

DIGITAL TOOLKIT

As we move through the phases of Scotland's coronavirus exit strategy, the Test and Protect service is crucial for helping us contain future outbreaks. Your help in amplifying the Test and Protect campaign in Stage 1 has played a big part in our progress so far.

This is your toolkit for Stage 2 explaining the key messages and actions we all need to follow to ensure we stay on track.

"The Test and Protect service is crucial for helping to contain future outbreaks as we move through the phases of our exit strategy."

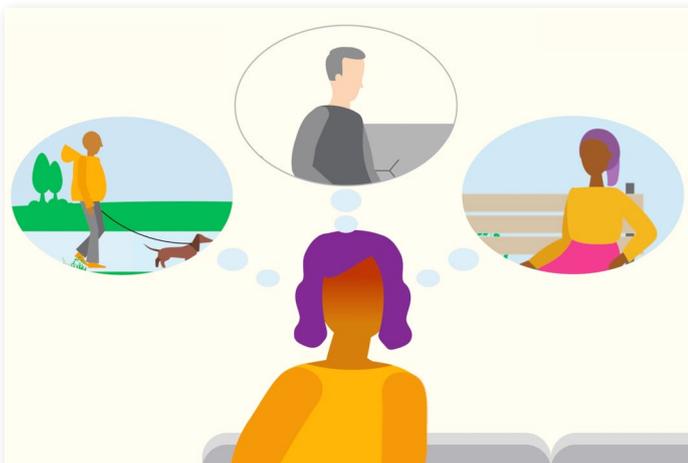
Jason Leitch, National Clinical Director

Background

While lockdown continues to ease, and further restrictions are lifted, Test and Protect is even more critical in helping us control the virus as we go forward together – especially with the most vulnerable coming out of shielding at this time.

To stay on track, we have developed a new wave of Test and Protect communications. They are simpler and more direct – designed to create a real sense of urgency. It's up to all of us to stick to the guidance to help Scotland progress.

With that in mind, the communications are complementary to the #WeAreScotland campaign. That campaign calls on our shared values and shared responsibility to do what's right to protect ourselves and others – especially if you develop symptoms or have been contact-traced.



What is the main message?

We all need to use the NHS Scotland Test and Protect service, and self-isolate if asked, to control the spread of coronavirus and save lives.

What are we asking people to do?

To protect each other, our loved ones and the hard-earned freedoms we're just getting back, we should all use Test and Protect, and self-isolate if asked.

There are three things we need people to understand and do if they have coronavirus symptoms or have come in close contact with someone who has tested positive for coronavirus.

3 Key Steps

- 1. If you have any coronavirus symptoms, immediately self-isolate and book a test**
Self-isolate and book a test right away at [NHSinform.scot/test-and-protect](https://www.nhs.uk/informationscotland/test-and-protect) or by calling **0800 028 2816** if you can't get online. If your symptoms worsen, call 111.
- 2. Share your recent close contacts**
If you test positive for coronavirus, NHS Scotland will ask you to share your recent close contacts, as they may be at risk.

What is a close contact? This is someone who has been one metre from you for any length of time, or within two metres for 15 minutes or more.
- 3. Self-isolate if you are contacted**
If you are contacted by an NHS Scotland contact tracer, you will be asked to self-isolate for 14 days and offered a test if you develop symptoms.

Additional support

Information about how to get additional support if you need to isolate can be found at [NHSinform.scot/test-and-protect](https://www.nhs.uk/informationscotland/test-and-protect). Those who cannot leave their home or get the help they need from family, friends or online can call the National Assistance Helpline on **0800 111 4000**.
Guidance for businesses and other establishments in Scotland on the collection of customer, visitor and staff contact details can be found by following [this link to gov.scot](#).

Who are we talking to?

We are targeting all adults across Scotland. Everyone has a responsibility to help control the virus and save lives.

What does the campaign involve?

The Test and Protect communication campaign comprises TV, radio, press and digital advertising. There will also be partnership activity and PR.

When will it run?

Stage 2 of the Test and Protect campaign launched on 16 July 2020 and will run for 6 weeks to encourage all of Scotland to participate and use the service as restrictions continue to be eased. The campaign will be monitored and adapted as the service develops. This toolkit will be updated if and when we need to communicate new and updated messages.

What can you do?

There are a number of ways in which you can help us ensure wide awareness of the NHS Scotland Test and Protect service across your organisation.

- Use the Test and Protect social assets across your own social channels – suggested social posts are provided below
- Share posts about Test and Protect from the Scottish Government social media pages:
Twitter: @scotgov
Facebook: @TheScottishGovernment
- Encourage people in your community to visit the website by using the enclosed editorial copy in newsletters or intranets
- Print out and place the '3 steps' A3 poster as you return to your workplace

You can download all of our campaign assets by accessing [this WeTransfer link](#) or following [this link to Dropbox](#). If you can't access Dropbox or WeTransfer, you can find the assets here at [NHSinform.scot](https://www.nhs.uk/informationscotland)

MEDIA	DETAIL	DURATION	JULY				AUGUST				
			6	13	20	27	3	10	17	24	31
TV Linear TV / Adsmart / VOD	30"	6 weeks					16th July - 26th August				
DIGITAL Social, Display & Audio	Various	6 weeks					16th July - 26th August				
RADIO Regional Radio	30"	6 weeks					16th July - 26th August				
PRESS COVERWRAP PRINT	Coverwraps	1 week			w/c 20th July						
PRESS Full page, 25x4	Various	5 weeks					27th July - 26th August				

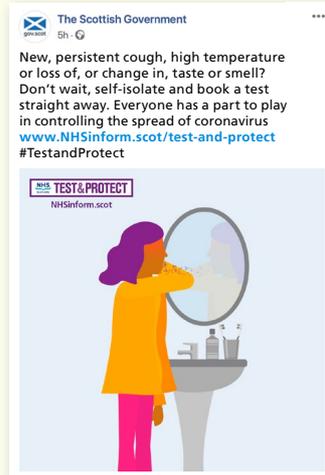
Social posts

Example copy

Using the NHS Test and Protect service is key to controlling the spread of coronavirus, protecting progress and saving lives. If you have any coronavirus symptoms, book a test [NHSinform.scot/test-and-protect](https://www.NHSinform.scot/test-and-protect) #TestandProtect

We all have a part to play in protecting those around us, particularly those most vulnerable. Use the Test and Protect service to get tested, stop the virus and save lives [NHSinform.scot/test-and-protect](https://www.NHSinform.scot/test-and-protect) #TestandProtect

Example posts



Editorial

As lockdown in Scotland continues to ease with more restrictions being lifted, people across the country are being reminded of the role they play in helping to control the spread of coronavirus (COVID-19).

Using the NHS Scotland Test and Protect service is key to breaking the chains of transmission, protecting the progress that has been made and saving lives.

The service is already part of daily life, with venues asking for contact details as people start to go out more, and a campaign is underway to highlight the three things people are being asked to do to help contain future outbreaks.

Those with symptoms, such as a new, persistent cough, high temperature or loss of, or change in, taste or smell, should self-isolate and book a test immediately.

If the test result is positive, they will be asked by NHS Scotland to provide the names of those they've been in close contact with, as they may be at risk.

Those who are then contacted will be asked to isolate for 14 days. Following this advice is crucial as it can take 14 days for symptoms to develop, and the virus can be passed on during this time.

Cabinet Secretary for Health and Sport Jeane Freeman said:

"NHS Scotland's Test and Protect plays a vital and central role in protecting all of us and will ensure we move through the phases of our exit strategy. It is a collective effort to help us protect others and save lives."

"We will continue to lift restrictions if we break the chain of transmission and suppress the spread of the virus. We need everyone who has symptoms of COVID-19 to isolate and book a test immediately and to work with NHS Scotland contact tracers to identify who they may have had close contact with."

"NHS Test and Protect is central to keeping this virus under control but so too is physical distancing, wearing a face covering, avoiding crowds and good hand and cough hygiene. Together all of this will help us stay safe, protect others and save lives."

People can book a test at [NHSinform.scot/test-and-protect](https://www.NHSinform.scot/test-and-protect) or call **0800 028 2816** if they can't get online.

The website provides information on additional support available when isolating. Those who cannot leave their home or get the help they need from family, friends or online can call the National Assistance Helpline on **0800 111 4000**.