-isolating if symptoms, a positive lateral flow test result or have been asked to by NHS
- Booking a PCR test if symptomatic
- Taking twice weekly lateral flow tests
- Getting the COVID-19 vaccine booster when invited
- Work from home if you can

Living Safely For Us All

A 40 second TV advert brings to life the interdependency of behaviours (the cause and effect) through a range of demographics and scenarios.

You can view the [TV advert here](#).

You can view the [BSL version here](#).

[You can download the TV advert for sharing on social media 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 slides 5, 11 and 15.



Safety Measures

Key messages

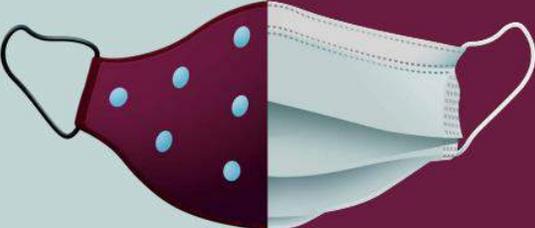
- Every door or window opened at home, helps us keep supporting local shops.
 - Letting fresh air in - before, during and after visitors – helps to reduce the spread, so life can keep going for us all.
- Every time we meet outside... helps protect our NHS.
 - Meeting up outside and keeping our distance helps reduce the spread, so our NHS can continue to look after us.
- Every hand sanitised... helps keep us meeting face to face.
 - Cleaning your hands helps reduce the spread, so we can keep meeting with friends and family.
- Every face covering worn...helps to protect our NHS.
 - Face coverings are still required in most public places (exemptions apply). Wearing them helps to reduce the spread and that helps our health service look after us.
- Work from home if you can, it helps protect those who can't – and their vital work

[Safety measures A3 and A4 posters can be downloaded here](#)

[Safety measures social film, animations and statics can be downloaded here](#)

Safety Measures

Every face covering worn...



...helps to protect our NHS.

Face coverings are still required in most public places.* Wearing them helps to reduce the spread, and that helps our health service look after us.

*Exemptions apply

Every door or window opened at home...



...helps us keep supporting local shops.

Letting fresh air in – before, during and after visitors – helps to reduce the spread, so life can keep going for us all.

Every hand sanitised...



...helps keep us meeting face to face.

Cleaning your hands helps reduce the spread, so we can keep meeting with friends and family.



Living safely for us all.
#WeAreScotland
gov.scot/coronavirus



Living safely for us all.
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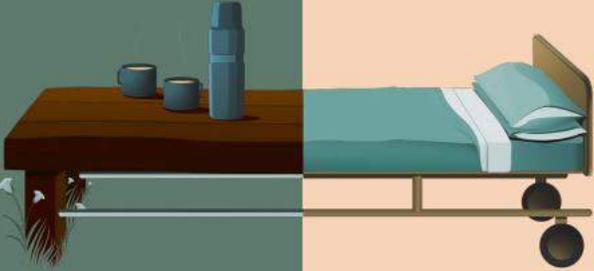


Living safely for us all.
#WeAreScotland
gov.scot/coronavirus



Safety Measures

Every time we meet outside...



...helps to protect our NHS.

Meeting up outside and keeping our distance helps reduce the spread, so our NHS can continue to look after us.



Living safely for us all.
#WeAreScotland
gov.scot/coronavirus



Choosing to work from home, if you can, reduces the spread...

...So key workers can keep working elsewhere.



Living safely for us all.
#WeAreScotland
gov.scot/coronavirus



Safety Measures

Social copy

Clean hands

Facebook

Header: Living safely for us all

Post copy: Regularly washing our hands with soap and water, or using antibacterial gel, is helping us to protect ourselves and others.

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

Link description: #WeAreScotland

Twitter

Post copy: Regularly washing our hands with soap and water, or using antibacterial gel, is helping us protect ourselves and others. While it may seem a small thing, it makes a big difference in keeping us all safe day to day.

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

Meeting outside

Facebook

Header: Living safely for us all

Post copy: Even with the cooler weather, trying to meet outside whenever it's possible is important – it's safer than meeting indoors.

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

Link description: #WeAreScotland

Twitter

Post copy: Even with the cooler weather, trying to meet outside whenever it's possible is important – it's safer than meeting indoors. So why not get your winter woollies on, prepare a flask of something hot, and catch up in the fresh air.

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

Safety Measures

Social copy

Face coverings

Facebook

Header: Living safely for us all

Post copy: Face coverings are still required in most public places. Every one worn helps reduce the spread and helps our NHS.

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

Link description: #WeAreScotland

Twitter

Post copy: Remember, face coverings are still required in most public places in Scotland (some exemptions apply). It may seem a small thing, but it makes a big difference. Every one worn helps reduce the spread and helps our NHS look after us – something we all want.

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

Open windows

Facebook

Header: Living safely for us all

Post copy: Fresh air helps stop COVID spreading. Even in the cooler weather, slightly opening doors/windows provides important ventilation.

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

Link description: #WeAreScotland

Twitter

Post copy: Fresh air helps stop COVID particles spreading. Good ventilation is an important way to protect yourself and others. Even in the cooler weather, slightly opening windows and doors during social calls or in the workplace helps keep the air flowing.

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

Safety Measures

Social copy

Work from home

Facebook

Header: Living safely for us all

Post copy: If you can, continue working from home, it helps protect those who can't – and their vital work.

URL: gov.scot/coronavirus

Link description: #WeAreScotland

Twitter

Post copy: If you can, continue working from home, it helps protect those who can't – and their vital work.

URL: gov.scot/coronavirus



Test and Protect

Key messages

- Every self-isolation...helps keep life moving elsewhere.
 - Self-isolation helps to reduce the spread and keep life moving across Scotland. If you're self-isolating, get financial or practical support by calling the National Assistance Helpline on 0800 111 4000.
- Every PCR test done... helps keep our communities safe.
 - Even if COVID symptoms are mild, you still need to self-isolate and book a PCR test immediately. Doing this is helping us protect friends, family and those most at risk.
- Every lateral flow test done... helps us socialise safely.
 - Taking two tests every week and recording the results helps to reduce the spread, helping us stay connected in our communities.

[Test and Protect A3 and A4 posters can be downloaded here](#)

[Test and Protect social film and animations can be downloaded here](#)

Test and Protect

Every lateral flow test done...



...helps us to socialise safely.

Taking two tests every week and recording the results helps to reduce the spread, helping us stay connected in our communities.

Every self-isolation...



...helps keep life moving elsewhere.

Self-isolation helps to reduce the spread and keep life moving across Scotland. If you're self-isolating, get financial or practical support by calling the National Assistance Helpline on 0800 111 4000.

Every PCR test done...



...helps keep our communities safe.

Even if COVID symptoms are mild, you still need to self-isolate and book a PCR test immediately. Doing this is helping us protect friends, family and those most at risk.



Living safely for us all.
#WeAreScotland
NHSinform.scot/testing



Living safely for us all.
#WeAreScotland
NHSinform.scot/test-and-protect



Living safely for us all.
#WeAreScotland
NHSinform.scot/test-and-protect



Test and Protect

Social copy

Self-isolation

Facebook

Header: Living safely for us all

Post copy: Anyone with a positive test result, symptoms or who is asked should self-isolate. Every isolation helps reduce the spread

URL: [NHSinform.scot/test-and-protect](https://www.nhs.uk/informationscotland/test-and-protect)

Link description: #WeAreScotland

Twitter

Post copy: If you get a positive lateral flow result, have symptoms or are asked to by the NHS, please self-isolate. Every self-isolation helps reduce the spread. You can get practical or financial support by calling the National Assistance Helpline on 0800 111 4000

URL: [NHSinform.scot/test-and-protect](https://www.nhs.uk/informationscotland/test-and-protect)

LFD Testing

Facebook

Header: Living safely for us all

Post copy: Doing lateral flow tests is helping us stop the spread. They're available at test sites, pharmacies and online.

URL: [NHSinform.scot/testing](https://www.nhs.uk/informationscotland/testing)

Link description: #WeAreScotland

Twitter

Post copy: Doing lateral flow tests is helping us stop the spread. You can get them from test sites, pharmacies or online. And once you get into the habit of doing it, it's easy. Try to do it twice a week to ensure you are staying safe – and keeping others safe too.

URL: [NHSinform.scot/testing](https://www.nhs.uk/informationscotland/testing)

Test and Protect

Social copy

PCR Testing

Facebook

Header: Living safely for us all

Post copy: Anyone with symptoms or a positive lateral flow test should book a PCR test.

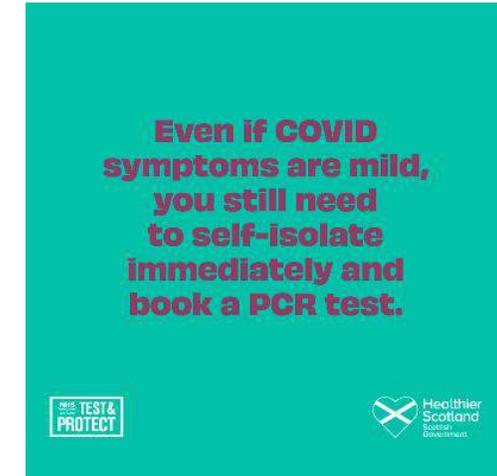
URL: [NHSinform.scot/testing](https://www.nhs.uk/informationscotland/testing)

Link description: #WeAreScotland

Twitter

Post copy: If you have COVID symptoms (even mild) or if you record a positive lateral flow test, book a PCR test. Remember PCR tests are the ones that are sent to the lab.

URL: [NHSinform.scot/testing](https://www.nhs.uk/informationscotland/testing)



COVID-19 Vaccine

Key messages

- Every vaccination done...helps keep local businesses going
 - Getting your vaccine booster when invited is helping to protect you and others, to keep Scotland's recovery going.

[COVID-19 Vaccine A3 and A4 posters can be downloaded here](#)

[COVID-19 Vaccine social film and animations can be downloaded here](#)

COVID-19 Vaccine

Social copy

Vaccine

Facebook

Header: Living safely for us all

Post copy: Getting the vaccine when offered is helping to protect ourselves and others against COVID – stopping the spread

URL: [NHSinform.scot/covid19vaccine](https://www.nhs.uk/informationscotland/covid19vaccine)

Link description: #WeAreScotland

Twitter

Post copy: Every vaccination helps keep Scotland's recovery going. It provides protection for yourself and others. Which means the more people are vaccinated, the more we'll protect our communities as a whole. So when invited to get the vaccine booster, please get it.

URL: [NHSinform.scot/covid19vaccine](https://www.nhs.uk/informationscotland/covid19vaccine)



Additional Resources

[You can download a website banner and an email signature graphic here](#)

**Living safely
for us all.**



Living Safely This Winter

As an additional part of this campaign, and to help everyone stay safe this winter, 'Living safely this winter' resources have been created to complement and serve as an important 'on the ground' reminder for businesses to display to help keep both staff and customers safe.

This includes a 'Living safely this winter' badge, accompanying poster featuring key COVID-19 safety behaviours in one place, and social animations and statics.

[You can download social animations and statics here.](#)

[You can download A3 and A4 posters here.](#)

[You can download the 'Living safely this winter' badge here.](#)

[You can download additional resources here.](#)



Living Safely This Winter

Social copy

Animations

Post copy 1: Living safely this winter. To protect you, other customers and our staff, we're asking everyone who visits to follow these key actions:
gov.scot/coronavirus

Post copy 2: Living safely this winter. Following these key actions help to protect you and everyone around you: gov.scot/coronavirus

Statics:

Generic: Living safely this winter. To protect you, other customers and our staff, we're asking everyone who visits to follow these key actions:
gov.scot/coronavirus

PCR testing and self-isolation: Living safely this winter. If you have symptoms, self-isolate immediately and book a PCR test. Protect yourself and everyone around you by following these key actions:
NHSInform.scot/testing

Lateral flow testing: Living safely this winter. If you don't have symptoms, please take a lateral flow test twice a week and follow these key actions:
NHSInform.scot/testing

Living Safely This Winter

Social copy

Statics

Vaccination: Living safely this winter. Please get the vaccine booster when offered and follow these key actions to protect yourself and everyone who walks through our doors: [NHSInform.scot/covid19vaccine](https://www.nhs.uk/information/covid19vaccine)

Ventilation: Living safely this winter. We're keeping our space ventilated and asking all our staff and customers to follow these key actions: [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

Face coverings: Living safely this winter. Please wear a face covering and follow these key actions to protect yourself and everyone who walks through our doors: [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

Clean hands: Living safely this winter. Please wash or sanitise your hands to protect yourself and everyone who walks through our doors: [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

Meet outdoors: Living safely this winter. Please meet with your friends, family or colleagues outdoors whenever possible, and continue to follow these key actions: [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

Working from home: Living safely this winter. Please continue to work from home if you can and follow these key actions to protect yourself and everyone around you: [gov.scot/coronavirus](https://www.gov.scot/coronavirus)

Thank you

For more information please contact:

sgmarketing@gov.scot