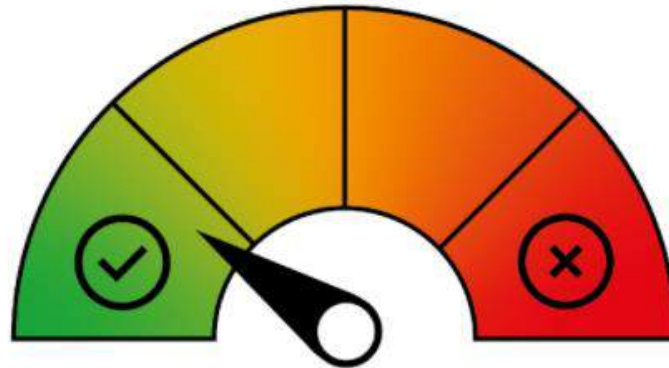


Summer Safety Measures Stakeholder Toolkit

23 June 2021

Reduce the risk of Covid strains spreading



Scottish Government
Riaghaltas na h-Alba
gov.scot



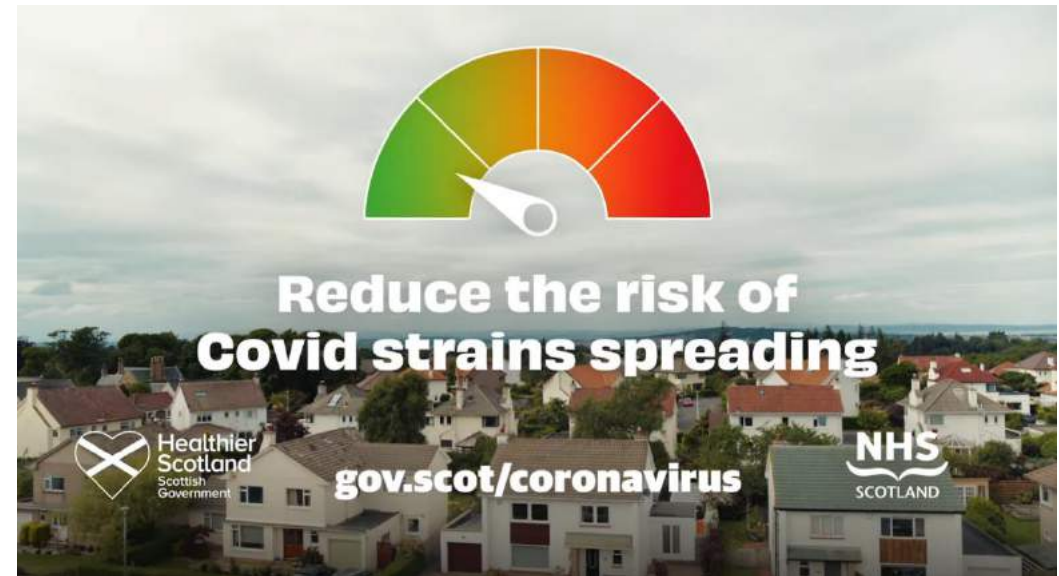
Summer Safety Measures

This campaign has been developed to encourage people to continue following safety behaviours, most importantly to open windows and doors when meeting indoors and highlighting how outdoor socialising is safest.

Even if people are vaccinated these are important to help avoid future outbreaks and minimise the risk of new strains spreading.

TV

Final TV advert can be found [here](#).



Summer Safety Measures

Social assets

Social films (1:1, 9:16 and 16:9) are available for each of the key safety behaviours. Messages include:

- Ventilation when socialising indoors
- Outdoor Socialising
- Cleaning Hands
- Wearing face coverings
- Avoiding crowds

Download all social assets via [WeTransfer here](#)



Summer Safety Measures

Posters

Five posters (in A4 and A3 formats) covering each of the five key safety behaviours.

Download the posters via [WeTransfer here](#)



For more information:

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