

# Self Isolation

## Stakeholder Toolkit

06 October 2020

**Stick with it. For yourselves and each other.**

**#WeAreScotland**

**[gov.scot/coronavirus](https://gov.scot/coronavirus)**

# Self Isolation

## YouTube

- [30 second TV ad](#)

## Assets

- 2 x Digital Social Assets (15 secs)
- Social Copy
- Download all assets via [WeTransfer Here](#)
- Download all assets via [Dropbox](#)

Please note updated assets, including poster artwork, will be available from 12 October when people can apply for a £500 financial support grant. T&Cs apply.



# Latest Restrictions

## YouTube

- [30 second TV ad](#)

## Assets

- Digital social asset (15 secs)
- A3 Poster
- A4 Poster
- [Download all assets via WeTransfer Here](#)

Please note these materials will be updated as restrictions change. If unsure, please go to [gov.scot/coronavirus](http://gov.scot/coronavirus)



## Latest coronavirus restrictions.

- Do not meet people inside your homes.  

- Only meet one other household outside or in public places (max. 6 people).  

- Please work from home if you can.  

- If you test positive, everyone in your household should stay at home for 14 days.  


Stick with it. For yourselves and each other.  
#WeAreScotland [gov.scot/coronavirus](http://gov.scot/coronavirus)

Remember **FACTS**

- Face coverings
- Avoid crowds
- Clean hands
- Two metres
- Self isolate



# Tree - Stop the spread

## YouTube

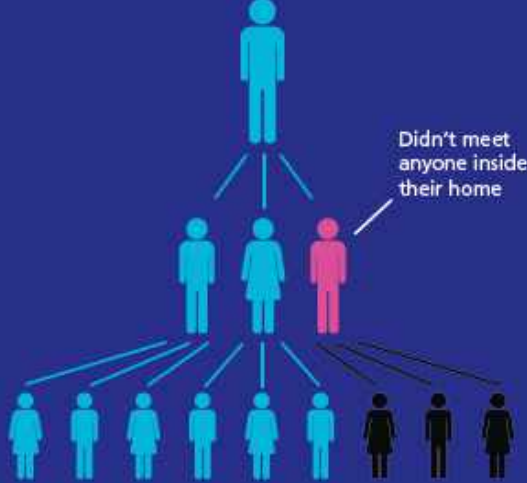
- [30 second TV ad](#)

## Assets

- Digital social asset (15 secs)
- A3 Poster
- A4 Poster
- [Download all assets via WeTransfer Here](#)



**Sticking to the restrictions stops the spread.**








When one person catches the virus, they infect others. And they infect more. It soon adds up. But by following the guidance and reducing contact with others it quickly slows the spread.

It's not easy. But acting now will help us get back to the things we enjoy. Go to [gov.scot/coronavirus](https://gov.scot/coronavirus)

**Stick with it. For yourselves and each other.**  
**#WeAreScotland**

**Remember**  
**FACTS**

 Face coverings	 Avoid crowds	 Clean hands	 Two metres	 Self isolate
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Credit: Toby Morris & Siouxsie Wiles for thespinoff.co.nz

# FACTS Protection Campaign

## YouTube

- [30 second TV ad](#)
- [British Sign Language version](#)

## Assets

- Digital social asset (20 sec)
- A3 Poster
- British Sign Language asset
- Click [here](#) to download all FACTS assets

Please note the poster is now available in 38 languages and can be downloaded [here](#).

We are also updating to a shorter version of FACTS soon and will share these assets when complete.

Remember **FACTS**  
for a safer Scotland

**F** Face coverings 

**A** Avoid crowded places 

**C** Clean your hands regularly 

**T** Two metre distance 

**S** Self isolate and book a test if you have symptoms 

nhsinform.scot/coronavirus  
#WeAreScotland

 Healthier  
Scotland  
Scottish  
Government

 CORONAVIRUS  
STAY SAFE  
PROTECT  
OTHERS  
SAVE LIVES

 NHS  
SCOTLAND

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