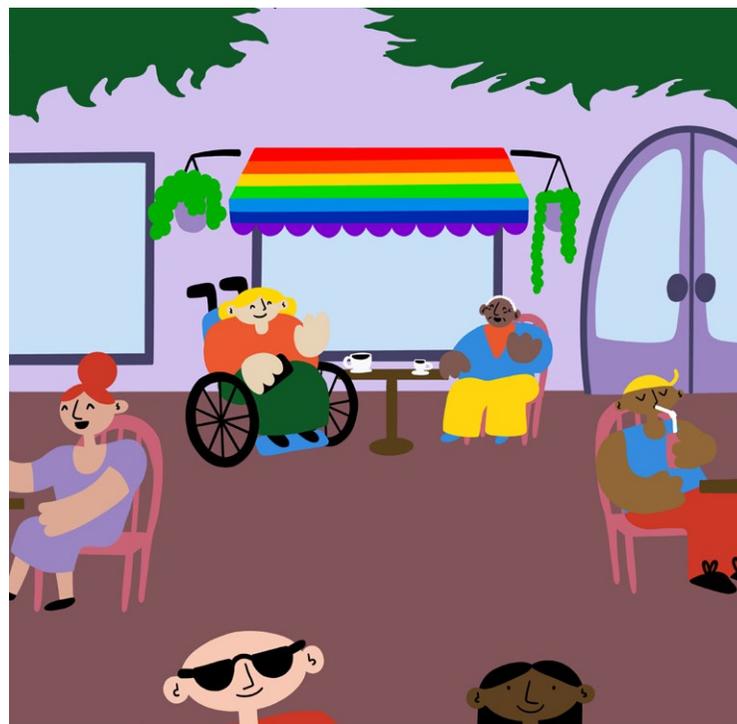
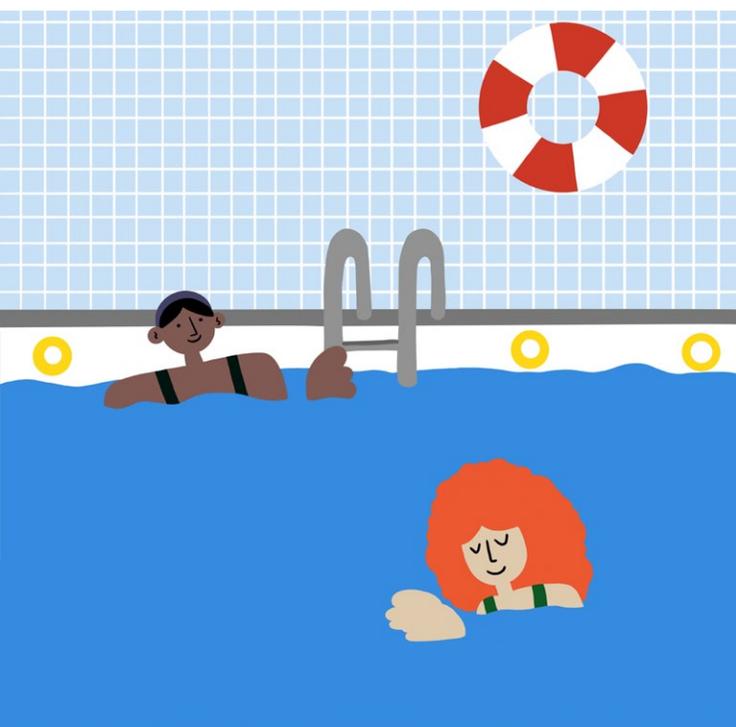


Campaign Toolkit

MAY 2021



Healthier
Scotland
Scottish
Government



Clear Your Head

Looking after our mental health
as restrictions ease



Overview

With Scotland starting to gradually open up as restrictions ease , it's natural for people to feel nervous and uneasy.

The next phase of the Scottish Government's Clear Your Head campaign is launching on **14 May 2021** to help reassure people there are easy things they can do to look after their mental health as life gets busy again.

The campaign has been designed to remind people that they're not alone in feeling this way, providing simple tips that can help them cope, and signposting to information and support.

The campaign

The four-week campaign will comprise TV (a new 30" advert), digital, PR and radio, with live 20" and 60" live reads running on Bauer stations to provide people with tips and advice throughout the day.

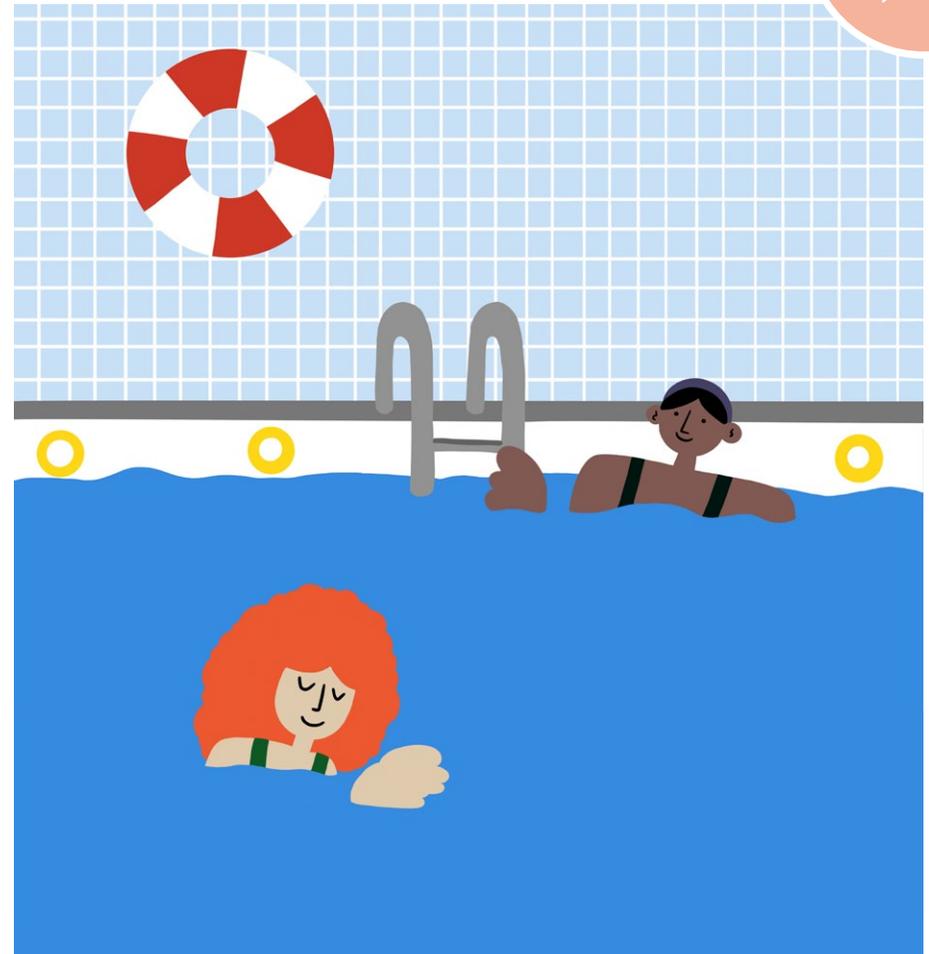
Radio and digital will be live w/c 10 May to coincide with Mental Health Awareness Week, with TV running from 14 May 2021.





Key messages

- As things get busier again, it's natural to feel nervous.
- A new Clear Your Head campaign has launched to help people cope as restrictions ease, providing practical advice to help boost confidence as we start to go out more.
- Things that can help if feeling overwhelmed getting back to familiar places and experiences include moving more, taking deep breaths, and getting in touch with friends and family before meeting up in person.
- The campaign also signposts to helplines for those who need to talk to someone about how they're feeling, including NHS24, Breathing Space, SAMH and the Samaritans.



- To find other tips to help you cope as things open up, visit clearyourhead.scot



Campaign hints and tips

- **Stay connected** with others, chatting with friends and family on the phone before meeting up in person.
- **Getting active** is good for your body and your mind. Try to include activity in your day, just stretching your legs or a walk around the block can make a big difference.
- **Spend time in nature**, by taking a walk in your local park, and leaving your phone in your pocket, noticing what is around you.
- **Take small steps and planning ahead**, before you leave the house can help ease worry
- If you're feeling overwhelmed, try **deep breathing** or focusing on something near you until you feel calmer again.



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



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

- 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.

- Share campaign 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.
- Liaise with our PR agency Smarts if you have any one who would be happy to share their experiences as part of the campaign.



Social media

Example social media posts:

🗨️ Feeling a little overwhelmed as life starts to get busy again? There are simple, practical things you can do that will help. Find tips [👉 www.clearyourhead.scot](https://www.clearyourhead.scot)

🗨️ Deep breaths, staying active and getting outside can help to clear your head as life starts to get busier again. Find hints and tips to help you cope if you're feeling worried or overwhelmed [👉 www.clearyourhead.scot](https://www.clearyourhead.scot)

🗨️ Getting back to familiar places and experiences can feel overwhelming. Remember lots of people are feeling the same way right now, and it's important to take things at your own pace. Find out how [👉 www.clearyourhead.scot](https://www.clearyourhead.scot)

🗨️ As Scotland opens up again, it's only natural to feel nervous. If you need to speak to someone about how you're feeling, there are organisations that can help. Find out more [👉 www.clearyourhead.scot](https://www.clearyourhead.scot)



Editorial

Example editorial story:

The COVID-19 pandemic has changed life for all of us. As things start to open up again, feelings of worry, loneliness and uncertainty are natural, and shared by everyone to differing degrees.

A new Clear Your Head campaign has launched to help people across Scotland cope as life gets busier again, providing a range of practical and simple hints and tips to help those feeling overwhelmed or nervous as they start to go out more.

Connecting with people before you meet up in person, planning ahead before leaving the house, keeping active and focusing on your breathing are just some of the things that you can do to feel calmer and more in control.

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.

For information and advice to help you through the coming weeks, visit clearyourhead.scot.

Contact

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

