

Campaign Toolkit

DECEMBER 2021



Healthier
Scotland
Scottish
Government



Clear Your Head

Winter campaign



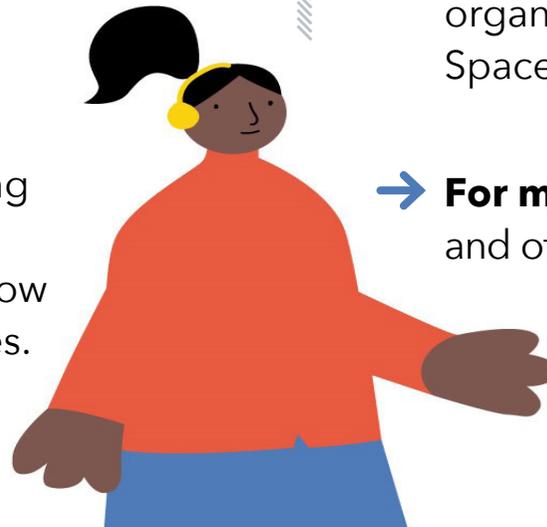
Overview

The next phase of the Scottish Government's Clear Your Head campaign will run from **10-23 December 2021**, and again from **5-18 January 2022** to help people look after their mental wellbeing throughout the winter period.

Key messages

→ **This time of year can feel a bit much**, but there are easy things you can do that can help make yourself, and others, feel better.

→ **The Scottish Government's Clear Your Head campaign** aims to help people cope during the winter period, providing people with hints and tips on how they can look out for themselves.



→ **Tips include** getting out in the fresh air to lift your spirits, doing nice things for others and finding ways to stay in touch with friends and family to give you - and them - a boost.

→ **Support is there** for those who need to talk to someone about how they're feeling, from organisations including NHS24, Breathing Space, SAMH and the Samaritans.

→ **For more tips** on how to look out for yourself and others this winter, visit clearyourhead.scot



Campaign hints and tips

The key hints and tips highlighted in this phase include:

- **Finding ways to stay in touch** with friends and family can give you both a boost. Why not drop them a message to ask them about their day?
- **Getting out in the fresh air** can lift your spirits during winter. Make time to go for a run, walk or cycle in the daylight.
- **Doing nice things for others** will help you – and them. Saying thank you, making a cup of tea, paying someone a compliment – small gestures can help boost your mood. Why not send someone a card in the post?





How you can support

We would be delighted to have your support with this latest phase and there are a number of ways in which you can help



- **Encourage** people in your community to visit the website by using the suggested editorial copy in newsletters or intranets.
- **Share** campaign social assets across your own social channels - example social posts are provided below.
- **Like and follow** Healthier Scotland's Facebook page and share posts where relevant.
- **Liaise** with our PR agency Smarts if you have anyone who would be happy to share their experiences as part of the campaign.



Social media

Example social media posts:

🗨️ Things feeling a bit much at the moment? There are things you can do that will help clear your head. Find hints and tips [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ This time of year can feel a bit much. Doing nice things for others will help you - and them. For more tips [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ Staying in touch with others can give you a boost if you're feeling low. Find more hints and tips on how to look after yourself this winter [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ Getting out in the fresh air can help lift your spirits. Make time today to go for a walk, run or cycle and feel the benefits. For more tips on how to clear your head [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ Daily life has changed for all of us, so it's natural to not feel yourself. But there are things that you can do to feel better. Find tips [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ Doing nice things for others, finding ways to stay in touch and getting out in the fresh air can help lift your spirits. Find more tips [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)

🗨️ If you need to talk to someone about how you're feeling, support is available. Find out more [👉 www.clearyourhead.scot](http://www.clearyourhead.scot)



Editorial example

This time of year can feel a bit much. But there are easy things people can do to make themselves - and others - feel better this winter.

The Scottish Government's Clear Your Head campaign aims to help people cope during the winter period, providing people with hints and tips on how they can look out for themselves.

These include staying in touch with friends and family, doing nice things for others, and making time to get out in daylight for some fresh air to give you a lift.

Along with a range of tips, the campaign website signposts to sources of help and advice, including NHS Inform, and helplines including NHS24, Breathing Space, SAMH and

the Samaritans for those who need to talk to someone about how they're feeling.

Minister for Mental Wellbeing and Social Care Kevin Stewart, said:

"These have been challenging times for all of us, and feelings of worry or uncertainty are understandable as we head into winter. It's more important than ever to look after our mental health and wellbeing. This campaign highlights the things that we can do to look after ourselves, and each other. Remember that help and support is available if you need to talk to someone about how you are feeling."

To find tips on how to look out for yourself and others this winter, visit clearyourhead.scot

Contact

For more information about the campaign,
contact our PR agency Smarts:
health@smarts.agency

