



Clear Your Head, Winter Campaign 2020
A Toolkit for Stakeholders
11 December 2020



Background

- This year, winter looks very different due to the ongoing pandemic, with restrictions on meeting others and travelling. Even people who might normally have good mental health at this time are feeling worn down.
- A new Clear Your Head campaign will therefore encourage people to plan new ways to connect with friends, family or neighbours and lift spirits during winter.
- The campaign will run from 10-31 December 2020.
- This December activity will be followed by a further campaign in January, encouraging people to boost their mental health by being kind to themselves.
- We would be delighted for this winter activity to be extended further through your networks.

Key messages

- The coronavirus outbreak has been going on for a while now. It's easy to feel more lonely and isolated at the moment.
- There are many ways we can stay connected to our loved ones and wider community safely.
- Here are some tips to help:
 1. Say hello. Make plans to meet a friend for a walk or say hello and smile to the person at the supermarket checkout
 2. Doing acts of kindness can boost your self esteem. Small things like paying someone a genuine compliment can boost a person's energy and make you feel good too
 3. Volunteering makes us feel good. To find out what's going on in Scotland and how you can get involved visit ready.scot
- You can also show friends that you're there if they need to share their feelings.
- For more tips visit clearyourhead.scot/winter



Digital and social media assets

We would be delighted if you would share the campaign across your social media channels.

Assets available

- 30 seconds with subtitles
- 30 seconds with British Sign Language
- 15 seconds with subtitles
- 15 seconds with British Sign Language

You can download all these assets from WeTransfer: <https://we.tl/t-fb7oivMFZT>

Or find them on our stakeholder page from 17 December: [Stakeholder and Partners resources | clearyourhead.scot](https://www.clearyourhead.scot/stakeholder-and-partners-resources)

Suggested post copy

Post Copy: If you're feeling a little low this winter, catching up with a pal outdoors can help to lift your spirits.

Headline: Get tips to lift spirits

Call to action

You can either direct people to your own website or to: [Clearyourhead.scot/winter](https://www.clearyourhead.scot/winter)

Please use the hashtag **#clearyourhead** on social media and post about trying the tips featured on clearyourhead.scot



TV & Print

The 30 second animation will be shown across TV channels from 10-31 December. This will boost awareness of the campaign.

You can view the TV advert here: <https://youtu.be/N3PgSLEz8dk>

In addition, a double page advertorial in local press titles w/c 14 December will target over 65's with helpful mental health tips and information on initiatives specifically relevant to them.

Thank you for supporting the
campaign

For more information please contact the Scottish Government
Marketing and Insight Unit:

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