NHS SCOTLAND

Healthier Scotland
Scottish Government

Four Key Interventions

Stakeholder Toolkit

22 February 2021

SUMMARY

This campaign introduces the importance of four key interventions:

1. Get vaccinated
2. Follow health protection measures (FACTS)
3. If you have symptoms, isolate immediately and book a test
4. Follow restrictions including travel advice, here and overseas)

These interventions must all work together in order to supress the virus.

A new end line to support this message has been introduced:

Until we've all been vaccinated, protecting all of us, takes all of us.

CAMPAIGN ASSETS

YouTube

- 40 second TV ad

Digital Assets

- Digital Assets
- Social copy

Press

- Example of press

- Download all assets via WeTransfer Here

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