

# COVID-19 Vaccination Stakeholder & Partner Toolkit



Scotland, it's time to roll up our sleeves



# Introduction

Everyone aged 18 or over in Scotland should now have received an invite for their first COVID-19 vaccination appointment.

However, many have still to come forward for their vaccine. It's really important that all those eligible come forward as soon as possible and get both doses of the vaccine to ensure maximum protection from COVID-19 and help us win the race against the virus.

**Please help us encourage people to take up the vaccine by:**

- Sharing our content on your social media channels (follow Scottish Government channels across Facebook, Twitter and Instagram)
- Posting your own content on your social media channels using the assets and social media copy
- Posting the news on your website or in newsletters

You can download all campaign materials from the [COVID-19 VACCINE DROPBOX](#)

# Show Your Support on Social Media

## Content

A wide range of static and video assets for social media, along with suggested social media copy is available in the [COVID-19 Vaccine Dropbox](#). You can find:

### Core campaign materials including:

- [Assets about booking appointments and attending drop-in clinics here](#)
- [A series of explainer videos with suggested social media copy here](#)
- [The Roll Up Your Sleeves TV advert and 15-second cutdowns](#)
- [Assets about the importance of getting the second dose of the vaccine here](#)

### You can also find:

- [Vaccine safety assets here](#)
- [Pregnancy, breastfeeding and fertility assets here](#)
- [Side effects assets here](#)
- [Assets encouraging students to get vaccinated here](#)
- [Assets highlighting the availability of translated materials and services here](#)
- [16 and 17-year-old unpaid carer assets](#)

If you have any issues accessing any of these materials, please contact [\*\*health@smarts.agency\*\*](mailto:health@smarts.agency)

# Key Messages

## CORE

- People aged 18 or over in Scotland are being urged to get ‘jagged in July’ with either their first dose of the COVID-19 vaccine, or second, if eight weeks have passed.
- You can register online at [nhsinform.scot/vaccineregistration](https://nhsinform.scot/vaccineregistration) to get an appointment by text or email, or attend one of the drop-in clinics in your area without an appointment. See dates, times and locations at [nhsinform.scot/vaccinedropinclinics](https://nhsinform.scot/vaccinedropinclinics).
- If your appointment time or location doesn't suit, you can change it at [www.nhsinform.scot/covid19vaccineappointments](https://www.nhsinform.scot/covid19vaccineappointments).
- Vaccinating as many people as possible, as quickly as possible, is our best way out of this pandemic and getting back the things we've all missed.
- Two doses of the COVID-19 vaccine give you maximum protection for a longer period of time. You need to get both doses to protect yourself against COVID-19.
- You can get seriously ill with coronavirus at any age.
- While having the vaccine doesn't eliminate the risk of getting coronavirus, by both you and your loved ones having it, it does reduce the impact of the virus.
- For more information visit [nhsinform.scot](https://nhsinform.scot) or call the COVID-19 Vaccination Helpline on 0800 030 8013.

# Key Messages

## SAFETY

- COVID-19 vaccines have passed through the same rigorous tests as all other vaccines. They have been tested on thousands of people around the world and now have been given to millions.
- Where possible, an alternative to the Oxford/AstraZeneca vaccine will be given to those under the age of 40 unless they have already been given the first dose of Oxford/AstraZeneca safely.

## SIDE EFFECTS

- Not everyone will experience side effects after getting the COVID-19 vaccine, but for those that do, they are usually mild and will go away within a few days.
- It's normal to experience side effects after the COVID-19 vaccine and the common side effects are much less serious than developing COVID-19.

# Key Messages

## PREGNANCY AND BREASTFEEDING

- All pregnant women will be offered the COVID-19 vaccine at the same time as people of the same age or risk group.
- The COVID-19 vaccine can be given at any stage during pregnancy.
- Make sure you know as much as you can about the COVID-19 vaccines and the risk of COVID-19 in pregnancy.
- The Joint Committee on Vaccination and Immunisation (JCVI) has recommended that the COVID-19 vaccine can be given to women who are breastfeeding.
- If you are breastfeeding, or planning to breastfeed, you can continue breastfeeding after vaccination.

## FERTILITY

- You do not need to avoid pregnancy after receiving the COVID-19 vaccine.
- There is no evidence to suggest the COVID-19 vaccines will affect fertility in women or men.

# For More Information About This Campaign

Please contact  
[health@smarts.agency](mailto:health@smarts.agency)



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