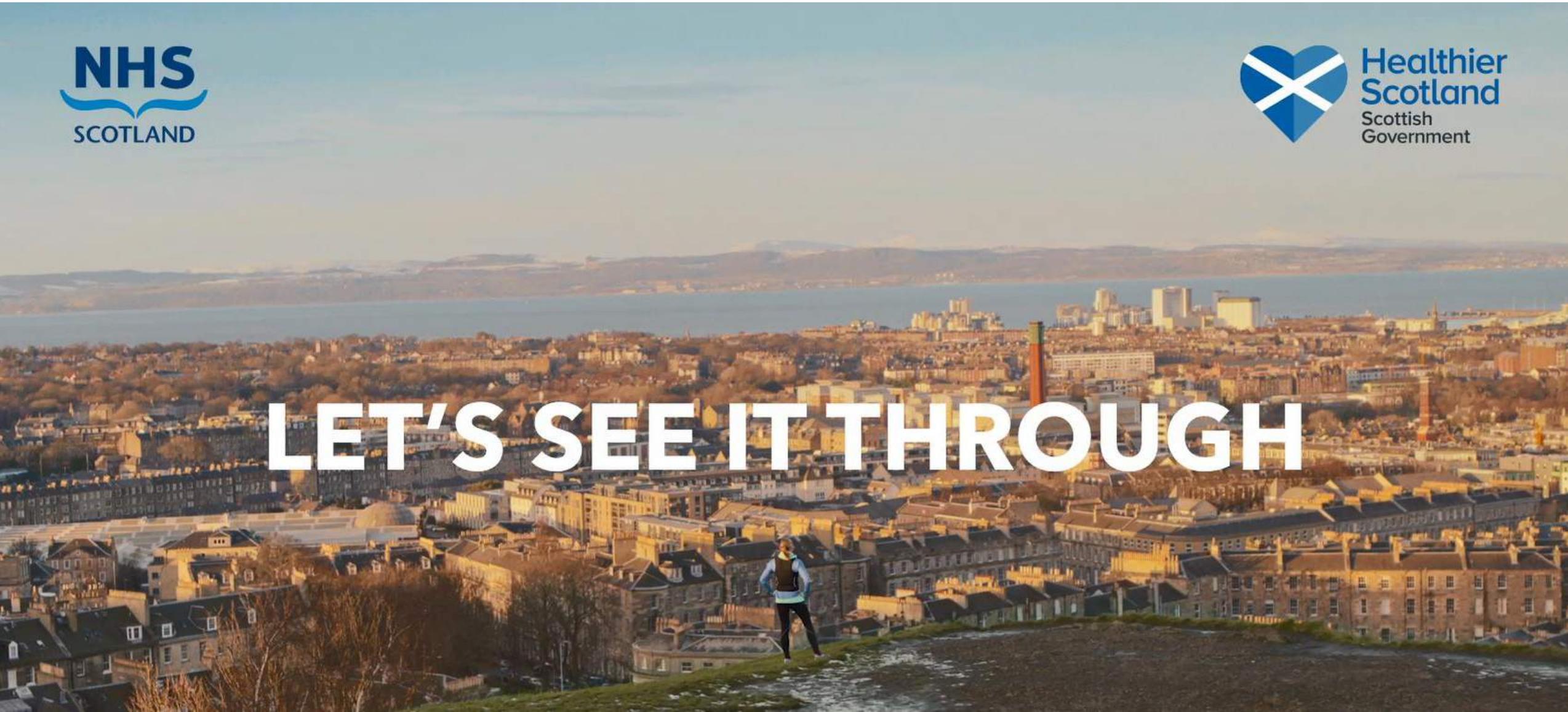


Resilience Stakeholder Toolkit

3 February 2021



LET'S SEE IT THROUGH



Resilience Campaign

The messaging of this campaign aims to provide the public with hope, reassurance and encouragement during these challenging times.

The campaign will run from 2nd Feb including:

TV and YouTube

- [30 second TV ad](#)

Radio

- 30 second radio



Resilience Campaign

Digital Assets

- 30 second advert (1:1, 9:16 and 16:9 crops)
- 15 second advert (1:1, 9:16 and 16:9 crops)

Press

- Press ad example

Download all assets via [WeTransfer here](#)



NHS
SCOTLAND

Healthier
Scotland
Scottish
Government

**HOPE IS
IN SIGHT
LET'S SEE
IT THROUGH**

The vaccine is the good news we've been waiting for, with those most at risk already being vaccinated. When offered the vaccine please get it.

While this stretch seems hardest of all, we can't relax yet. The virus is still spreading, and we need to keep people safe. The more we stick to the current rules and restrictions now, the less chance the virus has to spread and the sooner we will make it through this.

#WeAreScotland gov.scot/coronavirus

F FACE COVERINGS
A AVOID CROWDS
C CLEAN HANDS
T TWO METRES
S SELF-ISOLATE

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