



Healthier
Scotland
Scottish
Government

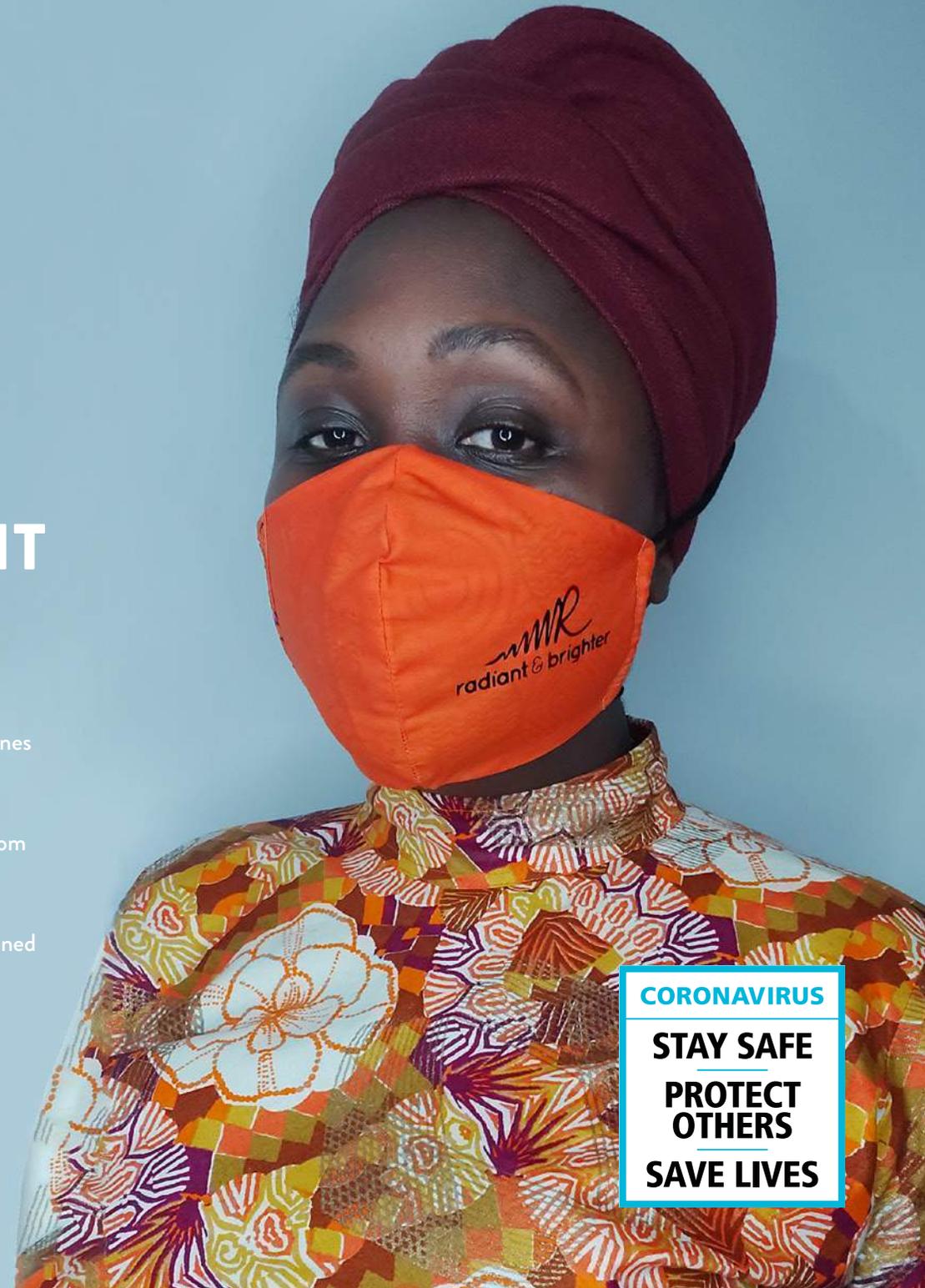
WE ARE SCOTLAND - STAKEHOLDERS TOOLKIT

As we move through the phases in Scotland's route map, it's important that we recognise that the virus has not gone away.

As bars, pubs, restaurants, hairdressers and shops reopen, as well as many other businesses, we want to ensure that you're all supported and are clear on the guidelines in place.

We've only been able to reach this point thanks to the hard work and dedication from people living in Scotland – and we still need everyone to stick with it.

Now is not the time to ease up and risk undoing all of our good work, so we've outlined some ideas below to keep in mind and some assets you might find useful.



CORONAVIRUS

STAY SAFE

**PROTECT
OTHERS**

SAVE LIVES

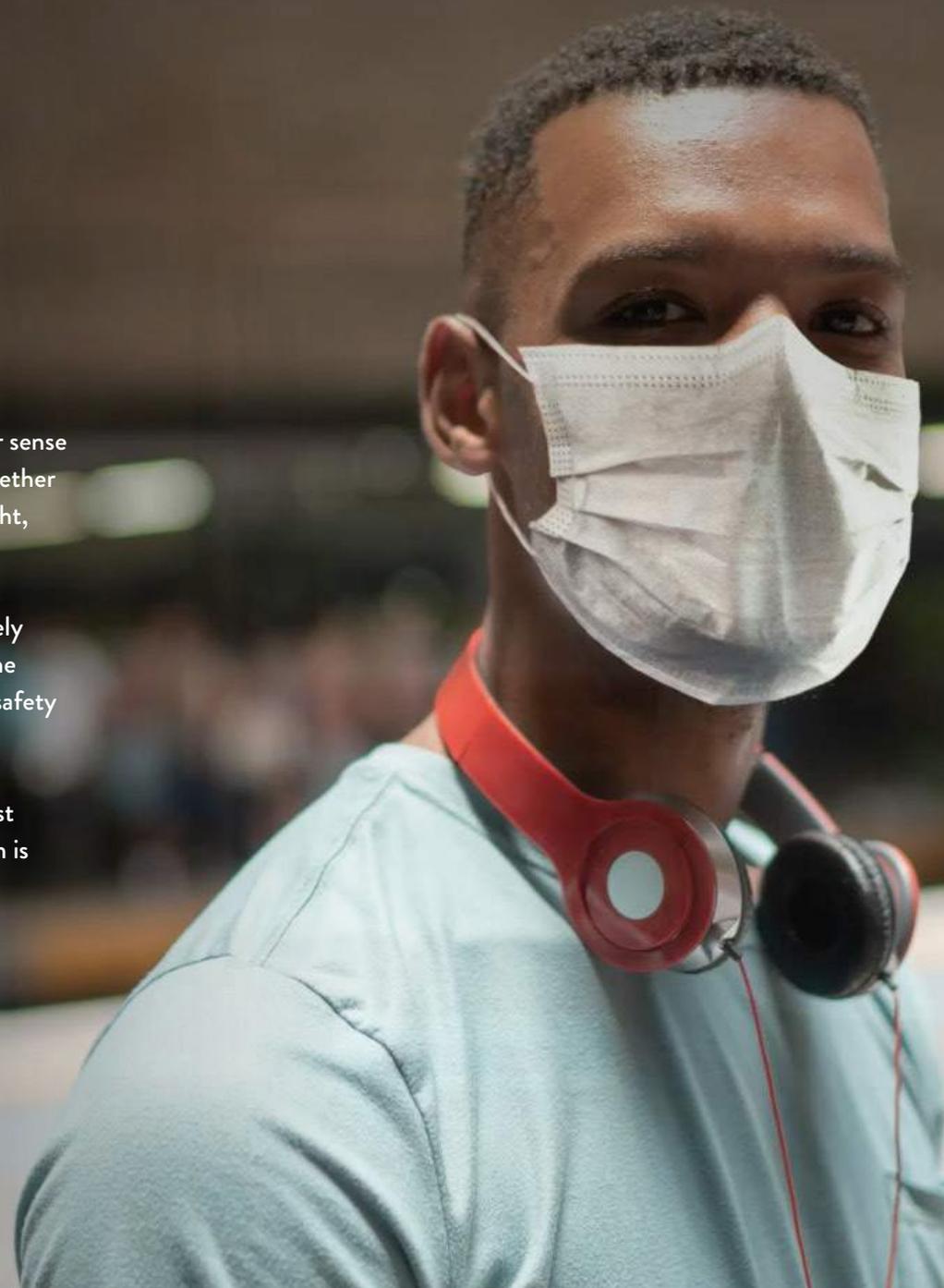
WE ARE SCOTLAND

The We Are Scotland campaign was created to help embed a greater sense of collective responsibility in fighting coronavirus. We are in this together and we have a brighter future in sight if we continue to do things right, together.

We want to support you and your fellow businesses to reopen as safely as possible. Together we can overcome coronavirus and by sharing the suggested content within this toolkit, you're helping to spread vital safety messaging and the importance of everyone playing their part.

This campaign is running alongside FACTS protection campaign, Test & Protect and further restriction changing messaging. The campaign is running on TV, radio, press, outdoor and digital.

Please find a link to the television advert [here](#).



HOW YOU CAN HELP:

FACTS Guidelines

Follow the FACTS guidelines and make sure your employees and customers are aware of the guidelines too.

Face coverings must be worn in shops and on public transport, Avoid crowded spaces, Clean hands and surfaces regularly, keep a Two metre distance from others and if you have symptoms, Self-isolate and book a test.

- FACTS A3 poster [here](#), digital social asset and British Sign Language asset [here](#)

You can help to communicate these guidelines in a number of ways:

- Share the assets below on your social media channels and within your company or organisation via your website, intranet, newsletter, posters etc.
- Amplify your organisation's own safety messaging by incorporating our FACTS messaging

Below are a range of assets which you can include in your newsletters, website, intranet and social media channels. These are assets to support safety messaging. Click on the links in the sections below to download them.

DOWNLOADS

FACTS poster and social media post [here](#)

Retail posters [here](#)

Face covering posters [here](#)

Protection assets [here](#)

Please note the poster will be available in 25 languages and will be uploaded to the NHS Inform Stakeholder Toolkit by the 20th July 2020.



SUGGESTED SOCIAL COPY

If you're not sure what to say on your social channels, we've included some suggested social copy below:

EXAMPLE 1

"It's incredible to see how far we've come since the beginning of lockdown. As restrictions begin to lift and we start to reopen, it's important we don't undo all of our good work. We are urging all of our customers to continue to follow the FACTS guidelines, helping Scotland to continue to suppress and beat coronavirus. #WeAreScotland"

EXAMPLE 2

"We're excited to be back. But there are still guidelines in place that we need you to follow. Moving forward means us all working together and sticking with it, for yourselves, each other and for us. #WeAreScotland"

- 15 second social film [here](#)



INSTAGRAM STICKERS



FACTS KEY MESSAGING



FACE COVERINGS WHEN TO WEAR THEM

- Face coverings **MUST** be worn in shops and on public transport and should be worn elsewhere, where physical distancing is difficult.
- Children under 5 years old and those who are unable to wear face coverings due to health conditions do not need to wear them.

<https://www.gov.scot/publications/coronavirus-covid-19-phase-2-staying-safe-and-protecting-others/pages/face-coverings/>

HOW TO WEAR A FACE MASK

- Face covering should be snug but fit comfortably on your face
- It should completely cover your nose and mouth but of course you should be able to breath properly.
- It is really important to clean your face covering after each use and wash your hands before you handle it.
- If using a disposable face covering, please make sure to dispose of it safely and responsibly.

AVOID CROWDED PLACES

- As tourism opens up and the weather improves during the holidays, it is very tempting to head to Scotland's beaches or beauty spots.
- However, it is really important to avoid crowded places as close proximity to others creates a real risk that the virus could spread, even outdoors
- If you arrive somewhere and it looks busy, turn around and come back another time/day

CLEAN HANDS AND SURFACES REGULARLY

- It's really important to clean your hands regularly with soap and water for at least 20 seconds, and immediately when you come in or have met with other households.
- If you are out and about, avoid touching hard surfaces and sanitise your hands through the day
- The virus can live on surfaces for 72 hours so it is really important to clean surfaces regularly too.

KEEP A TWO METRE DISTANCE FROM OTHERS

- Physical distancing is one of the key ways we can stop the virus from spreading so it is really important to maintain a two metre distance from other households where possible.
- This applies to meeting other households indoors or outdoors.
- Children under 12 years old no longer need to physically distance from others. There are limited exceptions in public transport, hospitality and retail – but only where appropriate mitigations are in place.

SELF-ISOLATE AND BOOK A TEST

- If you are showing signs of COVID-19 (high temperature, new continuous cough or loss/change in taste or smell), however mild, then you should stay home and self-isolate immediately for 7 days. Those in your household should isolate for 14 days to avoid spreading the virus.
- You should also book a test right away at [NHSinform.scot](https://nhs.uk/inform-scot) or call 0800 028 2816 if you cannot get online.
- A test is the only reason you should leave your house. However, home tests can also be requested.
- There are also assets available covering the Test & Protect service which is a vital part in controlling the spread of the virus by breaking the chains of transmission.

DOWNLOADS

15s social videos [here](#)

30 second We Are Scotland film [here](#)

FACTS poster and social media post [here](#)

Scotland-based business people video [here](#)



FACE COVERINGS Q&A

WHAT ARE THE RULES?

As of 22 June 2020 it is a legal requirement to wear a face covering on public transport.

As of 10 July 2020 it is a legal requirement in retail settings. You are required to wear a face covering in all enclosed spaces where 2 metres cannot be maintained. Please note that face coverings are beneficial in reducing transmission of the virus but they are not a substitute for good hand hygiene and physical distancing. It is essential that people continue to follow the existing guidance when wearing a face covering.

To find out more information on about face coverings please see our guidance here.

WHAT IS A FACE COVERING?

A face covering is a covering of the mouth and nose made of cloth or other textiles and through which you can breathe/ For example this could be a scarf or religious head covering.

WHO MUST WEAR A FACE COVERING?

Everyone is required to wear a face covering unless they are exempt, when using public transport or when entering shops or other retail outlets such as shopping centres and hairdressers.

DO CHILDREN NEED TO WEAR A FACE COVERING?

Children over the age of 5 must wear a face covering.

WHERE SHOULD I WEAR A FACE COVERING?

You are legally required to wear a face covering:

- When using public transport
- When entering any shop or retail outlet. This includes hairdressers, shopping centres and opticians.

You are also strongly advised to wear a face covering when entering enclosed spaces and where two metres cannot be maintained. This includes but is not limited to:

- Care homes,
- Hospitals,
- GP practices

WHY IS IT IMPORTANT TO WEAR A FACE COVERING?

The World Health Organisation recommends that everyone should wear a face covering where physical distancing is difficult to maintain. This is because the evidence shows it will help to protect you and the people around you.

By wearing a face covering you are preventing the spread of Covid-19.

I HAVE A HEALTH CONDITION THAT MAKES IT HARD FOR ME TO WEAR A FACE COVERING. DO I STILL NEED TO WEAR ONE?

If you have a health condition that makes you unable to tolerate a face covering, you do not need to wear one. This makes practicing physical distancing, hand and respiratory hygiene even more essential.

DO I NEED TO WEAR A FACE COVERING WHEN I AM EXERCISING?

No, as long as you maintain at least 2 metres of distancing from others.

WHY SHOULD I WEAR A FACE COVERING?

Evidence on the use of face coverings remains limited. However, it is clear that some people can have the virus but experience no symptoms or have a period where they are infectious before they display coronavirus symptoms.

Wearing a face covering may provide some level of protection against transmission to other people in close proximity, especially those who may be at heightened risk.

FACE COVERINGS Q&A

IS IT A LEGAL REQUIREMENT TO WEAR A FACE COVERING IN SCOTLAND?

From 22 June 2020 it became a legal requirement to wear a face covering on public transport and from 10 July 2020 it became law to wear one when entering a shop or retail outlet without a reasonable excuse such as health or equality grounds.

If you enter these premises without a face covering you will be breaking the law and could be fined. This is covered under [The Health Protection \(Coronavirus\) \(Restrictions\)\(Scotland\) Regulations 2020 Act](#).

You are strongly advised to wear a face covering when entering other enclosed spaces where two metres cannot be maintained but this is not legally required.

DO I HAVE TO CARRY PROOF THAT I AM EXEMPT FROM WEARING A FACE COVERING?

You are not required to carry proof that you are exempt. Please do not contact your GP practice to ask for an exemption letter or certificate. We would expect organisations to accept your word for this.

Children over the age of 5 must wear a face covering.

WHAT TYPE OF MATERIAL SHOULD MY FACE COVERING BE MADE OUT OF?

Either a cloth or other textile is fine but it has to cover your nose and mouth.

Please do not use surgical or medical masks. It is essential that we save health care workers masks for our health care system.

HOW DO I WEAR, STORE AND DISPOSE OF MY FACE COVERING SAFELY?

Using face coverings incorrectly can spread germs. For this reason, it is important to properly wear, store and dispose of face coverings by doing the following:

- Wash your hands for 20 seconds with soap and water, or use an alcohol based hand sanitiser, every time you put on and take off your face covering. If you are unable to clean your hands, be very careful not to touch your eyes, nose or mouth.
- Do not put face coverings where others can touch them or where germs trapped in your face covering can touch other surfaces, such as counter tops or your kitchen table.
- Do not throw your face covering loose in a bag or backpack. Keep a plastic bag with you to store your face covering if you are taking it off outside your home.
- Once home ensure you wash your face covering at 60 degrees centigrade.
- If you are using a disposable face covering, please ensure you dispose of it properly after use. You should place it in a plastic bag and put it in a bin. Do not dispose of face coverings on the streets.



HOW OFTEN DO I NEED TO WASH MY FACE COVERING?

If you are using a cloth face covering, we recommend washing it after every use at 60 degree centigrade. The face covering should be fully dry before using again. People should have a few face coverings so they can rotate for washing.

If you are using a disposable face covering please ensure you dispose of it safely.

I HAD COVID-19 AND AM BETTER NOW. DO I STILL NEED TO WEAR A FACE COVERING?

Yes. The requirement to wear a face covering still stands if you have previously had COVID-19.

IS IT POSSIBLE TO MAKE YOUR OWN FACE COVERING?

Yes! You can make your own face covering and can find instructions on how to do this on the Scottish Government Twitter account.

WORKING TOGETHER

We recognise that there is already a lot of great work happening to create COVID-19 safety messaging across Scotland and we would be very keen to add value by highlighting the efforts that your organisation is taking. Sharing tailored content provides an impactful and memorable message which will resonate with individual audiences. Please contact us below if you would like to be featured as part of our public relations work or if you have your own plans that you feel we could add value to.



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**PROTECT
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Please get in touch with Stripe Communications, on behalf of the Scottish Government,
at stickwithit@stripecommunications.com

For more information on the We Are Scotland campaign, Samantha Crawford on
Samantha.crawford@gov.scot or Becky Inglis on becky.inglis@gov.scot.