

COVID-19 Vaccination Marketing Campaign

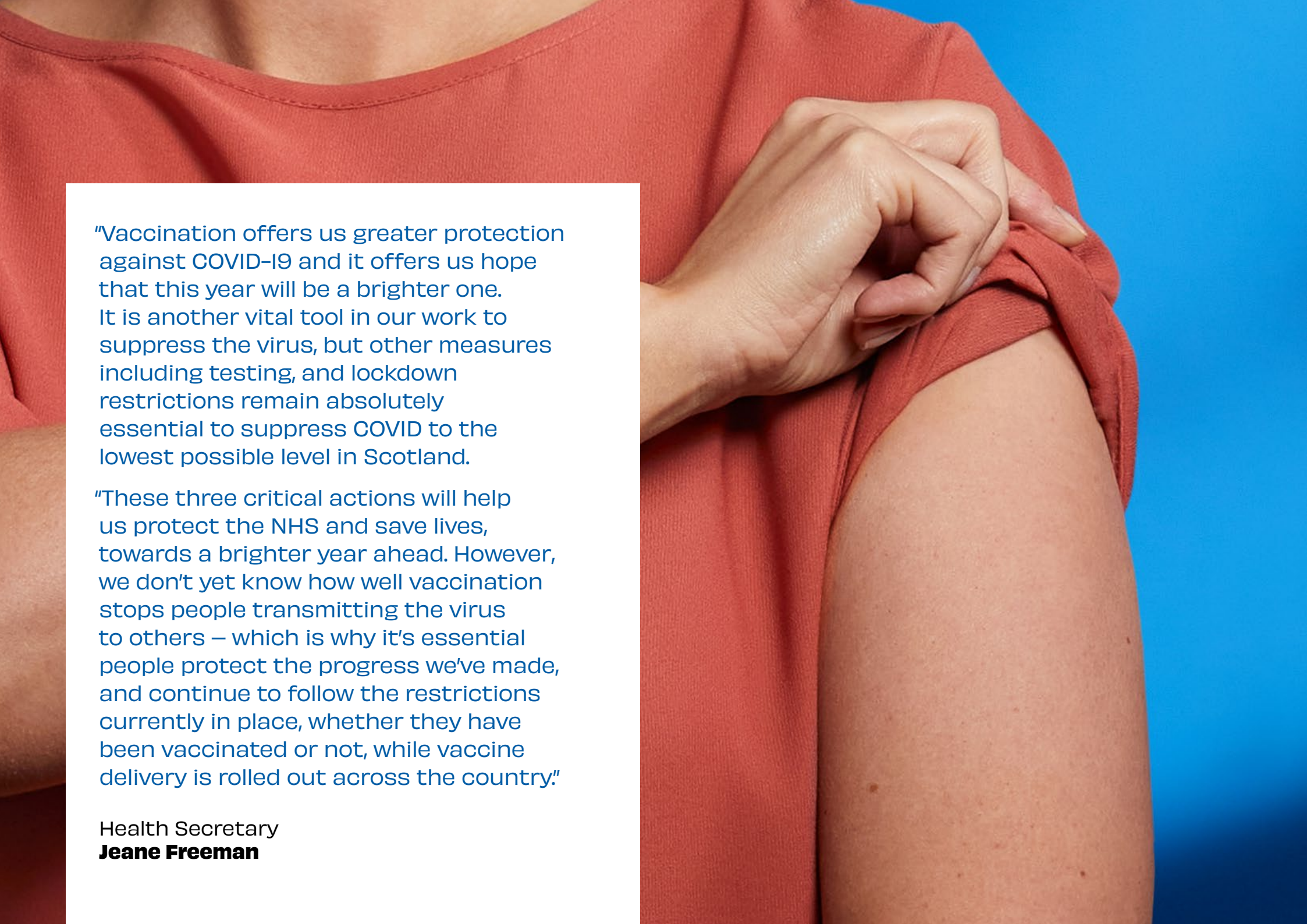
Stakeholder and partner toolkit



21/01/21

Scotland, it's time to roll up our sleeves
#wearescotland





"Vaccination offers us greater protection against COVID-19 and it offers us hope that this year will be a brighter one. It is another vital tool in our work to suppress the virus, but other measures including testing, and lockdown restrictions remain absolutely essential to suppress COVID to the lowest possible level in Scotland.

"These three critical actions will help us protect the NHS and save lives, towards a brighter year ahead. However, we don't yet know how well vaccination stops people transmitting the virus to others – which is why it's essential people protect the progress we've made, and continue to follow the restrictions currently in place, whether they have been vaccinated or not, while vaccine delivery is rolled out across the country!"

Health Secretary
Jeane Freeman

COVID-19 Vaccination Marketing Campaign

The vaccine is being rolled out by prioritisation groups starting with those who are most at risk as determined by the Joint Committee on Vaccinations and Immunisations (JCVI). See more on prioritisation of Groups on page 6.

On Thursday 21st January a national communications campaign was launched to support the vaccination programme. The campaign will be rolled out across Scotland and will include TV, Radio, Press, Digital, Outdoor, Social and PR activity.

The campaign will reach all adults in Scotland communicating the importance and safety of the vaccine, and asking that when it is their turn to be offered the vaccine to please get it.



Key messages

The vaccines that will help protect us from COVID-19 are now being rolled out across Scotland. When offered the vaccine please get it. Here are the key reasons why you should get a vaccine:

1. The vaccines have been through rigorous clinical trials and the same safety checks as any other
2. They have been proven as safe and effective for use in the UK by the Independent Scientific Advisory Committee, the Joint Committee on Vaccination and Immunisation (JCVI), and licensed for use by the regulatory body MHRA
3. Getting the vaccine is the best way to protect yourself, others and our NHS from COVID-19
4. The vaccine is our best way out of coronavirus, offering protection that until now has not been available
5. You do not have to do anything, or contact your GP, you will be contacted when it is your turn to get the vaccine
6. The vaccine programme is dependent on the quantity of vaccine available. As we get the vaccine we will call forward groups in priority order
7. The vaccination programme brings hope and encouragement that we can all eventually get back to the things that we miss the most

It is important that whilst we wait to be vaccinated that we stick to FACTS and adhere to the latest Government guidance to protect ourselves and others.

How can you support?

The COVID-19 vaccination programme is the biggest mass vaccination programme ever run in Scotland. It is important that as people become eligible that they get the vaccine quickly in order for us all to get back to the things we miss sooner.

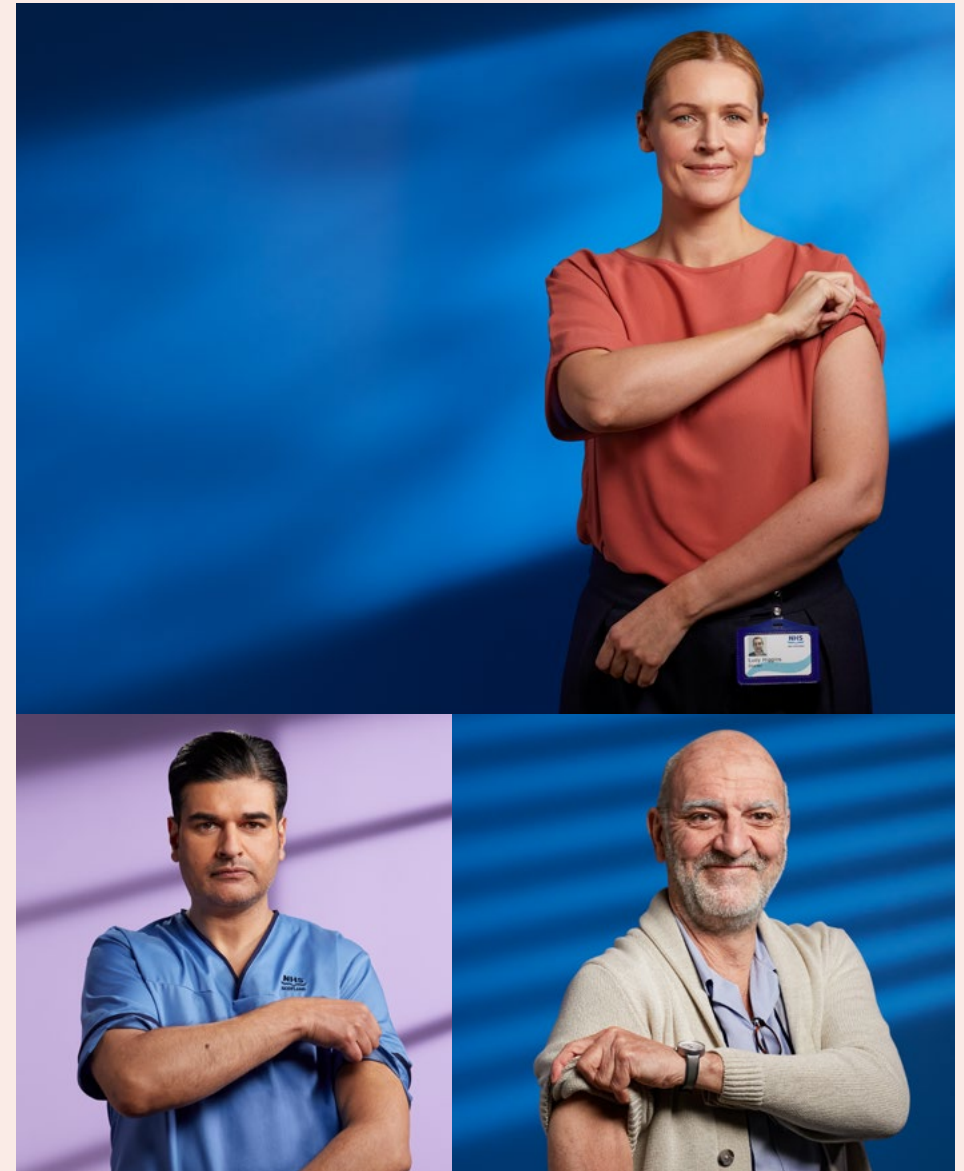
We would be grateful for your support by sharing the campaign messaging through your communication channels. There are several ways in which you can do this:

- Show your support on social media with a **static social image** and **suggested text**
- You can also share a **short video clip**, of the TV campaign on your social channels
- Include some **editorial text** on the campaign within your newsletter
- Share an electronic version of **our leaflet**
- Follow Scottish Government channels across **Facebook**, **Twitter** and **Instagram** to share and retweet content

All of the campaign assets within this toolkit and dropbox are **available for your use here**.

In addition, there are **further campaign assets available here**.

If there is anything else that you feel would be valuable in communicating these key messages please get in touch.





Social posts

Show your support on social media by using the suggested text.

When you're eligible, we'll invite you to roll up your sleeve. You don't need to do anything until you hear from us. > nhsinform.scot

We're currently vaccinating those aged 80 and over. When you're eligible, we'll invite you to roll up your sleeve. > nhsinform.scot

Vaccination is our best way out of coronavirus. When it's your time for you to roll up your sleeve please do so. > nhsinform.scot

It's great news that we have a vaccine. Please be patient. When it's time to roll up your sleeve you'll be contacted. > nhsinform.scot

The risk of serious illness from COVID-19 increases with age, that's why those aged 80 or over, residents in care homes for older adults and their carers, frontline health and social care workers have been invited to roll up their sleeves first. > nhsinform.scot

When it's time to roll up your sleeve please do so. Thousands of others around the world have done, taking part in trials before vaccines were approved by regulators. > nhsinform.scot

You can find more suggested [social media posts here](#).

Example social post

The Scottish Government
January 8 2021 at 11:36 AM

When it's time to roll up your sleeve please do so. Thousands of others around the world have done, taking part in trials before vaccines were approved by regulators. ➔ nhsinform.scot

More information on the vaccination programme

How to get the vaccine

Vaccinations are taking place differently across Scotland to reflect the needs of local communities.

Your coronavirus (COVID-19) vaccination may not take place at your GP practice.

As the vaccine becomes available the eligible groups will be contacted in priority order to explain how they can get the vaccine in their area.

To find out more information, visit www.nhsinform.scot/covid19vaccine or phone **0800 030 8013**.

Who will be offered the vaccine first?

As with all vaccines, the Joint Committee on Vaccination and Immunisation (JCVI), an independent expert body, recommends priority groups based on clinical evidence. For the COVID-19 vaccine, those to be offered immunisation in the first phase in order of priority are below. The first groups that are already being vaccinated include:

- Residents in care homes for older adults and their carers
- Frontline health and care staff
- Those aged 80 and over

JCVI advises the order of priority for the vaccination is:

1. residents in a care home for older adults and their carers
2. all those 80 years of age and over and frontline health and social care workers
3. all those 75 years of age and over
4. all those 70 years of age and over and clinically extremely vulnerable individuals
5. all those 65 years of age and over
6. all individuals aged 16 years to 65 years with underlying health conditions which put them at higher risk of serious illness or death
7. all those 60 years of age and over
8. all those 55 years of age and over
9. all those 50 years of age and over

Further information about the vaccine



Are COVID-19 vaccines safe?

NHS Scotland will only use a vaccine if it meets the required standards of safety and effectiveness. All medicines, including vaccines, are tested for safety and effectiveness before they're allowed to be used. The safety of the vaccines continues to be checked while in use.

We only use a vaccine if it has been through rigorous clinical trials, and has been passed and recommended by the Joint Committee on Vaccination and Immunisation (JCVI). There is also a rigorous review by the Medicines and Healthcare products Regulatory Agency (MHRA) to establish independently whether the vaccine is safe and effective and should be authorised for supply in the UK.



How does the vaccine work?

The COVID-19 vaccine does not cause COVID-19. It helps to build up your immunity to the virus, so your body will fight it off more easily if it affects you. This can reduce your risk of developing COVID-19 or, if you do get COVID-19, it can make the symptoms milder. The vaccine is also suitable for people with disorders of the immune system.

The vaccines' effectiveness will continue to be monitored as the vaccines are rolled out.



How is the vaccine given?

The vaccine will be given as an injection in the upper arm.

During vaccination, strict infection prevention and control measures will be in place. It will only take a few minutes to get the COVID-19 vaccine. The COVID-19 vaccine will be given in two doses. It is important to get both doses to protect yourself against COVID-19. You will be advised when to return for your second dose.



If you are ill on the day

You should still go for your COVID-19 vaccine if you have a minor illness without fever. If you feel very unwell, your vaccine may be postponed until you have fully recovered.

If you're feeling unwell with symptoms of COVID-19, **do not attend your vaccine appointment**. You should self-isolate and book a COVID-19 test. This can be done at [nhsinform.scot/testing](https://www.nhs.uk/infocentre/quicklinks/nhsinform-scot-testing).

If you have recently tested positive for COVID-19 – even if you have no symptoms – you should wait until four weeks after the date you were tested to get the vaccine.



I've had COVID-19 before, should I still get the vaccine?

Yes. Even if you've already had COVID-19, you could still get it again. The vaccine will reduce your risk of getting COVID-19. If you do get it again, the vaccine can reduce how serious the symptoms will be.

If you have recently tested positive for COVID-19 – even if you have no symptoms – you should wait until four weeks after the date you were tested to get the vaccine.

Can the COVID-19 vaccine be given at the same time as other vaccines?



You should wait seven days between the COVID-19 vaccine and any other vaccination.

Who should not get the vaccine?



You should not get the coronavirus vaccine if you've had a severe anaphylactic reaction to any of the ingredients in the vaccine or a previous dose of the vaccine.

This will affect very few people, but you will be able to ask any questions at your appointment.

Find out more about [the vaccines and their ingredients here](#).

Pregnancy, breastfeeding and the vaccine



The coronavirus (COVID-19) vaccine is not routinely recommended if you're pregnant, as it has not been tested on pregnant women.

If you're pregnant or breastfeeding, [read more about the coronavirus vaccine and pregnancy here](#).



Common side effects

Some people may experience side effects after the vaccine. It is important to get two doses of the vaccine, even if you have mild side effects after the first dose. These are usually mild and may include:

- tenderness, swelling and/or redness at the injection site
- headache
- muscle ache
- feeling tired
- fever (temperature above 37.8°C)

A less common side effect is swelling of the glands. This starts a few days after the vaccine and may last for up to two weeks. This is to be expected and is a sign of the immune system responding to the vaccine.

If you feel uncomfortable, take paracetamol. Make sure you take paracetamol as directed on the label or leaflet.

Further information

If you have any questions about the COVID-19 vaccine, visit nhsinform.scot/covid19vaccine or call **0800 030 8013 (available 8am–8pm, 7 days a week)** to find out more.

Scotland, it's time to roll up our sleeves.
When offered the vaccine please get it.

For more information about this campaign
please contact the Partnership team at health@smarts.agency

