



Health Promotion Service  
Cameron Hospital  
Haig House  
Windygates  
KY8 5RG

Tel: 01592 226484  
Email: [Ruth.Bennett@nhs.scot](mailto:Ruth.Bennett@nhs.scot)

Date: August 2020

Dear Colleague

### **Clear Your Head Campaign: Phase 3 - Make Time to Clear Your Head - #ClearYourHead #DoOneThing**

On 07 April 2020 the Scottish Government Ministers created the 'Clear Your Head' umbrella campaign to support the mental health of people in Scotland during the coronavirus pandemic.

The campaign aims to help people recognise how they may be feeling, provide ideas that can enable them to cope better, and offer further support.

The 3<sup>rd</sup> phase focuses on reassuring people that it's safe to go out and encouraging people to keep being active or going outside to help themselves feel better.

#### **National Campaign**

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

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. For practical tips on keeping up good habits, visit <https://clearyourhead.scot/>

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.

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 #DoOneThing
- Tagging a friend to do something similar (e.g "I nominate @xxx to do one thing to #ClearYourHead #DoOneThing").

The campaign will consist of a 30 and two 15 second TV ad, a radio ad and a series of press and digital ads. For more information on the content of the adverts, downloadable posters and social media posts visit <https://clearyourhead.scot/stakeholder-and-partners>

#### **Local Support**

The landscape is confusing and we recognise that for some anxiety, heightened emotions are at the forefront of their mind while others may be relaxed and enjoying freedom from their homes.



The messages promoted by the campaign are aimed at the whole population. For phase three we have maintained the messages and resources from across phase 1 and 2 of the 'Clear your Head' campaign in hope that it will assist you, your staff and volunteers to support those who are looking for support to boost their mental wellbeing, showing signs of distress or are in crisis.

Please find enclosed the updated Factsheet for distribution to your colleagues and networks as appropriate. The original phase one pack can be found on the Information and Resources HPAC website <http://hpac.fife.scot.nhs.uk>

Look out for posts supporting the campaign on our social media platforms:

@hwlfife Workplace Team Twitter

@FifeHpservice Health Promotion Twitter

<https://www.linkedin.com/company/workplaceteamfife> Workplace Team LinkedIn

<https://www.facebook.com/FifeHSCP/> Fife Health & Social Care Facebook

If you require any additional information please contact [annemarie.smith@nhs.scot](mailto:annemarie.smith@nhs.scot)

Thank you for your co-operation.

Yours sincerely

A handwritten signature in blue ink that reads 'Ruth Bennett'.

Ruth Bennett  
Health Promotion Manager