DOMESTIC CERTIFICATION SCHEME

Stakeholder Marketing & Communications Toolkit – September/October 2021

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DOMESTIC CERTIFICATION SCHEME

Campaign Overview

From 1st October the public will be able to show their vaccination status either through the NHS Scotland Covid Status app (launching 30th September) or by requesting a paper version via the NHS Helpline. Functionality within the Covid Status app will be updated in mid-October to include a QR with less personal information displayed. We will provide update stakeholder marketing materials where necessary at this point.

Key Messages

The campaign advises the public:

➢ From the 1st October they will need to prove they have been fully vaccinated to gain entry to late night venues with music, dancing and alcohol as well as most indoor and outdoor events

➢ You can prove you have been fully vaccinated by showing your vaccination status by one of two ways;
  ➢ Requesting your vaccination records via the NHS helpline
  ➢ Downloading the NHS Scotland Covid Status App

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Posters

Examples shown to the right. Artwork for these can be downloaded from 'Venue Posters' folder using this **LINK**
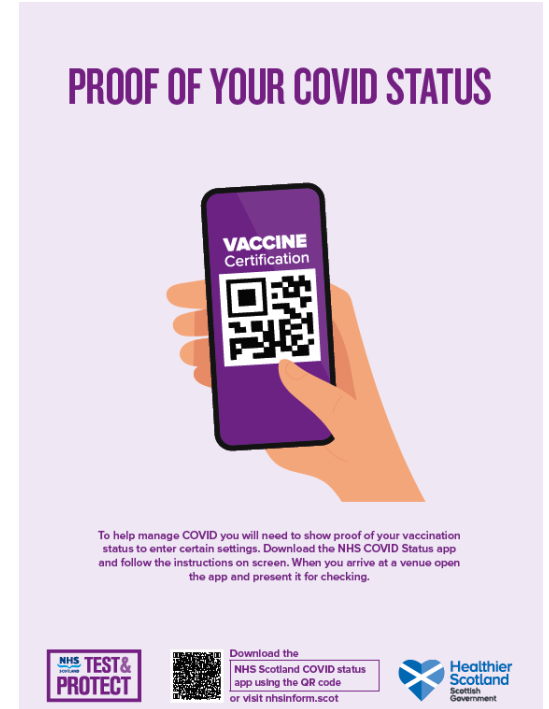
Email Copy

Please see slide 6 for 2 x sample email copy that can be used.

Social Assets

Static images have been created and can be downloaded from 'Social static images' folder using this **LINK**
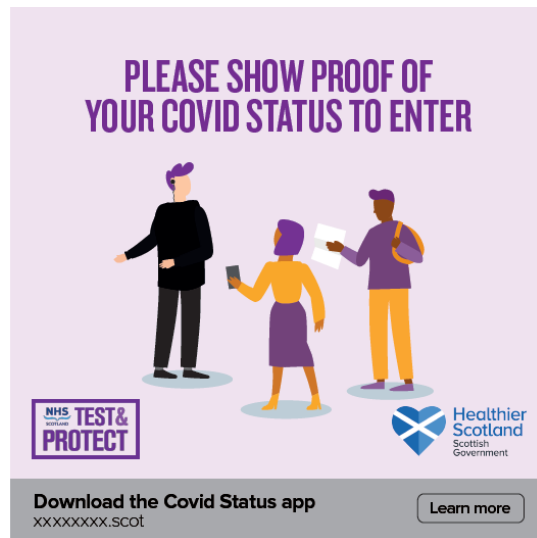
There is accompanying social copy on the next page.

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Social Copy

To enter late night venues with music, dancing and alcohol as well as some big event you must now prove you've been fully vaccinated
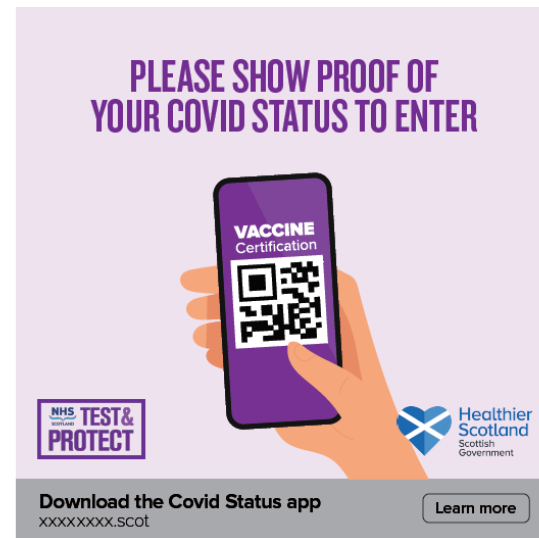
Email Copy

Option 1

You need to show proof of your Covid status.

To keep everyone as safe as possible, you now need to show proof that you've had a full course of a COVID vaccine. Just download the NHS Scotland COVID status app or for other ways to prove you've been fully vaccinated visit nhsinform.scot/nhs-Scotland-covid-status

Option 2

Please show proof you've been fully vaccinated.

To keep everyone as safe as possible, you now need to show proof that you've been fully vaccinated. Just download the NHS Scotland COVID status app or for other ways to prove you've been fully vaccinated visit nhsinform.scot/nhs-Scotland-covid-status

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NHS Scotland Covid Check App

An easy to use app has been developed for those venues/events that need to check if QR codes are valid. The NHS Scotland Covid Check App can be downloaded from the 30th September, for more information visit **www.covidcheck.scot**

NHS Scotland COVID Check

You can download the NHS Scotland Covid Check privacy notice for displaying at your venue / event. Poster artwork can be downloaded from 'Privacy Notice Poster' folder using this **LINK**

Thank-you

For more information please contact:

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