

Stakeholder and Partner Toolkit

DECEMBER 2020



Helpful Ways for Brighter Days

Activity Overview

The festive season can be tough for many, and this year may be harder than most. To help make the season brighter for those in need, the Scottish Government has launched **'Helpful Ways for Brighter Days'**, which will shine a light on how to both give and get help over the festive season.

The activity will share resources on a whole range of topics including where to get mental health support and keeping in touch with loved ones, as well as a number of ways you can give back safely this year if you are able. We are working with a range of organisations across Scotland tying in with the Clear Your Head mental health campaign.

Who are we talking too?

Everyone! We want to show the breadth of support available across Scotland, and show that there is a huge amount of amazing work going on to provide help to those in need this season. We also want to show there are many different ways for people to give back if they are able.

How are we doing this?

We'll do this in a variety of different ways, including:

- Showcasing our partner organisations on our website at [ready.scot/helpout](https://www.ready.scot/helpout)
- Shouting out the work they are doing on our social media channels:

 www.facebook.com/ReadyScotland

 twitter.com/ReadyScotland

Key Messages

- The festive season can be a challenging time for many and this year may be more challenging than most, but support is there if you need it
- Whether you need mental health support, tips on how to stay in touch with loved ones, guidance on how to donate safely this year, or maybe just a chat on the phone one evening - there is a huge range of help available to you in Scotland
- Helpful Ways for Brighter Days is shining a light on ways to give and get support this season, working with organisations across Scotland to promote the work they do
- We'll be shouting out the amazing work being done in Scotland on our website, social media profiles and through the press. Visit: ready.scot/helpout to find out more
- Activity will run till the middle of January and we'll be adding to our list of partners until then



Getting Involved


There are a couple of ways you can get involved in Helpful Ways for Brighter Days:



Let us know about the work you are doing this season, email: Victoria.Lopez@gov.scot or ewan.macgill@smarts.agency



Share our content across either your social media channels or to your database

Here is some  email copy you may find useful



The Scottish Government has launched Helpful Ways for Brighter Days, part of the Clear Your Head Mental Health campaign, to help people in Scotland look after themselves, and each other, this festive season.

This time of year will be especially tough for people with the impact of the pandemic. 'Helpful Ways for Brighter Days' is designed to share advice and resources for mental health and highlight the efforts already being made to brighten the festive season for those who need it most.

A range of **charities and organisations** in Scotland are already signed up to take part in the activity, with more to be added to the list between now and when the activity ends in mid-January. You can get involved by sharing the website URL with your network, or sharing the various social media posts from the Ready Scotland Facebook and Twitter pages.

Or even better, if you know of something that should be added to the list or shouted out as part of Helpful Ways for Brighter Days, contact: victoria.lopez@gov.scot and ewan.macgill@smarts.agency to let them know.

Thank you

Our Partners

We'll be adding to our list of partners throughout the activity, but here is a list of the organisations who are already signed up:

- Breathing Space
- Cyrenians
- Fathers Network Scotland
- Maggies
- Meal Makers
- Naval Families Federation
- Paths for All
- Scottish Book Trust
- Scottish Libraries
- Smart Play Network
- Social Bite
- Tech Connection Network
- The Daily Mile



Contact

For more information please contact:

Ewan Macgill

ewan.macgill@smarts.agency
07968796028

Victoria Lopez

victoria.lopez@gov.scot

