



COVID-19 Vaccination Communications Note – Issue 1 3 February 2020

Since December we have been in touch with key partners and stakeholders sharing information, messaging and translations relevant to COVID-19 vaccination communications.

Our last communication was on 21 January where we shared an information toolkit to support the national marketing campaign – Roll Up Your Sleeves – encouraging all adults in Scotland to get the vaccine when offered it.

We would like to take this opportunity to thank you for your support in sharing messaging far and wide and communicating it to your communities and audiences through your social channels.

We are working to provide further communication assets that you can use on an ongoing basis. With this in mind this is the first update Communications note that we will send out on a regular basis as and when new assets/messaging become available and a reminder of where to find all key information in relation to the COVID-19 vaccination programme.

We will build on each note so that you have all links and relevant information in one place with updates to information available highlighted.

Website:	www.nhsinform.scot/covid19vaccine
National COVID Vaccination Helpline:	0800 030 8013 (8am - 8pm 7 days a week)
National Campaign Toolkit:	Access via Dropbox Here

NHS Inform

www.nhsinform.scot/covid19vaccine remains the main hub for COVID-19 vaccination information. The site is continually updated with relevant information around vaccinations and it now also houses an online rescheduling tool, where people can input a unique username provided to them in their letter, register, then access and rearrange their appointment, or opt out of the vaccination programme altogether. This tool will eventually become available to everyone in Scotland, however there is a gradual approach, so people should follow the guidance in their own personal letter if they need to rearrange or opt out.

Information Available

Additional information below can now be found on in [the Covid Vaccine DropBox](#) and for those who do not have access to drop box a we transfer link will be sent.

1. Scottish Government National Vaccination Marketing Campaign Updated Assets

At time of sending the following assets have been added/updated and are available for use. If you have access to drop box please check in on a regular basis for updated assets.

- British Sign Language version of National TV campaign
- Social media assets for over 80's and associated social copy
- Static assets for over 70's with associated copy – please note a video asset for this group will follow early next week
- A4 Campaign Poster
- Updated campaign static social images

2. Information Leaflets Available

COVID-19 vaccine leaflets in translated and accessible formats are available for the following information:

- Adults
- Healthcare workers
- Social care workers
- Pregnancy advice
- What to expect

Leaflets, for informed consent and for post-vaccination can be found here:

- <https://www.nhsinform.scot/covid19vaccine-leaflets>

Translations and accessible formats can be found here:

- <https://nhsinform.scot/covid19vaccine-easyread>
- <https://nhsinform.scot/covid19vaccine-largeprint>

BSL formats can be found here:

- <https://nhsinform.scot/covid19vaccine-bsl>

Audio formats can be found here:

- <https://www.nhsinform.scot/covid19vaccine-audio>

3. Available Toolkits

Also, please find the available toolkits below. All three toolkits listed below provide key information on the vaccine, safety information and benefits:

- [Care Home COVID-19 Stakeholder Resources](#)
- [Healthcare Worker COVID-19 Stakeholder Resources](#)
- [Social Care Worker COVID-19 Stakeholder Resources](#)