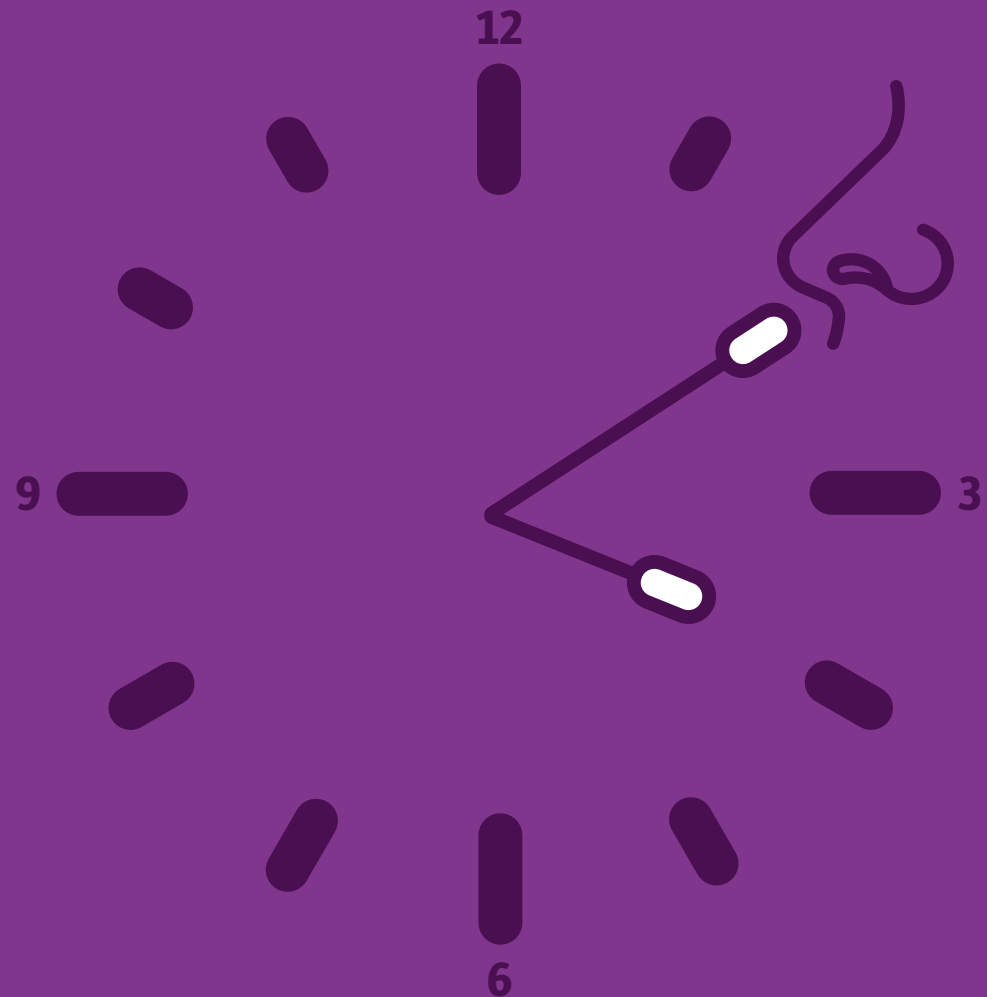


Ready to make testing a part of your routine?

Community Testing Campaign Toolkit

The current Community Testing model in Fife comprises four fixed sites (Leys Park Road, Dunfermline; Glebe Centre, Kirkcaldy; Parkgate Centre, Rosyth, and the Maxwell Centre, Cowdenbeath) and five mobile units, which are deployed based on the most up-to-date Public Health data.



// Key messages

Key stakeholders are identified as:

- General Public
- Targeted audiences including BAME communities
- Harder to reach groups
- Voluntary sector
- Community groups and local organisations
- Elected members
- Local and regional media

Public Health data will inform.

Effective communication and engagement with stakeholders aim to:

- Encourage uptake of Community Testing across Fife amongst asymptomatic members of the public.
- Break down perceived negative barriers to testing.
- Encourage people to view asymptomatic testing as part of their normal routine, testing twice a week.
- Ensure that members of the public are aware of the wraparound care and support packages that are available and how to access these.
- Target harder to reach groups and audiences where testing uptake is lower.
- Highlight LFD Collect kits as an alternative to testing onsite.
- Ensure that those with symptoms continue to book a test in the normal manner.
- Ensure that we are engaging effectively with partners and community groups and organisations to promote key messages and information.

// Audience and aims

Core messaging for all sites

- 1 in 3 people with COVID have no symptoms but can still pass on the virus to loved ones and the wider community.
- Taking part in regular, twice-weekly testing helps to protect the people around us.
- Even if you have been vaccinated you should still test regularly. Although vaccines reduce the risk of infection, it's still possible to catch the virus and you can then pass it on to others.
- Make testing part of your weekly routine and help keep moving Fife forward.
- LFD testing at our sites is quick and easy with most results available within 15 minutes.
- You'll be fully supported throughout your visit by our trained staff. Staff will also record your results for you online.
- We're moving towards using an LFD test where you only need to do a nasal swab, there's no need to take a throat sample.
- If you do test positive you can access an immediate confirmatory PCR test at your community testing site.
- If you do test positive follow all advice and self-isolate in-line with national guidance.
- Community testing sites are available across Fife, seven days a week.
- You can drop-in to any community testing site during opening hours, there's no need to book.

- We'll be able to provide you with access to a range of support at our sites, from a food package to financial advice.
- You can also collect an LFD home testing kit from any of our community testing sites, if you'd prefer to test at home.
- If you have any COVID symptoms you should book a test at nhsinform.scot, or call 119 if you need support with booking. Please don't attend one of our sites with symptoms.
- For more information visit **www.nhsfife.com/communitytesting**

Additional Mobile Unit messaging

- Our mobile units bring testing direct to communities, making it easier and more convenient for you to access a test.
- We're using the latest Public Health data to determine where mobile testing units should go so we can make the biggest impact. Targeted testing in different areas helps us to find and isolate positive cases and helps reduce the spread of the virus.
- We review where our mobile units go on a regular basis. You can find out which towns and villages our mobile units are currently visiting, by going to the NHS Fife website at **www.nhsfife.com/communitytesting**

// Community testing FAQs

Why should I get tested?

Taking part in regular testing when you don't have symptoms helps us to protect our loved ones and those around us.

1 in 3 people with COVID-19 don't have symptoms, by getting tested regularly you can find out if you have the virus without knowing it.

Everyone in Scotland is encouraged to make testing part of their routine and to test twice weekly.

Lateral Flow Device (LFD) tests are quick and easy to use, with results available within 15 minutes.

LFD testing is available at Community Testing sites throughout Fife, home testing kits are also available to pick up at sites or can be delivered to your house.

What's the benefits of getting tested at a community testing site?

Community Testing sites are safe and secure, with sites open throughout Fife seven days a week. Our friendly and knowledgeable staff will support you throughout your visit. Our staff will:

- Help you to register
- Guide you through the test
- Record your test results for you

We'll also give you the 'What to Expect' booklet which gives you information on testing and what you need to do if you test positive.

We now use nose-only testing at community testing sites, so there is no need to take a throat swab.

Results are normally available within 15 minutes. If your LFD test is positive, then you can access a confirmatory PCR test on-site, without having to make a separate appointment.

You can also access a range of different types of support at our sites, from a food package to financial advice.

Where can I get tested?

You can get tested at any Community Testing site. All sites are available to members of the public during opening hours, testing is free and there is no need to book.

We have four fixed sites at:

- Glebe Centre, Kirkcaldy
- Leys Park Road, Dunfermline
- Maxwell Centre, Cowdenbeath
- Parkgate Centre, Rosyth

In addition, we have five mobile community testing units which visit villages and towns across the Kingdom, making it easier for people to access testing locally.

We select where mobile testing sites should be located based on the latest Public Health data, that might include higher positive COVID-19 cases in a particular area or lower than expected testing uptake.

For information on the latest opening hours and testing sites in your area visit **www.nhsfife.org/communitytesting**

Lateral Flow Device (LFD) Collect home testing kits are also available to take away from all our community testing sites if you'd prefer to test at home. You can collect one pack of seven tests for each member of your household.

// Community testing FAQs

Who can get tested at a Community Testing site?

Anyone who doesn't have the symptoms of COVID-19 symptoms can get tested.

If you're under 16 you'll need to be accompanied by a parent or guardian.

Please note we do not provide testing for holiday travel.

Do not visit a community testing site if you have COVID-19 symptoms. If you have symptoms, you should self-isolate immediately and arrange a test using the NHS Inform website **www.nhsinform.scot**. If you need support with the booking process call 119.

Do I need to bring anything with me?

Please remember to wear your mask when attending for a test. If you have a mobile phone bring that too. If you don't have a mobile we will make alternative arrangements to ensure that you can get your results easily.

What should I expect when I go to a site?

Getting tested at a Community Testing site is easy and our staff will guide you throughout.

To see what happens at one of our fixed or one of our mobile sites visit you can find walk-through videos here:

www.nhsfife.org/communitytesting

I'm unable to attend a Community Testing site, how else can I be tested when I don't have symptoms?

If you are unable to visit a Community Testing site, you can still get a free LFD Collect test kit by:

- Ordering a home testing kit for delivery to your home at **www.gov.uk/order-coronavirus-rapid-lateral-flow-tests**
- Picking one up from participating Community Pharmacies across Fife
- Picking one up at Community Testing and Walk-Through Testing sites across Fife

Ready to make testing a part of your routine?

Testing regularly twice a week is helping keep everyone safer.

For more information visit:
www.nhsfife.org/communitytesting



Community testing for when you
don't have COVID symptoms



TEST & PROTECT



Ready to make testing a part of your routine?

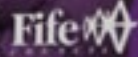
Testing regularly twice a week is helping keep everyone safer.

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Community testing for when you don't have COVID symptoms



TEST&PROTECT



8:24

Instagram



NHS Fife

Ready to make testing a part of your routine?

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Community testing for when you don't have COVID symptoms



TEST&PROTECT



6549 likes

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View all 7308 comments

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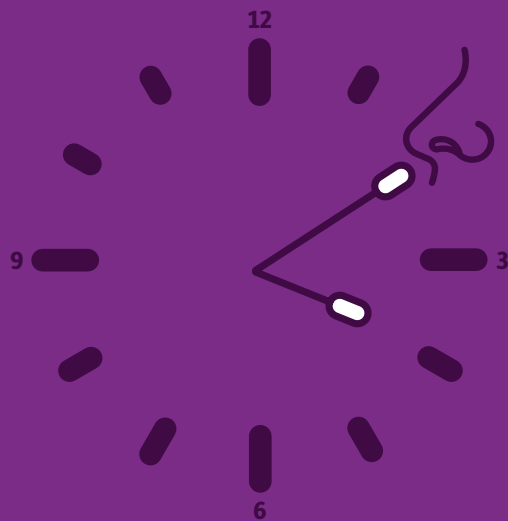


Ready to make testing a part of your routine?

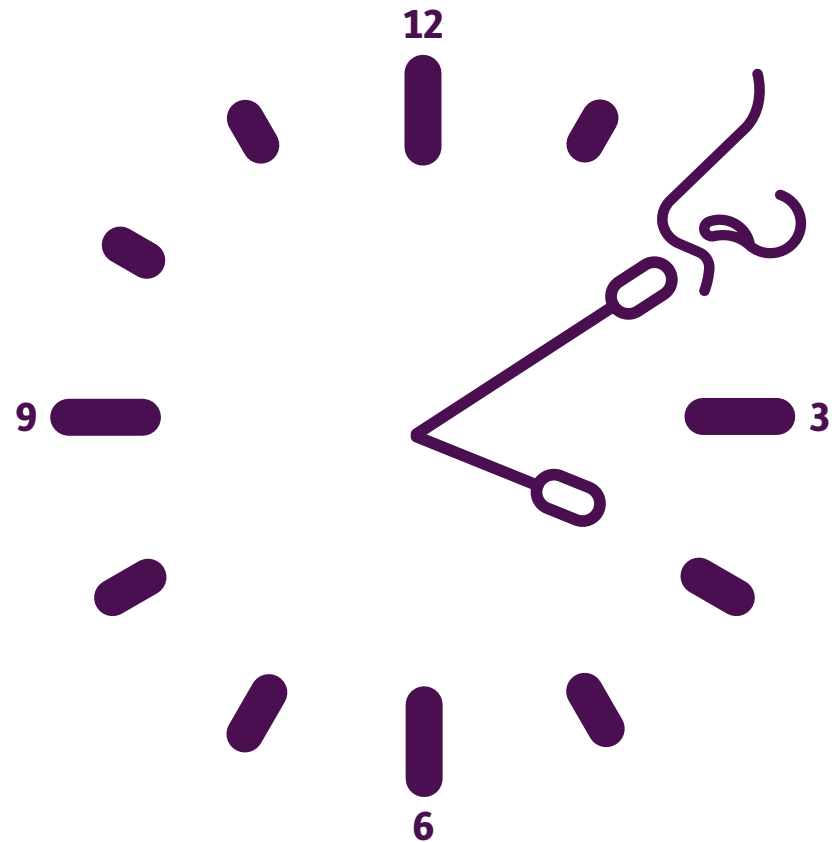


www.fife.link/keac

Testing regularly twice a week is helping keep everyone safer.



Community testing for when you don't have COVID symptoms



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Community testing for when you don't have COVID symptoms



TEST&PROTECT



Ready to make testing a part of your routine?



www.fife.link/keac

Testing regularly twice a week is helping keep everyone safer.



Community testing for when you don't have COVID symptoms



TEST&PROTECT



I'm ready for my next night out

Make testing a part of your routine.
Testing regularly twice a week is
helping keep everyone safer.



 www.fife.link/keac

Community testing for when you
don't have COVID symptoms



We're ready to visit granny for Christmas

Make testing a part of your routine.
Testing regularly twice a week is
helping keep everyone safer.



 www.fife.link/keac

Community testing for when you
don't have COVID symptoms



I'm ready for lunch with my family

Make testing a part of your routine.
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 www.fife.link/keac

Community testing for when you
don't have COVID symptoms



I'm ready for meeting the girls

Make testing a part of your routine.
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 www.fife.link/keac

Community testing for when you
don't have COVID symptoms



// Suggested social media copy

Importance of regular testing

Around 1 in 3 people with COVID-19 have no symptoms but could still pass the virus on to others. Make testing part of your regular routine. You can get tested at community testing sites across Fife, or pick up a free LFD home testing kit at testing sites, participating community pharmacies or order one to be delivered to your home. For more information visit www.nhsfife.org/communitytesting #CTFife

Community testing across Fife

Did you know that around 1 in 3 people with COVID-19 have no symptoms but could still pass the virus on to others without realising? Making twice weekly testing part of your routine helps to keep family, friends and colleagues safer. Community testing sites are open across Fife, seven days a week and there's no need to book. Lateral Flow Device testing - LFD - is free, easy and quick, with results available within 15 minutes. For more information and to find your nearest community testing site, please visit: www.nhsfife.org/communitytesting #CTFife

Community testing across Fife (short version)

Testing regularly twice a week for COVID-19 when you don't have symptoms is helping to keep everyone safer. Community testing sites are open across Fife, seven days a week and there's no need to book. Tests are free and results are available within 15 minutes. For more information and to find your nearest community testing site, please visit: www.nhsfife.org/communitytesting #CTFife

Easier testing using nose-only swabs

Did you know that testing for COVID-19 when you don't have symptoms is now even easier? If you attend one of our Community Testing sites you'll only have to do a nasal swab. Testing regularly twice a week is helping to keep everyone safer. For more information and to find your nearest community testing site, please visit: www.nhsfife.org/communitytesting #CTFife

Support at community testing sites

Testing regularly twice a week for COVID-19 when you don't have symptoms is helping to keep everyone safer. Staff at your local Community Testing site will help you every step of the way. They can record the results of your test for you online and provide access to a range of support, from a food package to financial advice. For more information and to find your nearest community testing site, please visit: www.nhsfife.org/communitytesting #CTFife

Mobile units – taking testing to the heart of communities

Testing regularly twice a week for COVID-19 is helping to keep everyone safer. Mobile testing units are available across Fife seven days a week and there's no need to book. Just drop-in at the one nearest you during opening hours for your free test. For the latest arrangements and locations for mobile testing units, please visit: www.nhsfife.org/communitytesting #CTFife

// Social (general)

Ready to make
testing a part
of your routine?

Testing regularly
twice a week
is helping keep
everyone safer.

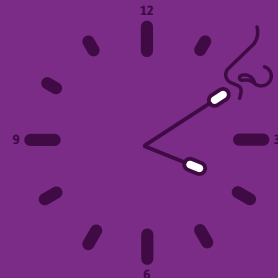


Community testing for when you
don't have COVID symptoms

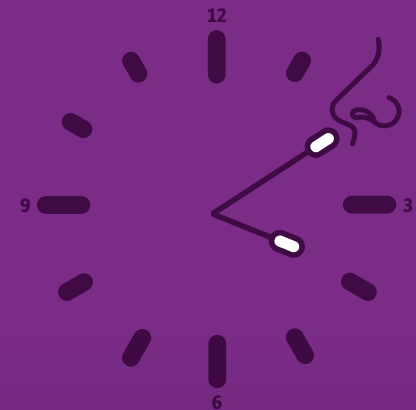


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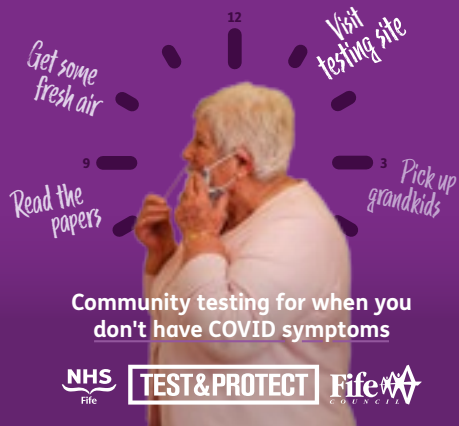


Community testing for when you
don't have COVID symptoms



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Community testing for when you
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// Social (targeted)

I'm ready for my next night out

Make testing a
part of your routine.



Community testing for when you
don't have COVID symptoms



I'm ready for meeting the girls

Make testing a
part of your routine.



Community testing for when you
don't have COVID symptoms



I'm ready for lunch with my family

Make testing a
part of your routine.



Community testing for when you
don't have COVID symptoms



We're ready to visit granny for Christmas

Make testing a
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Community testing for when you
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Get tested at The Glebe Centre, Kirkcaldy

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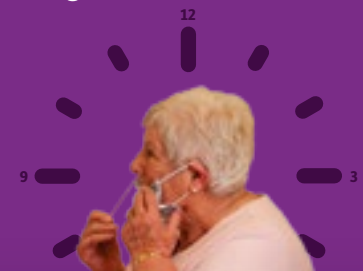


Community testing for when you
don't have COVID symptoms



Get tested at The Glebe Centre, Kirkcaldy

Testing regularly
twice a week
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everyone safer.



Community testing for when you
don't have COVID symptoms



// Social (targeted)

**Get tested at
Parkgate
Community
Centre, Rosyth¹²**

Testing regularly
twice a week
is helping keep
everyone safer.



Community testing for when you
don't have COVID symptoms

NHS Fife **TEST&PROTECT** Fife COUNCIL

**Get tested at
Parkgate
Community
Centre, Rosyth**

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everyone safer.



Community testing for when you
don't have COVID symptoms

NHS Fife **TEST&PROTECT** Fife COUNCIL

**Get tested at
Leys Park
Road Car Park,
Dunfermline¹²**

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Community testing for when you
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NHS Fife **TEST&PROTECT** Fife COUNCIL

**Get tested at
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Testing regularly
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Community testing for when you
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NHS Fife **TEST&PROTECT** Fife COUNCIL

**Get tested at the
Maxwell Centre,
Cowdenbeath¹²**

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NHS Fife **TEST&PROTECT** Fife COUNCIL

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NHS Fife **TEST&PROTECT** Fife COUNCIL

// Digital assets

To help promote the campaign, we have created this digital toolkit for you to use. You will find downloads for:

- Posters
- Social media images
- Web banners
- Digital screens

You can download these assets from www.nhs.uk/campaignresources

