

## DIGITAL TOOLKIT

The NHS Scotland Test and Protect service has been introduced to control the spread of coronavirus as lockdown measures are eased. The Scottish Government are working with key partners and stakeholders to get this vital message out to everyone across our communities.

As a trusted organisation operating in Scotland, you can help the campaign by communicating the information and circulating the campaign assets provided within this document.

Everyone has a part to play. As we start to go out more, let's all keep doing our bit to beat coronavirus.

### Background

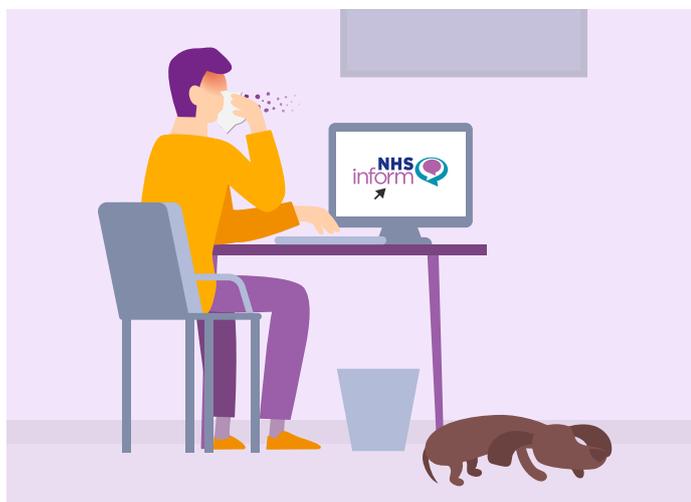
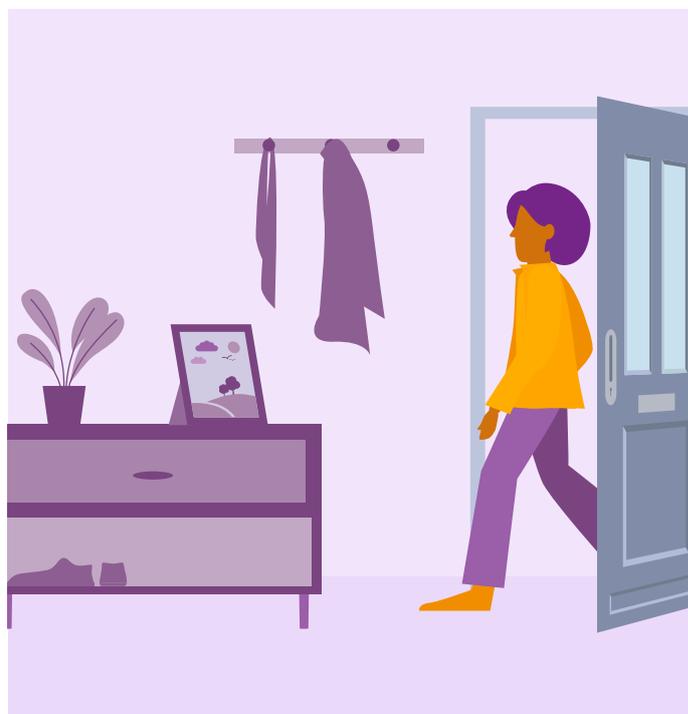
By ensuring those who may have come into contact with the virus take steps to isolate, we can break the chains of transmission and keep the virus suppressed whilst slowly changing lockdown measures.

This approach can only work if we all play our part. Everyone aged five and over who has coronavirus (COVID-19) symptoms needs to request a test as soon as possible at [NHSinform.scot/test-and-protect](https://nhs.uk/inform-scot/test-and-protect) or by calling **0800 028 2816** if they cannot get online. Symptoms include:

- A new, persistent cough
- A high temperature
- Loss or change in sense of taste or smell

It is important to do this as soon as symptoms are suspected. The quicker the virus can be identified, the better chance there is of stopping it spreading.

It remains vital that alongside Test and Protect people continue to follow physical distancing advice and practise good hand and cough hygiene.



### Further information

For further information about the Test and Protect service, visit [NHSinform.scot/test-and-protect](https://nhs.uk/inform-scot/test-and-protect).

Information about how to get additional support if you need to isolate can be found at [readyscotland.org/coronavirus](https://readyscotland.org/coronavirus). 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**.

Employers and employees can go to [gov.scot/publications/coronavirus-covid-19-phase-1-returning-to-work/](https://gov.scot/publications/coronavirus-covid-19-phase-1-returning-to-work/) for the latest guidance on returning to work during COVID-19.

## What is the key message?

The NHS Scotland Test and Protect service requires our collective cooperation to control the spread of coronavirus in our communities.

## What are we asking people to do?

Everyone is being asked to follow NHS Scotland Test and Protect process:

- Recognise symptoms** – A new persistent cough, fever, or loss of or change in sense of taste or smell, means you should immediately begin household isolation.
- Request a test right away** – It is important to get a test as soon as possible. Visit [NHSinform.scot/test-and-protect](https://www.nhs.uk/inform-scot/test-and-protect) or call **0800 028 2816** if you cannot get online.
- Isolate** – Isolate for 7 days from symptom start date, longer if fever continues and 48 hours after fever ends. Others you live with should isolate for 14 days.
- Get tested** – When isolating, you should only leave home to get tested. There are various ways of having this done.
- Get results** – They should be with you within 48 hours.
- Provide details** – If you have coronavirus, NHS contact tracers will contact you to confidentially ask who you have had contact with recently. If you don't have the virus, you and your household can stop isolating.
- NHS informs contacts** – If you have coronavirus, the NHS will contact the people you have had close contact with. Your name will not be shared unless you give permission. All data will be held safely and securely.

- Close contacts isolate** – They will be asked to isolate for 14 days from the last time they had contact with you.
- Household of close contact** – If the close contact has no symptoms, others in their household don't need to isolate. If the close contact develops symptoms, they should follow this guide starting from step 1.

## Who are we talking to?

We are targeting all adults across Scotland. Everyone has their part to play.

## What does it involve?

The Test and Protect communication campaign will comprise TV, radio, press, outdoor and digital advertising. There will also be partnership activity and PR. Every household in Scotland will receive a door drop with a letter from the First Minister and a 6-page leaflet explaining the process and signposting to support available for those that need to isolate.

## When will it run?

Test and Protect launched on 28th May 2020 and this initial phase of the campaign will run for 6 weeks to raise awareness of the service and the new behaviours that are required as restrictions begin 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.

MEDIA	DETAIL	DURATION	MAY		JUNE					JULY		
			18	25	1	8	15	22	29	6	13	20
TV, Adsmart & VOD STV / C4 / ITVB / Adsmart / BVOD	30" & 60"	6 weeks			29th May - 9th July							
<b>OUTDOOR</b> OOH	Digital 6 sheets	2 weeks					15 - 28th June					
<b>DIGITAL</b> Social, Display & Audio	Various	5 weeks			28th May - 10th July							
<b>RADIO</b> Regional Radio	30"	7 weeks			29th May - 9th July							
<b>PRESS</b> Full page, 25x4	Various	5 weeks				8th June - 12th July						

## 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 A3 poster as you return to your workplace

You can download all of our campaign assets by following [this link to Dropbox](#). If you can't access Dropbox, you can find the assets here at [NHSinform.scot](#)

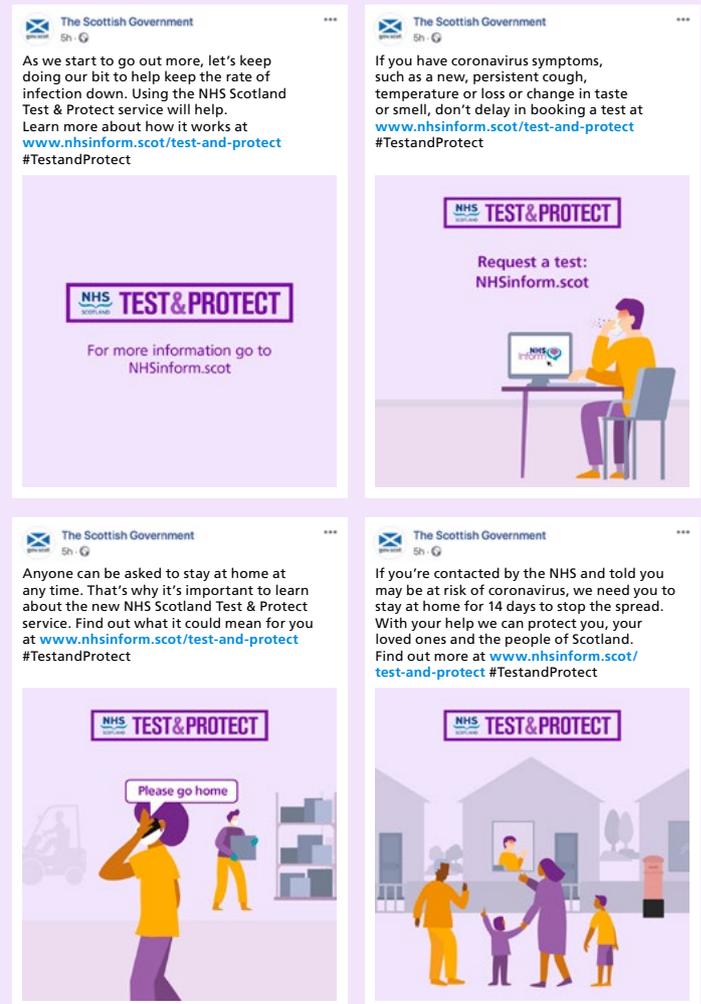
## Social posts

### Example copy

The NHS Scotland Test & Protect service has been introduced to control the spread of coronavirus as lockdown measures are eased. Everyone has a part to play. Find out more at [NHSinform.scot/test-and-protect](#) #TestandProtect

Scotland has a new way of tackling coronavirus – Test & Protect from NHS Scotland. If you have symptoms, please do not leave home and book a test immediately at [NHSinform.scot/test-and-protect](#) #TestandProtect

## Example posts



## Editorial

Test and Protect – NHS Scotland's approach to controlling the spread of coronavirus (COVID-19) in the community.

As the nation moves into the first phase of easing restrictions and people start to go out more, everyone is being asked to play their part in stopping the spread of the virus.

Alongside the advice that people with symptoms and their household need to stay at home, they need to also book a test at [NHSinform.scot/test-and-protect](#) or call **0800 028 2816** if they can't get online.

Symptoms include a new, persistent cough, high temperature or loss or change in taste or smell.

If the test result is positive, they will be asked to provide details of all recent close contacts to NHS Scotland contact tracers. This will be done confidentially and is a vital step in slowing the spread of the virus.

Those who are contacted will then be asked to isolate for 14 days to keep their community and loved ones safe, and they will be offered a test if appropriate. The 14-day period is needed because if they have the virus, it may take that length of time for it to develop into an illness.

Alongside Test and Protect, continuing to keep two metres apart from others when outside as well as regular handwashing and good cough hygiene remains vital in helping to reduce the spread of the virus.

For more information contact Paula Webster at [TestAndProtect@leith.co.uk](mailto:TestAndProtect@leith.co.uk)

[NHSinform.scot/test-and-protect](#)