

# Marketing and communications toolkit

## Coronavirus community testing

February 2021 – V1

# This guide will cover:

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- The Community Testing offer in Scotland
- Asymptomatic Test Sites (ATS) communications and marketing guidance
- Mobile Testing Units (MTUs) deployed within community testing communications and marketing guidance. This will follow shortly.

# Community testing in Scotland



## Objective:

The application of testing and other public health measures to reduce COVID-19 community transmission by identifying and isolating positive cases that would otherwise be missed, and encouraging local compliance with Non-Pharmaceutical Interventions (NPIs).

This will be achieved through:

**A. Use of Public Health Scotland community level test positivity data, waste water testing data and local intelligence from Directors of Public health to identify areas with concerning levels of community transmission.**

**B. The rapid deployment of local and national resources to that community to enhance symptomatic testing provision, offer asymptomatic testing options, promote isolation support and encourage compliance with NPIs.**

Expanded MTU fleet, freeing up units for Community Testing (symptomatic & asymptomatic), funding support to Partnerships (Boards & LAs), allocation of Lateral Flow Tests and military planning and operational support. These are resources that can be deployed to meet locally defined needs, integrate with wraparound services and offer potential for significant testing volumes and sustained interventions within a community.

# Communications introduction



Targeted communications play a vital role in encouraging local citizens to take part in community testing, whether this is symptomatic or asymptomatic testing.

Local authorities and Health Boards are encouraged to target testing to communities with a high prevalence of the virus.

The Scottish Government will work collaboratively with local areas to offer communications support, tailored to local need, and based on localised decisions on testing priorities and which key audiences to engage.

Local communications should also provide significant detail on the wraparound support package offered by authorities.

We will deploy testing and other resources within communities to enhance symptomatic testing provision, offer asymptomatic testing options, promote support for isolation and encourage compliance with COVID-19 restrictions.

# Key principles

# Key principles 1/2

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- NHS Board and LA communications teams should lead on planning and delivering communications and engagement to local people. The Scottish Government will provide support and advice as required.
- There are number of aspects of communication that need Scottish Government approval:
  - Press notice – the local release template in this toolkit should be used with a quote from the Scottish Government included. Final versions should be shared in advance for fact-checking and awareness. This will ensure accuracy from a national policy, clinical and technology perspective. Please only include details of your community testing programme that are signed-off from a clinical / operational perspective (rather than proposals).
  - National media – details of national media bids should be shared in advance to make sure that comms and media activity is aligned and any support or additional content can be provided.
  - Data sharing and reporting – the policy in this toolkit must be followed to ensure consistency across all regions and nationally.
  - The Scottish Government should be consulted in advance of production of any new materials which will require clinical or technology validation or relate to the community testing programme.

# Key principles 2/2

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- All media enquiries about the national community testing programme should be directed to the Scottish Government news desk. Contact details for the news desk are [available on gov.scot](#), including details of out of hours contacts.

# Asymptomatic testing sites (ATS)

# ATS: Narrative

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Many people who have coronavirus have no symptoms and will be spreading it without realising it.

On 23 December the Health Secretary announced an expansion of community testing in areas across Scotland with a high prevalence of the virus.

Increased testing in this way will help us find and isolate more cases, helping us to identify more cases of the virus and giving us all a better chance of stopping the virus from spreading.

The Scottish Government is working with each local authority on an expanded community testing plan appropriate for them. The advantage of Directors of Public Health and local authorities planning their own community testing is that they know their populations and can take a broader view of who should be targeted with asymptomatic testing, supported by local intelligence.

Local authorities were asked to submit proposals for the community testing programme in early January. Programmes will be delivered in partnership with NHS Boards and supported with additional funding and resources, including mobile testing units and asymptomatic test sites, to provide PCR and lateral flow testing respectively.

People who have the COVID-19 symptoms – new continuous cough, fever or loss of, or change in, sense of smell or taste should not attend asymptomatic testing sites, nor should those who are currently self-isolating because they have been identified as a close contact, or those who have tested positive for COVID-19 in the last 90 days. Tests for people with COVID-19 symptoms can be arranged by visiting [nhsinform.scot](https://www.nhsinform.scot) or by calling 0300 303 2713.

# ATS: Communications – objectives and approach



## Communications Objectives

- Encourage uptake of community testing within your area to help identify asymptomatic cases to stop the spread of coronavirus
- Specifically target disproportionately represented groups from the start as research shows these are the hardest to engage
- Reinforce the importance of isolation for positive test cases and the range of isolation support available, including the £500 support package
- Build confidence and trust in new testing technology

## Communications Approach

- Build understanding that coronavirus can be passed on by people with no symptoms – and that many people show no symptoms. Testing means we can identify cases and stop the virus spreading, helping to protect our communities and the NHS
- Increase understanding of testing options and confidence in the testing process
- Support people through isolation, and provide details on the wraparound support available and how it can be readily accessed

# ATS: Key messaging

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- A new community testing programme offers rapid COVID-19 tests for people without symptoms.
- Not everyone who has coronavirus will have symptoms, so people could be spreading the disease without knowing it.
- Testing for positive cases and encouraging those people to self-isolate means we have a better chance of stopping the virus spreading.
- By getting tested, you can help your community, families and friends stay safe and slow down the spread of coronavirus.
- By getting tested, you can help us move towards reopening work places and businesses.
- More testing helps to show us how the virus is spread and reduce risks.
- People should be encouraged to get tested regularly.
- Support is available for people who test positive and need to self-isolate.

# ATS: Top tips for communications

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- Identify key groups who are least likely to be tested but at higher risk of having coronavirus and consider:
  - Who are the key members of the community who this group will listen to? For example, community champions, influencers, faith leaders, local business owners or sports figures. Ask them to record a video promoting the key messages and giving details of test sites.
  - Which organisations can reach communities? Engage with businesses, charities, health services to target specific groups by putting the content on their social media pages, sending out via email or displaying materials in workplaces.
  - What are the barriers to this group of people getting tested? Emphasise the wraparound support available if someone tests positive.
- Make use of local channels – for example community radio or regular newsletters.
- In areas where there are high levels of coronavirus, use physical posters and leaflets alongside digital assets on social media to promote the test site.
- On social media, paid advertising to particular demographics can be a useful way of reaching people.

# Announcement handling and media visits

# ATS: Announcing the launch - local press template 1/3

- **Community testing begins in [LOCATION]**
- Rapid coronavirus (COVID-19) testing for people is now available for people without symptoms in [LOCATION].
- The community testing initiative, in partnership with the Scottish Government [AND LOCAL PARTNERS], aims to drive down local COVID-19 rates and transmission by identifying positive cases more quickly, as people can spread the virus to others before symptoms appear.
- [LOCATION] residents who don't have any of the three COVID symptoms (a new continuous cough, temperature, loss or change in sense of taste or smell) are encouraged to get tested.
- There is no need to book and testing is available from the following locations.
- [SITE DETAILS, TIME, DATE].

# ATS: Announcing the launch - local press template 2/3

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- This site is only for people without symptoms. Anyone with COVID-19 symptoms should book a test in the usual way via [nhsinform.scot](https://nhsinform.scot) or by calling 0800 028 2816.
- Residents will be tested using lateral flow devices, which can give people their results in around 45 minutes. Any positive cases will then be confirmed by PCR test.
- Anyone who receives a positive **LFD or PCR** test result will be asked to self-isolate. Dedicated support is available to anyone who needs to self-isolate, including food packages and financial support [+ LOCAL SUPPORT ARRANGEMENTS].
- Further advice and information on what support is available for people who need to self-isolate is available from [nhsinform.scot](https://nhsinform.scot) / [LOCAL WEBSITE].

# ATS: Announcing the launch: local press template 3/3

- [LOCAL PARTNER QUOTES]

- **Public Health Minister Mairi Gougeon said:**

- “Targeted testing in this way will help us find and isolate more cases, by targeting resources with communities where there is high prevalence, helping us to identify more cases of the virus and giving us all a better chance of stopping it from spreading.
- “However, a test only tells us if we are positive at the point in time that we are being tested. It does not mean that we can stop following all of the rules and guidelines which are in place to protect all of us. Testing is only one layer of protection against this virus – all others, including vaccination and the FACTS guidance work to greatest effect when they work together, so it is essential people continue to follow the restrictions currently in place to suppress COVID to the lowest possible level in Scotland.
- “This expansion has been made possible as our testing capacity has increased but it could not have happened without the support of our local partners, and everyone involved in Scotland’s testing programme, from diagnostic staff to sample takers, and I want to pay tribute to each and every one of you as we continue to work to suppress this virus together.”
- **Background:**
- Anyone with the symptoms of COVID-19 – a new continuous cough, temperature, loss or change in sense of taste or smell should go online to [nhsinform.scot](https://www.nhs.uk/healthcareprofessionals/ats) to book a test or call 0800 028 2816 if you cannot get online.
- [How to self-isolate effectively – Information and support for people who are asked to self-isolate because of COVID-19.](#)
- Remember FACTS for a safer Scotland:
- F – Face coverings  
A – Avoid crowded places  
C – Clean your hands regularly  
T – Two metres distance  
S – Self isolate and book a test if you have symptoms

# Q&A 1/5

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Question	Answer
Who should go to an asymptomatic testing site (ATS)?	Anyone who does not have the following common symptoms of COVID-19: a new continuous cough, fever/temp 37.8C or higher, loss/change in sense of smell/taste can visit an ATS. It is for local authorities and health boards to decide specific groups to target for testing, but recommend those who are least likely to get tested. Anyone who has symptoms of coronavirus should follow the usual process and book a test by visiting <a href="https://nhsinform.scot">nhsinform.scot</a> or by calling 0300 303 2713.
How does the process work? (for testing people with no symptoms)	<p>Following successful trials in early December 2020, we are introducing a Community Testing Programme. This will target testing and other resources in communities to identify positive cases and break chains of transmission. The expansion of our testing programme will provide additional protection for our communities.</p> <p>People are invited to get tested, even if they have none of the main symptoms. Sites testing for asymptomatic coronavirus are walk-in with no booking required. (The local authority may create their own booking system for site attendance- check locally).</p> <p>Asymptomatic test sites can test people in a target group (for example, those who cannot work from home, or those deemed least likely to come for testing) who have no COVID-19 symptoms.</p> <p>The advantage of Directors of Public Health and Local Authorities planning their own Community Testing, is that they know their populations well and can take a broader view of who should be targeted, supported by local intelligence.</p> <p>People with symptoms of coronavirus should not attend these sites. Any person who has the symptoms of COVID-19 – (a cough, a temperature or loss of taste or smell) - should take immediate steps to book a test. A test can be arranged by visiting <a href="https://nhsinform.scot">nhsinform.scot</a> or by calling 0300 303 2713.</p>
When does the testing start?	<u>Following successful trials in early December the Community Testing Programme began in February. [local dates can be added here.]</u>

# Q&A 2/5

Question	Answer
What type of tests will be used for asymptomatic Community Testing and how do they work?	<p>Lateral flow antigen tests (LFT) are a new kind of technology that can be used to test a higher proportion of asymptomatic people, better enabling us to identify and isolate more people who are at high likelihood of spreading virus, and break the chains of transmission.</p> <p>A Lateral Flow Device (LFD) detects the presence or absence of coronavirus from a swab or saliva sample. The sample is mixed with a buffer solution, which releases and breaks up virus fragments. Some of the solution is then dropped on to the lateral flow device. The sample runs along the surface of the devices' absorbent strip, showing at the end a visual positive or negative result dependent on the presence of the virus.</p>
How will you incentivise people to participate in Community Testing?	<p>Greater testing can reduce the prevalence of the disease. Targeting testing and other resources at communities to identify high transmission rates will identify positive cases and break chains of COVID-19 transmission. By getting tested, this will help the population stay safe and could help protect families and friends, your local community, aid the reopening of schools and services and help to protect the NHS.</p> <p>Local authorities should provide significant details on isolation and wraparound support if people do test positive for coronavirus. This may include information such as:</p> <p>If you are asked to self-isolate and you are concerned about the financial impact:</p> <ul style="list-style-type: none"><li>• Your employer should be able to assist you</li><li>• You may be eligible/entitled to statutory sick pay.</li><li>• You may be eligible for the Self-Isolation Support Grant.</li></ul> <p>More information on these and other types of available support, please contact the National Assistance Helpline on 0800 111 4000 or Textphone on 0800 111 4114. See also <a href="https://www.gov.scot/publications/coronavirus-covid-19-self-isolation-factsheet/">https://www.gov.scot/publications/coronavirus-covid-19-self-isolation-factsheet/</a></p>
How often should people get tested?	This is locally determined. Local areas can adapt the marketing messages accordingly.

# Q&A 3/5

Question	Answer
Will people be required to take a test?	No. Tests are completely voluntary and there for anyone who may want one. We are hoping that many people will recognise the benefits of getting involved in local testing efforts to reduce the spread of the virus in their communities.
What about people who cannot get to a test site?	Locally-led Community Testing will continue to be supported through the national Mobile Testing Unit (MTU) fleet which is delivered by the Scottish Ambulance Service. In partnership with the UK Government, and through additional funding of £800,000 from the Scottish Government, this fleet will be at 42 by end of February 2021 and will have the capacity to reach 84 communities. Home tests - if you have COVID-19 symptoms you can request a home test kit delivered to your home. If there is not a site near to you, then you should try to book a home testing kit. <a href="https://www.gov.scot/publications/coronavirus-covid-19-getting-tested/pages/arrange-a-test/">https://www.gov.scot/publications/coronavirus-covid-19-getting-tested/pages/arrange-a-test/</a>
Will you be able to upload your results to the Protect Scotland app if you are tested at a test site for asymptomatic cases?	Individuals who test positive for COVID-19 will be contacted by the local contact tracing team so their close contacts can be identified. These close contacts will be asked to self-isolate for 10 days. If an individual tests positive for COVID-19, they will be sent a unique code to their mobile to enter into the app. The data held in the app will then be sent to a server so close contacts also using the app can be notified and advised to self-isolate.
Are lateral flow tests less accurate than PCR tests?	Lateral flow tests (LFT) and PCR tests have different characteristics and different uses. PCR tests have higher specificity and sensitivity but require a laboratory to process results and therefore results return slower. PCR tests are therefore well suited to specific use cases, such as those with COVID-19 symptoms. While lateral flow tests have lower sensitivity than PCR, they deliver results far faster and do not require a lab, making them more scalable. As such, they allow us to test far larger numbers of asymptomatic people and get them their test result faster than with PCR technology. This will enable us to identify a large percentage of people who are infected and infectious, but asymptomatic and unaware that they have the virus.

# Q&A 4/5

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Question	Answer
Do these tests work for people without symptoms?	Lateral flow tests (LFT) are validated technology, it is safe, inexpensive and the results are trusted. Extensive clinical evaluation from Public Health England and the University of Oxford show LFTs are specific and sensitive enough to be deployed for mass testing, including for asymptomatic people. Finding positive cases and asking them to isolate has been at the heart of our strategy to control this pandemic, and finding asymptomatic cases can only help save more lives. If a person has tested positive in the past 90 days they should not be tested again unless they develop symptoms.
What will this test tell me?	If you get a positive result, it is likely that you were infectious at the time the test was taken. The antigen test cannot detect very low levels of coronavirus in a sample, so if you have only recently been infected, are in the incubation period, or if you have mostly recovered, the test may not give a positive result.
How long does it take to do the test?	It takes less than 15 minutes to administer the test.
How long does it take to get the result?	The test produces a result within an hour.
How are the tests at asymptomatic test sites processed?	Lateral flow devices do not require a laboratory to process the test. Swabbing and processing of these tests must currently be conducted at a dedicated testing site by trained personnel. A solution is added to an extraction tube, the swab is then placed in the tube. Drops are then added to the LFD sample well. A positive result will appear between 20-30 minutes.
How much does each kit cost? And will it be available to buy on the market?	The UK Government has been purchasing kits. The current position is that these will not be available to purchase on the market. The cost per kit is not disclosed due to commercial confidentiality and sensitivities.

# Q&A 5/5

Question	Answer
What should I do if I test positive?	If you test positive you will need to self-isolate for 10 days. Information on the wraparound support available can be found at: <a href="http://www.nhsinform.scot">www.nhsinform.scot</a> . More information on these and other types of available support, please contact the National Assistance Helpline on 0800 111 4000 or Textphone on 0800 111 4114. See also <a href="https://www.gov.scot/publications/coronavirus-covid-19-self-isolation-factsheet/">https://www.gov.scot/publications/coronavirus-covid-19-self-isolation-factsheet/</a>
Why should people take part?	We aim to identify people who are infectious and could spread the infection to others unknowingly. Identifying and supporting infectious people to isolate before they develop symptoms will help reduce the spread of coronavirus. People who test positive will be offered support to self-isolate.
What happens if I test negative?	You should continue to follow the preventative measures currently recommended for stopping the spread of the virus. You can help protect yourself, others and the NHS by remembering: FACTS. <ul style="list-style-type: none"><li>• F – Face Coverings</li><li>• A – Avoid crowded places</li><li>• C – Clean hands regularly</li><li>• T – Two meter distancing (where possible/applicable)</li><li>• S – Self isolate and book a test if you have symptoms</li></ul>
What should someone do if they have coronavirus symptoms?	Free testing continues to be available to everyone in Scotland. If you have/are showing symptoms (high temperature, continuous cough or loss of / change in taste or smell), please book a test at <a href="http://nhsinform.scot">nhsinform.scot</a> or by calling 0300 303 2713.  More information on Testing can be found at NHS Inform - <a href="#">Coronavirus (COVID-19): Testing in Scotland</a>

# Media visit guidance 1/2

**Media visits are a great way to promote local testing efforts, reassure the public and provide information about the process to encourage engagement.**

Careful consideration should be given to media visits during the building of sites and 'day 1' of operations, to avoid disrupting the operations and showcasing the sites and process when any refinements to initial operations are completed.

## **Filming**

Filming the site and the testing process is a great way to demystify and reassure people about the process. It is important that all content adheres to the standard operating procedures, and clinical advice, for that setting. Please contact [communicationshealthier@gov.scot](mailto:communicationshealthier@gov.scot) if you would like us to check anything for you.

### **Regional or local media visits**

Please inform SG Comms if you are organising any regional or local media visits for awareness. SG Comms may wish to provide a quote. Please ensure that all delivery partners on the ground are sighted and consulted on media requests.

### **National media visits**

You should consult with SG Comms in advanced of national media visits or engagement about the pilot to ensure alignment on national messaging.

# Media visit guidance 2/2

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The guidance below on media visits has proved helpful for other testing channels:

- Numbers of media attendees and length of media visits should be limited to avoid disrupting testing operations. The visits are typically limited to be 30-60 mins (max).
- For visits to symptomatic testing sites, the media have used a sign at the entrance of the site asking people if they were comfortable being interviewed or photographed and, if so, explaining that a camera would follow and film them and then do a short interview.

**Instructions for invited media:**

- **Permissions** – Please ensure that before agreeing filming, you have the permission of the site, and all organisations with staff on the ground.
- **Spokespeople** – They can only talk about their role and aspects of the local activity they are involved with. Any other questions about the national mass testing programme should be directed to SG Comms.
- **Those tested** – Please protect those being tested and their identities if they have not granted permission for filming. Please avoid faces and number plates unless permission has been given.
- **Safety protocols** – Please follow all safety guidance, including maintaining two metre distance and wearing a face mask at all times.
- **Operational staff** – Please be respectful of the teams on site and their time. They are working extremely hard and their focus is on completing tests safely and quickly.

# Monitoring & reporting: data handling & security

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- Public Health Scotland are developing a new prevalence dashboard that will bring together community level test positivity data, waste water testing data and local intelligence from Directors of Public health.
- This will help to identify areas with concerning levels of community transmission in order to improve situational awareness of community transmission within intermediate data zones.

# Resources and guidance for localising assets to support ATS

# Guidance for posters – option 1 (place name in headline)

LOGO: you can place your NHS board logo here



HEADLINE: you can add your place name into the headline. Please try and keep this succinct, there is opportunity to add in more location details below.

Download and edit resources:

[print.healthscotland.com](http://print.healthscotland.com)

Please liaise with your local NHS Board account holder to access and order these

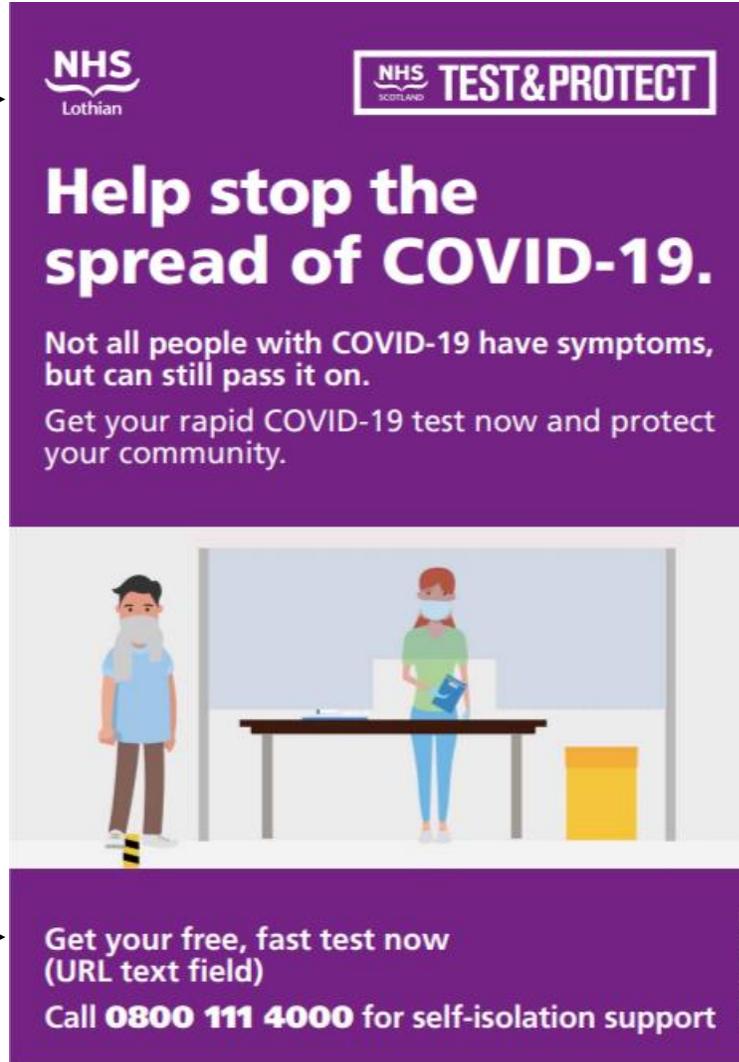
URL: you can place your relevant URL so you can include more information on your specific site.



LOCATION: this is where you can include the ATS address.

# Guidance for posters – option 1 (no place name)

LOGO: you can place your NHS board logo here



Download and edit resources:

[print.healthscotland.com](http://print.healthscotland.com)

Please liaise with your local NHS Board account holder to access and order these

URL: you can place your relevant URL so you can include more information on your specific site.



# Guidance for social media posts 1/2

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## Asymptomatic Testing Site if appointments not bookable

- A new community testing programme has launched providing rapid coronavirus tests for people without symptoms. Get tested now at [LOCATION]. Support is available if you test positive, call 0800 111 4000 #HASHTAG LINK.
- Did you know that many people with coronavirus have no symptoms? A new rapid testing program has launched for those without symptoms. Get tested now at [LOCATION]. Support is available if you test positive, call 0800 111 4000. #HASHTAG LINK
- Many people with coronavirus have no symptoms and could be spreading it. Get tested at [LOCATION]. Support is available if you test positive, call 0800 111 4000 #HASHTAG LINK
- Did you know that people with coronavirus may have no symptoms? By getting tested, you can help our communities, families and friends stay safe and slow down the spread of the virus. Support is available if you test positive, call 0800 111 4000 #HASHTAG LINK

Download resources:

<https://we.tl/t-bCd3nD8sCW>

# Guidance for social media posts 2/2

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## Technology explainers:

- Testing in Scotland with introduction on types of testing [Coronavirus \(COVID-19\): Testing in Scotland | NHS inform](#)
- Lateral Flow testing [Understanding lateral flow antigen testing for people without symptoms - GOV.UK \(www.gov.uk\)](#)
- Background information on [Mobile Testing Units](#)

# Recommendations for URL content

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- In addition to all relevant information for site and testing details. We encourage you to include:
  - Information on the wraparound support available for self-isolation, found on NHSinform and by calling the National Assistance Helpline on 0800 111 4000.
  - Clarity and emphasis that ATS is purely for those who do not have the common coronavirus symptoms: a fever, cough, or loss or change of smell.

# Onsite signage



The following file can be used as a template for on site signage. These have been prepared in PowerPoint in order that copy can be easily amended to reflect specific site needs.

<https://we.tl/t-2IWjzclml3>

# Get in touch

If you have any questions or would like to discuss your communications plans, please contact: [communicationshealthier@gov.scot](mailto:communicationshealthier@gov.scot)