

DIGITAL TOOLKIT: 17/08/20

# CLEAR YOUR HEAD CAMPAIGN

The Scottish Government has created a national umbrella campaign to support the mental health of people in Scotland following the coronavirus pandemic.

## BACKGROUND

The coronavirus pandemic has had a real impact on how many of us are feeling. It's okay to not feel yourself right now.

The Clear Your Head campaign has been created to raise awareness and offer practical tips and ideas to individuals to take steps to help cope with stress, pressure and anxiety during these times even while many of us are enjoying being out and about more; reminding them these feelings are natural and being experienced by many.



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SAMH

## What is the key message?

The Clear Your Head campaign is encouraging people to keep up any active habits they may have started during the pandemic. It also highlights how making time to get active and do one thing, however big or small, can help people feel calmer and boost mood.

## What are we asking people to do?

The website – [clearyourhead.scot](http://clearyourhead.scot) – gives practical tips and ideas on how to keep going and feel the benefits, including:

- Build being active into your day by stretching, working out, walking or cycling
- Be realistic about what's achievable, start small and build up over time
- Do something you enjoy, mixing things up to help make it interesting
- Make it sociable, turning being active into a chance to catch up with friends

## Who are we talking to?

We are targeting all adults across Scotland with a focus on people who are still feeling anxious about being out and about.

## What does it involve?

Clear Your Head comprises TV, press, radio and digital advertising to generate awareness of the campaign, as well as ongoing partnership activity and PR. There has also been a radio sponsorship with Bauer, all interviews and tips can be listened to again and shared from **Spotify**.

## What support is there?

The website [clearyourhead.scot](http://clearyourhead.scot) is reinforcing campaign messaging with new tips on the 'Keep it Up' page, supporting positive behaviours and signposting 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, with this phase running from 20th August until the 9th of September.

MEDIA	AUGUST			SEPTEMBER		
	10	17	24	31	7	14
<b>TV &amp; VOD</b> STV / C4 / ITVB / Sky Adsmart / VOD		20th August - 9th September				
STV / C4 / ITVB / Sky Adsmart / VOD		20th August - 9th September				
<b>DIGITAL</b> Social, Programmatic, Native, PPC		20th August - 9th September				
<b>RADIO</b> Regional Radio		20th August - 9th September				
<b>PRESS PARTNERSHIP</b>		20th August - 7th September				



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## What can you do?

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

- Reassure your colleagues and customers that it's okay not to feel okay at the moment.
- Remind people in your community that making time to move more or go outdoors are things you can do to feel better.
- Inspire people to find new or different ways of keeping more active at home or outside.
- Use the Clear Your Head social assets across your own social channels – suggested social posts are provided below.
- Like and follow **Healthier Scotland's Facebook page** and share posts where relevant.

You can download all of our campaign assets by accessing this **WeTransfer link** or following this link to **Dropbox**. If you can't access Dropbox or WeTransfer, you can find the assets here on the Clear Your Head **website**.

## Example social posts

We're supporting the Scottish Government's Clear Your Head campaign. The coronavirus pandemic has had a real impact on how many of us are feeling. Support is there so reach out if you need to talk to someone → [clearyourhead.scot](https://clearyourhead.scot) #ClearYourHead

## CAMPAIGN COPY

### Make time to Clear Your Head

The benefits of being active and getting outside have been highlighted as part of a new drive to help people in Scotland look after their mental health.

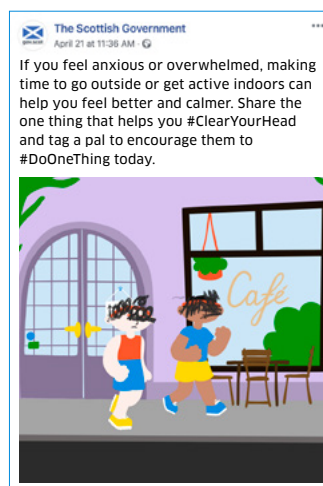
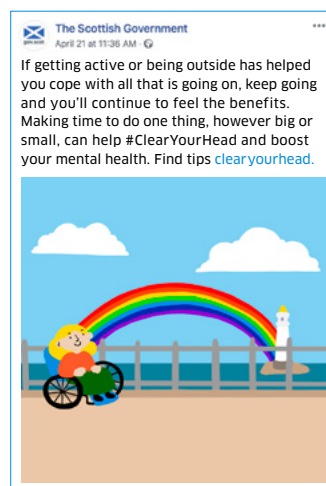
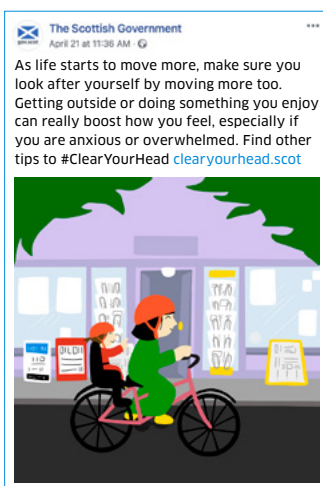
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The website also signposts helplines for those who need to talk to someone about how they're feeling, including NHS24, Breathing Space, SAMH and the Samaritans.

For practical tips on keeping up good habits, visit [clearyourhead.scot](https://clearyourhead.scot)



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## CAMPAIGN COPY

### #DoOneThing to Clear Your Head

The benefits of being active and getting outside have been highlighted as part of a new drive to help people in Scotland look after their mental health.

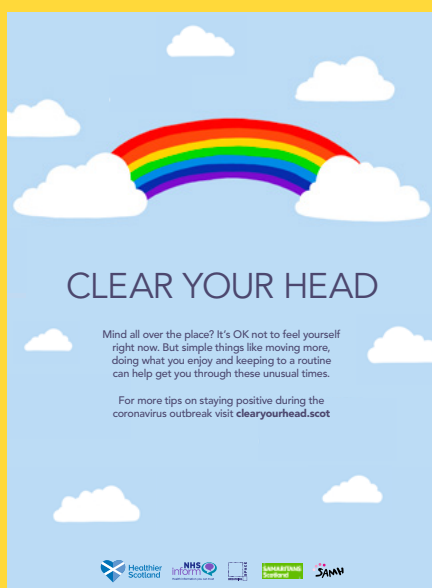
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As part of the campaign, people across Scotland will be sharing the one thing that has helped clear their heads - to encourage others to get moving and #DoOneThing.

We'd love you to join in by sharing on social what one thing has worked for you by:

- Taking a photo of an activity you've used to help clear your head
- Tagging a friend to do something similar (e.g. "I nominate @xxx to do one thing to #ClearYourHead #DoOneThing").

For practical tips on keeping up good habits, visit [clearyourhead.scot](http://clearyourhead.scot)



For more information contact Paula Webster at [clearyourhead@leith.co.uk](mailto:clearyourhead@leith.co.uk)

