

Scottish Government Changing coronavirus restrictions

Phase 3

Stakeholder Toolkit

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Phase 3

Scotland's Route Map

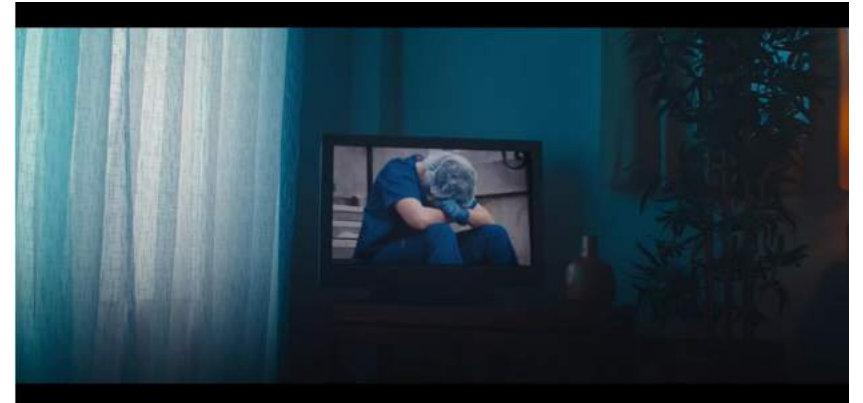
- Scotland's Route Map through and out of the crisis was published on 21 May and provides an indication of the order in which we will carefully and gradually seek to lift restrictions across four phases.
- To review the Route Map click [here](#).

Phase 3: A Staged Approach

- Progression through the phases of the Route Map depends on meeting a range of criteria including conditions set by the World Health Organisation – to ensure that we do not further ease restrictions unless it is safe to do so. The substantial progress that we have collectively made in Scotland, by following the relevant rules and guidance, has enabled us to meet the conditions to progress to Phase 3.
- Click [here](#) for the latest guidance.

NEW: We Are Scotland

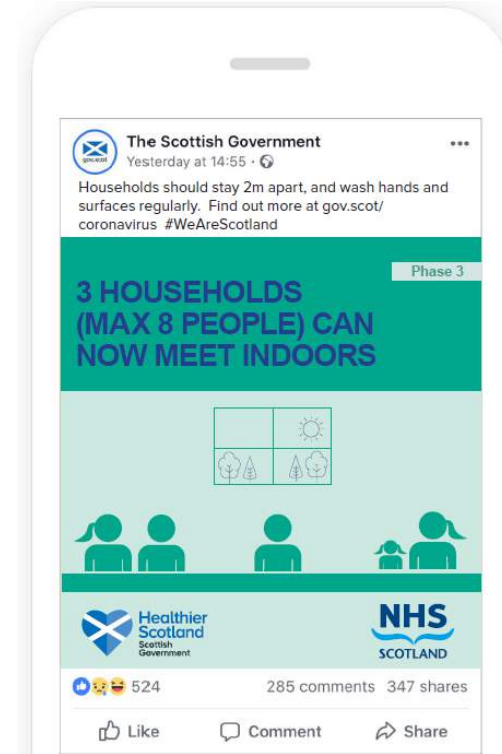
- On 9 July we launched the latest We Are Scotland campaign. The role of this campaign is to embed a greater a sense of collective responsibility in fighting coronavirus. It aims to tap into people's emotions, reflect how we are all in this together, provide a sense of hope and how we can only overcome coronavirus together.
- We Are Scotland is the overarching campaign, running alongside FACTS protection campaign, Test & Protect and any restriction changing messaging.
- A separate toolkit will be shared by 20 July.
- [You Tube link](#)



Phase 3 – Latest Restrictions

Assets

- Meeting indoors (infographic and social copy)
- Latest restrictions (infographic and social copy)
- CTA: www.gov.scot/coronavirus
- Download assets [here](#)



The infographic is titled 'Phase 3' in the top right corner. The main heading is 'DO YOU KNOW WHAT THE LATEST CORONAVIRUS GUIDANCE IS?'. Below this, the text reads: 'The guidance to help you stay safe and protect others is updated regularly. If you're unsure about what you should or shouldn't be doing go to gov.scot/coronavirus for the latest information. #WeAreScotland'. To the right of the text is a large green silhouette of a person with a question mark above their head. Below the text is a green banner with the word 'FACTS' in large white letters, followed by 'for a safer Scotland'. To the right of 'FACTS' are six icons with labels: 'Face coverings', 'Avoid crowded places', 'Clean your hands regularly', '2M distance', and 'Self isolate and book a test if you have symptoms'. At the bottom of the infographic are three logos: 'Healthier Scotland Scottish Government', a central box with the text 'CORONAVIRUS STAY SAFE PROTECT OTHERS SAVE LIVES' and the URL 'gov.scot/coronavirus', and 'NHS SCOTLAND'.

Phase 3 – Retail

Assets

Download posters [here](#)



Phase 3 – Face coverings

Posters

Download posters [here](#)



Phase 3 – Travel Advice

Social Assets

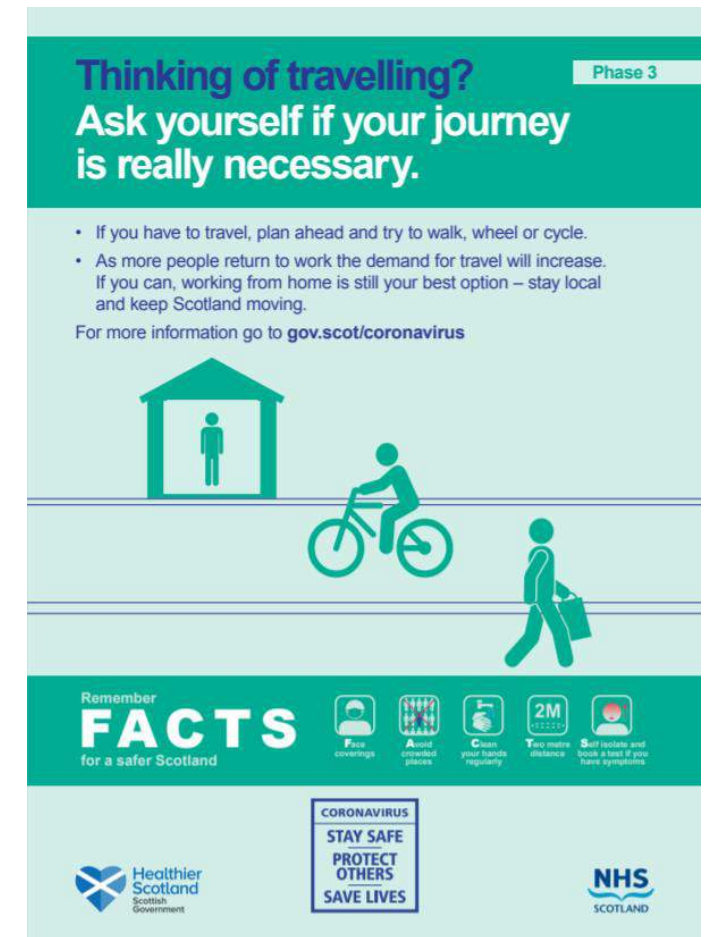
- Digital animations
- Static infographics

Print

- Posters

Download assets here

- [Dropbox](#)
- [WeTransfer](#)



Thinking of travelling? Phase 3
Ask yourself if your journey is really necessary.

- If you have to travel, plan ahead and try to walk, wheel or cycle.
- As more people return to work the demand for travel will increase. If you can, working from home is still your best option – stay local and keep Scotland moving.

For more information go to gov.scot/coronavirus

Remember **FACTS** for a safer Scotland

- **F**ace coverings
- **A**void crowded places
- **C**lean your hands regularly
- **2M** Two metre distance
- **S**till isolate and look a test if you have symptoms

Heathier Scotland Scottish Government | CORONAVIRUS STAY SAFE PROTECT OTHERS SAVE LIVES | NHS SCOTLAND



Got to travel? Phase 3
Stay safe on your journey

- **Keep a safe distance from others at stations**
- **It's now mandatory to wear a face covering on public transport. Please respect staff and other passengers**
- **Use contactless payment, m-tickets or smartcards**

Heathier Scotland Scottish Government | CORONAVIRUS STAY SAFE PROTECT OTHERS SAVE LIVES | NHS SCOTLAND

Phase 3 – Back to work

Assets

- Digital social asset
- Poster
- Download assets [here](#)

Phase 3

You should continue to work from home where possible, even if your workplace has opened.

- If you are being asked to return to work, your organisation should be following guidance on how to do this safely.
- If you have to travel to work, walk or cycle where possible.
- If you have to travel by public transport, you should avoid peak times and follow guidelines. You should wear a face covering – these are now mandatory on public transport.

For advice on how to travel safely and what to expect at work go to gov.scot/coronavirus



Remember **FACTS** for a safer Scotland

- Face coverings
- Avoid crowded places
- Clean your hands regularly
- 2M (two metre) distance
- Self isolate and book a test if you have symptoms

#WeAreScotland

Healthier Scotland
Scottish Government

CORONAVIRUS
STAY SAFE
PROTECT OTHERS
SAVE LIVES

NHS SCOTLAND



Phase 3

You should continue to work from home where possible

Phase 3

even if your workplace has opened.

Phase 3

But if you are being asked to return to work

Phase 3

there's advice on travel and what to expect at work at gov.scot/coronavirus

Remember **FACTS** for a safer Scotland

- Face coverings
- Avoid crowded places
- Clean your hands regularly
- 2M (two metre) distance
- Self isolate and book a test if you have symptoms

CORONAVIRUS
STAY SAFE
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gov.scot/coronavirus
#WeAreScotland

Healthier Scotland
Scottish Government

NHS SCOTLAND

FACTS Protection Campaign

YouTube

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

Assets

- Digital social asset (20 sec)
- A3 Poster
- British Sign Language asset
- Download assets [here](#)

Please note the poster will be available in 25 languages, and will be uploaded to the [NHS Inform Stakeholder Toolkit](#) by the 20 July.

Remember **FACTS** for a safer Scotland



nhsinform.scot/coronavirus
#WeAreScotland



Protection Assets

Assets

- A4 Poster
- A3 Poster
- Download assets [here](#)

PLEASE ACT SAFELY WHEN USING THIS TOILET

-  Always follow physical distancing guidance
-  Thoroughly wash your hands in soapy water for 20 seconds
-  Dry your hands with paper towels or a hand dryer
-  Keep your hands away from your face
-  If you have coronavirus symptoms, return home immediately, self-isolate and request a test right away at [NHSinform.scot/test-and-protect](https://www.nhs.uk/informationscotland/test-and-protect)

If you have concerns about the cleanliness of this toilet contact:

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 **Healthier Scotland**
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STAY SAFE
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 **NHS**
SCOTLAND

0001 / Apr 9

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