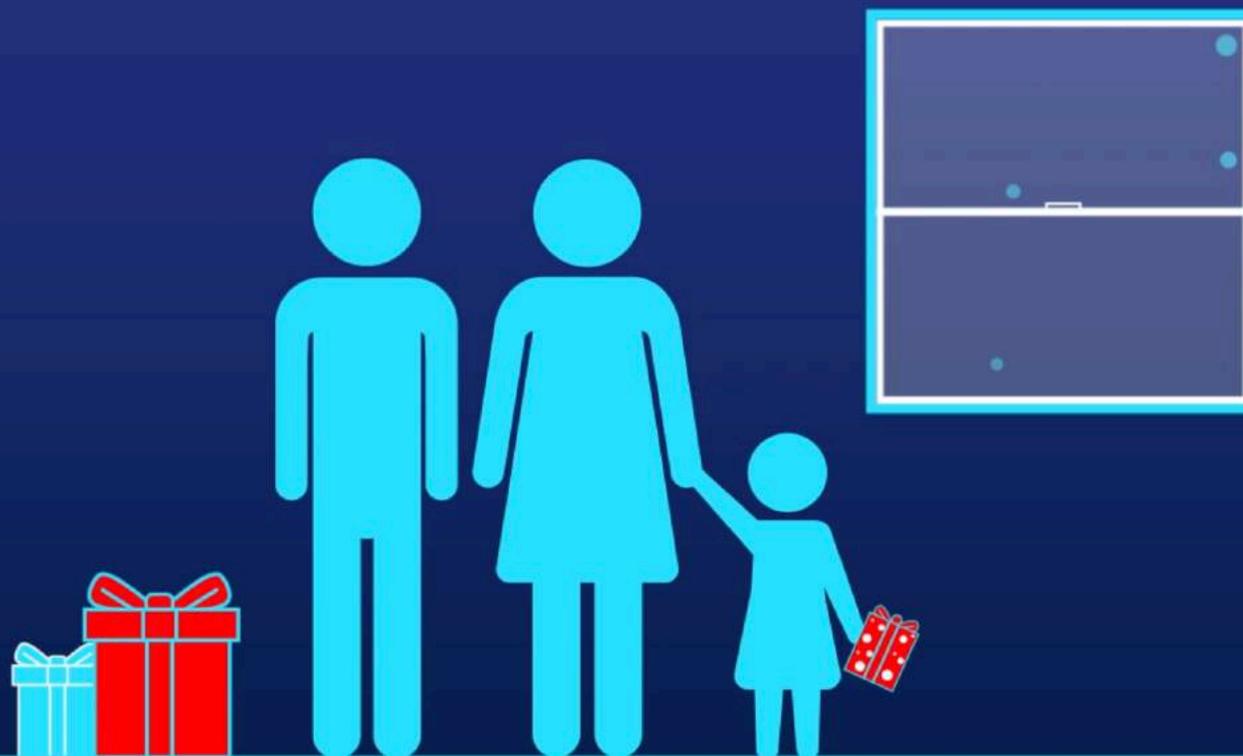


Stakeholder Toolkit

UPDATED 21 December 2020



Festive Safety & Compliance



Festive Safety

Campaign running until the 25th including:

TV and YouTube

- [30 second TV ad](#)

Radio

- 30 second radio

Digital Assets

- 2 x short films covering the following messaging:
 - Alternative ways to spend Christmas
 - Measures to reduce the spread when celebrating as part of a bubble



Festive Safety

Festive Fact Sheet

Alongside the press, we have also developed a Festive Fact Sheet, which outlines tips and ideas on how stay safe during the festive period, including:

- Alternative ways to celebrate Christmas together if not joining a bubble
- Considerations when deciding who to meet up with
- Ways to reduce the spread of coronavirus when celebrating as part of a bubble

Download all assets via [WeTransfer here](#)

The graphic is a dark blue poster with white and light blue text and icons. It features the Scottish Government and NHS logos at the top. The main title is 'Celebrate the festive season safely.' Below it is a sub-headline: 'The safest way to spend this festive season is at home with your own household. It will be different, but there are still ways you can celebrate with family and loved ones.' The poster is divided into three sections: 'GO VIRTUAL' with an icon of a laptop showing a video call; 'GO OUTDOORS' with an icon of a thermos and a mug; and 'CHECK IN' with an icon of a smartphone showing a Christmas tree. At the bottom, there are five icons representing safety measures: Face Coverings, Avoid Crowds, Clean Hands, Two Metres, and Self-Isolate. The footer includes the hashtag #WeAreScotland and the website gov.scot/coronavirus.

Healthier Scotland
Scottish Government

NHS
SCOTLAND

Celebrate the festive season safely.

The safest way to spend this festive season is at home with your own household. It will be different, but there are still ways you can celebrate with family and loved ones.

GO VIRTUAL

- If you aren't meeting up in person, you can still have a virtual get together or have a meal together online.

If you know anyone who might struggle to access this technology, find advice on how to support them at [connecting.scot](#)



GO OUTDOORS

- If you haven't formed a festive bubble, you can exchange presents outdoors with a local friend or family member in the park. Remember to keep a 2 metre distance.
- You can also go for a local walk together and take a flask each of something hot to drink.



CHECK IN

- Let people know they aren't alone. Check in on your neighbours by phone, text, at their door, or with a Christmas card.
- Volunteer to pick up shopping for any vulnerable neighbours.

If you or someone you know is struggling with the restrictions and loneliness at this time of year, you can access advice and helplines at [clearyourhead.scot/support](#)



Stopping the spread starts with all of us.
#WeAreScotland
[gov.scot/coronavirus](#)

FACE COVERINGS AVOID CROWDS CLEAN HANDS TWO METRES SELF-ISOLATE

For more information:

Samantha Crawford
E: samantha.crawford@gov.scot

Becky Inglis
E: becky.inglis@gov.scot