



DIGITAL TOOLKIT

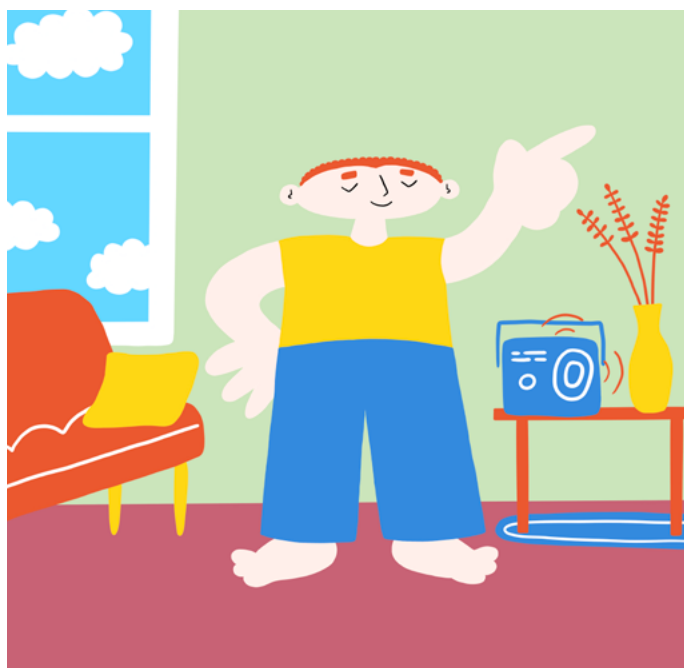
CLEAR YOUR HEAD CAMPAIGN

The Scottish Government have created a national umbrella campaign to support the mental health of people in Scotland following government advice to stay at home and stay 2m away from those not in your own household.

BACKGROUND

These are worrying and uncertain times. The coronavirus outbreak has changed daily life for us all in Scotland and has had a real impact on how many of us are feeling. It's ok to not feel yourself right now.

This new campaign, Clear Your Head, will raise awareness and offer practical tips and ideas to individuals to take steps to help cope with stress, pressure and anxiety during these times.



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What is the key message?

Simple steps to taking better care of our mental health and wellbeing during the coronavirus pandemic.

What are we asking people to do?

The tips will focus around five key areas and try to create a sense of personal control:

- **Keeping to a routine** – going to bed and waking up at similar times every day and eating at regular times.
- **Moving more** – staying active, within the current guidance, to boost your mood.
- **Taking a break** – limiting exposure to the news on social media if you feel things are getting on top of you. Instead using fun games, quizzes and apps online to pass the time.
- **Making time for yourself** – simply taking a breather or doing something you enjoy.
- **Keeping in touch** – phoning family and friends to help ease worry and feel connected.

Who are we talking to?

We will target all adults across Scotland with a focus on more vulnerable groups: those shielding, parents with young children at home, young people and those key workers working out of home.

What does it involve?

Clear Your Head will comprise TV, radio and digital advertising to generate awareness of the campaign. There will also be a radio sponsorship with Bauer, partnership activity and PR.

What support is there?

The website www.clearyourhead.scot will reinforce campaign messaging, support positive behaviours and signpost to further support and helplines including NHS24, Breathing Space, SAMH and the Samaritans.

When will it run?

Clear Your Head launched on 21st April 2020 and the campaign will respond to people's needs as we move into new phases as restrictions are lifted.

MEDIA	DETAIL	DURATION	APRIL		MAY		
			20	27	4	11	18
TV & VOD STV / C4 / ITVB / Adsmart / BVOD	30" & 60"	4 weeks	21st Apr to 17th May				
DIGITAL Social, Programmatic, Native, PPC	Video	5 weeks	23rd Apr to 20th May				
RADIO Regional Radio	30"	5 weeks	21st Apr to 18th May				



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What can you do?

There are a number of ways in which you can help us promote the campaign:

- Highlight your own inspiration in terms of what has worked for your colleagues and customers, or links to activities and groups in your area.
- Encourage people in your community to visit the website by using the enclosed editorial copy in newsletters or intranets.
- Use the Clear Your Head social assets across your own social channels – suggested social posts are provided below.
- Consider adding Clear Your Head footer to your emails, with an embedded hyperlink to Clear Your Head for the duration of the campaign.

You can download all of our campaign assets [here](#).

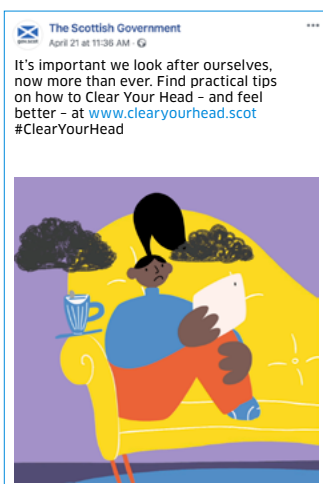
Example social posts

We're supporting the Scottish Government's Clear Your Head campaign, which highlights the things people can do to look after themselves during the coronavirus outbreak. Find practical tips on how to stay positive and feel better at www.clearyourhead.scot #ClearYourHead

EDITORIAL

A new campaign is underway to help people cope during the coronavirus pandemic. 'Clear Your Head' highlights the practical things people can do to look after themselves whilst staying at home, acknowledging these are worrying and uncertain times for many.

Find tips on how to stay positive and feel better at clearyourhead.scot



For more information contact Paula Webster at clearyourhead@leith.co.uk



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