



Scottish Government
Riaghaltas na h-Alba
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ParentClub



The Scottish Government Covid-19 Stakeholder Communications Toolkit

Version 2.0 – Updated: 22-04-2020

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Introduction

Schools and ELC settings in Scotland have been shut since 20 March 2020 in response to the Coronavirus (Covid-19) health situation. Parents need, and are seeking, advice and support during this stressful time.

Parent Club is here to provide guidance on the latest Scottish Government updates and what they mean for children and their parents and carers. With messaging changing so quickly, and unprecedented changes in parents' lives, it is vital we work together to make sure parents feel supported at this time and understand guidelines clearly.

As a trusted voice for parents, we know things must be hard right now as you look to be there for your audience, potentially with less resource, and while being busier than ever.

We hope this toolkit will help you keep on top of the official advice from the Scottish Government to parents, while supplying you with ready-made assets, to save you time and help you to help parents.

By keeping messaging consistent across Scotland's voices of authority and trust, we can ensure that guidelines are clear and easy to follow. This will save lives.

What is Parent Club?

Parent Club has radically changed how the Scottish Government communicates to parents. Organising multiple health and education related campaigns under one umbrella.

Parent Club speaks to parents in a supportive, non-judgemental way, using peer-to-peer content and a community feel.

From bedtime battles to teatime tantrums, parents can tap into the best tips from those who have done it all before.

ParentClub.scot now features a dedicated coronavirus hub offering advice and support to parents as they face the many challenges of this pandemic.



Messaging updates

We will be regularly updating our content as guidance changes to ensure you have access to official, consistent advice to share with parents as and when it is updated from the Scottish Government.

This toolkit will be your main source of information and communication tools for parents during this time.

How you can support

We know you will be busier than ever at the moment. We hope these resources will streamline some of your parental communications and save you time.

However, if you are unable to use the resources, please do reshare posts from Parent Club on Twitter, Facebook, and Instagram as this will increase the reach of this vital messaging, and ultimately help and guide parents through this.

Please help us spread the reach of these vital messages across social media using relevant Parent Club social channels and using #ParentClub #HereForYou:

- Facebook: @ParentClubScotland
- Twitter: @parentclubscot
- Instagram: @parentclubscotland



How to use the resources

We have created a number of communication materials to reach parents across Scotland for you to use on your own channels. The below summary gives a short overview of the type of assets that are available and how best to utilise them on your channels.

Videos

Please share videos across all channels with the accompanying text.

Newsletter copy

Simply download the newsletter text, and copy and paste into your newsletters or online notice boards where relevant.

Social media images and copy

There are a number of suggested social media posts which can be used as follows:

- Download the images and pair with the corresponding copy on Facebook, Instagram, and/or Twitter.

- Ensure the images and the copy are the correct ones for the message you are sharing.
- You may adapt the copy to suit your followers, however please be sure to link to [ParentClub.scot/coronavirus](https://parentclub.scot/coronavirus) as this will be the most up-to-date resource for parents.
- Please use #ParentClub #HereForYou to help us track engagement across social media, and mention our relevant Parent Club social channels:
 - Facebook: @ParentClubScotland
 - Twitter: @parentclubscot
 - Instagram: @parentclubscotland

Here For You

Campaign materials

The key messages for this campaign are as follows:

- **Parent Club knows how hard it is being a parent right now and how easy it is to feel overwhelmed.**
- **Don't be hard on yourself when things don't go to plan. Just being there for your children is all that really matters. Take each day as it comes and enjoy the little moments.**
- **If you need us, Parent Club is here for you with advice and tips during this time.**



Here For You

Campaign materials

Both parents and children are going through a particularly difficult time at the moment. This campaign aims to reassure parents and carers, acknowledging that this is an overwhelming time and reminding them that being there for their child is all that matters. We want parents and carers to enjoy the little moments, be easy on themselves and know that they are not alone. If they need us, Parent Club is here with tips and advice.

The campaign can be seen across TV, radio, digital and social channels.

Parent Club will also be posting new tips and advice directly on their social channels, focussing on different topics each week:

- w/c 20 April – Online safety, physical activity and child activities.
- w/c 27 April – Child and parent mental health.
- w/c 4 May – Healthy eating, learning at home and child behaviour.
- w/c 11 May – Topics to be confirmed as guidance is developed.

Please help us reassure and support parents and carers by resharing and retweeting these posts.

A number of assets have been produced so that you can also help support parents by raising awareness of the campaign messages.

We have supplied you with:

- **The campaign video which parents will see across TV and online**
- **Suggested social media copy**
- **Suggested newsletter copy**

Download all assets here: **Assets for the Here For You campaign**

We will keep this link updated with the latest versions of all files.

Access these assets by using the following login details:

Username: union-sgCovid_read

Password: 9-9rS80*@xsFd@Z

Campaign video

We have developed a campaign video which you can share across all social channels with accompanying social media copy using #ParentClub and #HereForYou.

Social media copy

The campaign video should be accompanied by the suggested copy for social media – available to download from the assets link.

Newsletter copy

Simply download the newsletter copy, and copy and paste into your newsletters or online notice boards where relevant.

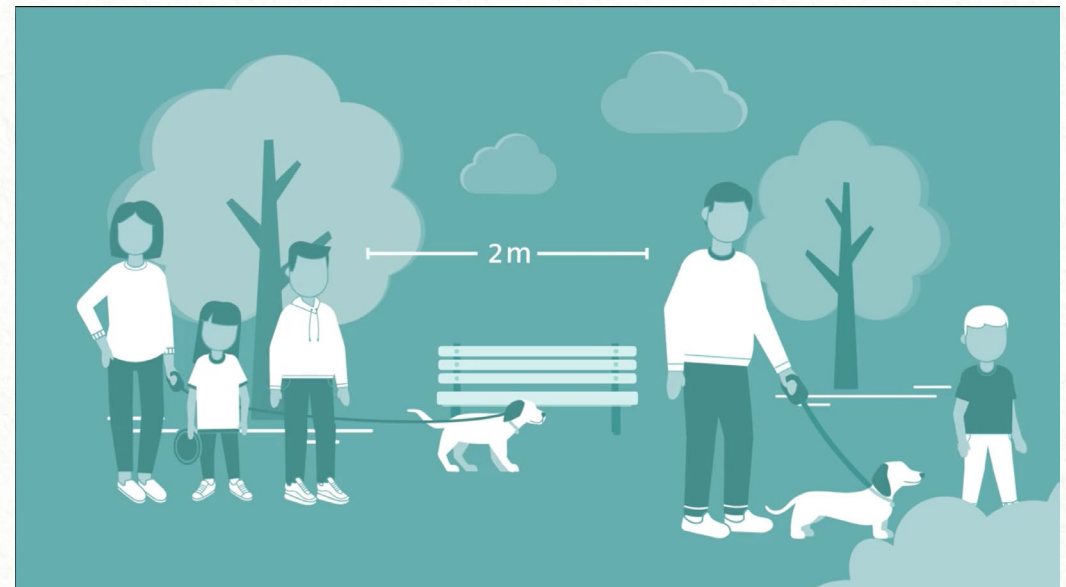


Physical Distancing

Campaign materials

The key messages for this campaign are as follows:

- **To save lives we need to stop our kids and teens meeting up with each other. They should keep in touch by phone and video calls.**
- **If your house is symptom free, you and those you live with can get active outside once a day, as long as you keep 2 metres from others.**
- **Being a parent is really tough right now. But Parent Club has lots of ideas to help keep kids active when stuck indoors.**



Physical Distancing

Campaign materials

A range of assets have been produced to help increase awareness of these messages. These are consistent with the national campaign.

We have supplied you with:

- **The campaign video which parents will see across TV and online**
- **Social media imagery**
- **Suggested social media copy**
- **Suggested newsletter copy**

Download all assets here: **[Assets for Physical Distancing](#)**

We will keep this link updated with the latest versions of all files.

Access these assets by using the following login details:

Username: union-sgcovid_read

Password: 9-9rS80*@xsFd@Z

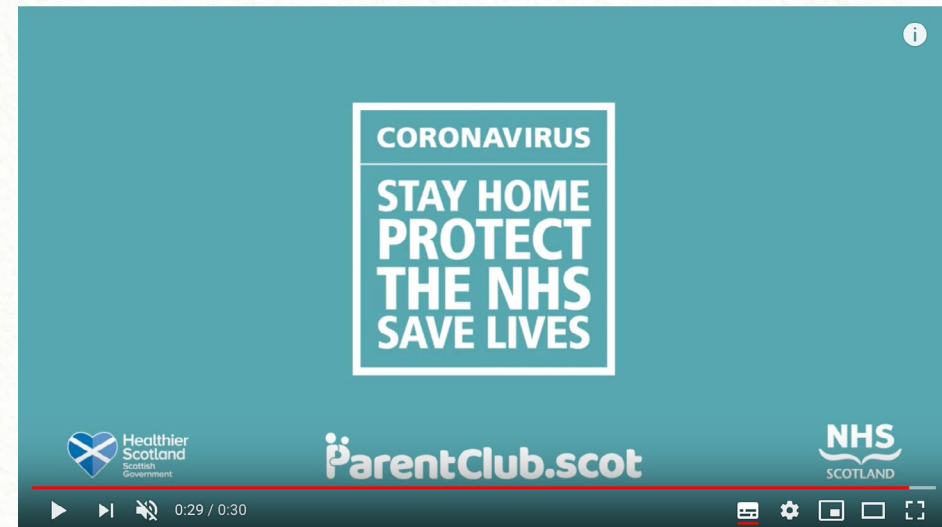


Physical Distancing

Campaign materials

Campaign video

Please share the campaign video across all channels with the accompanying text.



Physical Distancing

Campaign materials

Social media images and copy

There are three suggested social media posts which can be used. Download the images and pair with the corresponding copy on Facebook, Instagram, and/or Twitter. You may adapt the copy to suit your followers, however please be sure to link to ParentClub.scot as this will be the most up-to-date resource for parents.



Newsletter copy

Simply download the newsletter copy, and copy and paste into your newsletters or online notice boards where relevant.

First Minister's Coronavirus Q&A with children

Support materials

We know that coronavirus is having a huge impact on the lives of young children. To help reassure them and address some of their concerns in these challenging times, Scotland's First Minister, Nicola Sturgeon responded to a series of questions submitted through Parent Club from children across the country. Children from the ages of three to eleven asked about the restrictions on visiting grandparents, going to school and how the virus spreads.

Highlighting key safety guidance, the First Minister explained the need for frequent and thorough hand washing, coronavirus symptoms to be aware of, the importance of staying home and minimising contact with other people and thanked families across the country for their efforts to stop the spread of the virus.



First Minister's Coronavirus Q&A with children

Support materials

A number of assets are available to be shared on your own digital channels.

We have supplied you with:

- **A press release**
- **A range of still images for use across social and online platforms**
- **60-second and 6-minute videos with subtitles for social media and websites**

Download all assets here:

Assets for First Minister's Coronavirus Q&A with Children

We will keep this link updated with the latest versions of all files.

Access these assets by using the following login details:

Username: union-sgcovid_read

Password: 9-9rS80*@xsFd@Z



First Minister's Coronavirus Q&A with children

Support materials

Q&A video – 60 second version

Alongside the 60-second video, which we would encourage you to share, all of the children's questions and the First Minister's responses can be viewed on the ParentClub.scot website: parentclub.scot/kidscovidqs

1. **Alexandra, age 10:** Can you get the Coronavirus without getting any symptoms?
2. **Archie, age 11:** When can I see my friends again?
3. **Divyansh, age 6:** How does Coronavirus spread?
4. **Dylan, age 11:** Hello FM, me and my family are baking cakes and making soup for the people in the neighbourhood who need it and we were wondering who is looking after your mental health and also once this is all over if you want to come over for a cup of tea and a piece of cake?
5. **Ember, age 5:** How did the Coronavirus start?
6. **Elsie, age 7:** When will we be able to use the play parks again?
7. **Gino, age 7:** Can my dog catch coronavirus? Her name is Bella.
8. **Jasper, age 6:** Hi Nicola, I'm Jasper, I was just wondering could you give the homeless people a house while the Coronavirus is here?
9. **Jude, age 4:** What does the virus do to people?
10. **Lulabelle, age 3:** Why can we not see our granny?
11. **Millie, age 11:** Do you think the schools will re-open again before the start of next term, because I'm in primary 7 and I'm slightly concerned about fitting in transitions
12. **Nuala, age 10:** I'm staying inside, I'm washing my hands. What else can I do to stop the coronavirus?

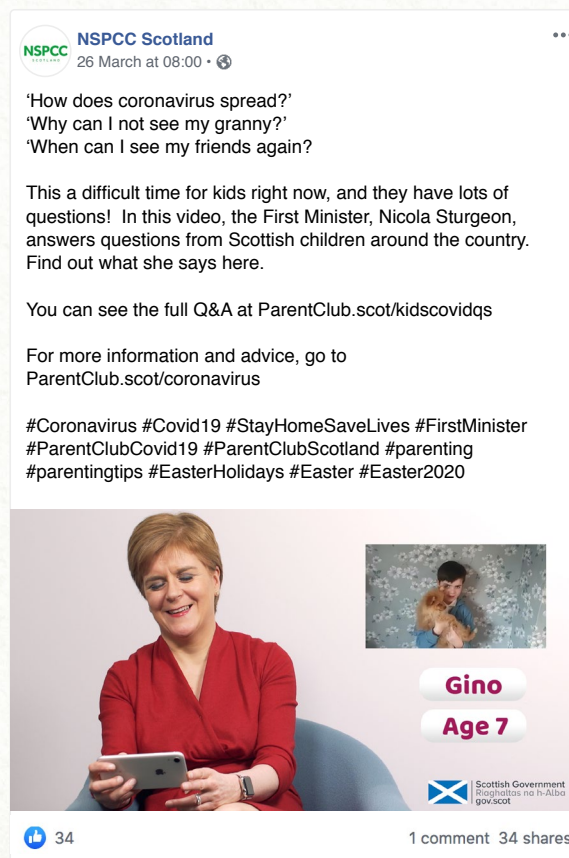
First Minister's Coronavirus Q&A with children

Support materials

Please find here some suggested social media copy that may be of use.

Download the images/video and pair with the corresponding copy on Facebook, Instagram, and/or Twitter.

You may adapt the copy to suit your followers, however please use the hashtag #ParentClubCovid19 and be sure to link to [ParentClub.scot/kidscovidqs](https://parentclub.scot/kidscovidqs) as this will be the most up-to-date resource for parents.



NSPCC Scotland
26 March at 08:00 · 🌐

'How does coronavirus spread?'
'Why can I not see my granny?'
'When can I see my friends again?'

This a difficult time for kids right now, and they have lots of questions! In this video, the First Minister, Nicola Sturgeon, answers questions from Scottish children around the country. Find out what she says here.

You can see the full Q&A at [ParentClub.scot/kidscovidqs](https://parentclub.scot/kidscovidqs)

For more information and advice, go to [ParentClub.scot/coronavirus](https://parentclub.scot/coronavirus)

#Coronavirus #Covid19 #StayHomeSaveLives #FirstMinister #ParentClubCovid19 #ParentClubScotland #parenting #parentingtips #EasterHolidays #Easter #Easter2020

Gino
Age 7

34 1 comment 34 shares



NSPCC Scotland
26 March at 08:00 · 🌐

'Why can I not see my granny?'
'When can I see my friends again?'

This a difficult time for kids & they have lots of questions! Here the First Minister, Nicola Sturgeon, answers their questions about #coronavirus #ParentClubCovid19

See the full Q&A at [ParentClub.scot/kidscovidqs](https://parentclub.scot/kidscovidqs)

Divyansh
Age 6

34 1 comment 34 shares

Managing the challenges of parenting

Campaign materials

Being a parent is the best job in the world, but it can also be hard work. There will be days when it all feels a little too much and it can be difficult to keep calm.

Due to the Coronavirus, parents will face frustrating situations now more than ever, with their kids currently adapting to new routines and families spending most of their time at home together.

To help parents manage these difficult situations with their kids, Parent Club is sharing some tried and tested tips from other parents on how to stay calm and remain in control.

From tips on coping with parenting, building rewarding relationships with kids and how to keep calm when things kick off, **ParentClub.scot** offers all kinds of advice so parents can put themselves in a better frame of mind to be able to deal with stressful situations.



Managing the challenges of parenting

A range of assets have been developed to help you increase awareness of this campaign.

We have supplied you with:

- **Campaign videos which parents will see across TV and online**
- **Campaign posters**
- **Social media imagery**
- **Suggested social media copy**

Download all assets here:

[Assets for managing the challenges of parenting](#)

We will keep this link updated with the latest versions of all files.

Access these assets by using the following login details:

Username: union-sgCovid_read

Password: 9-9rS80*@xsFd@Z

Campaign materials

**ALREADY
STRESSED
AND THEY WON'T GO TO
BED?**



Managing the challenges of parenting

Campaign materials

Campaign videos

We have developed two campaign videos which you can share across all channels.

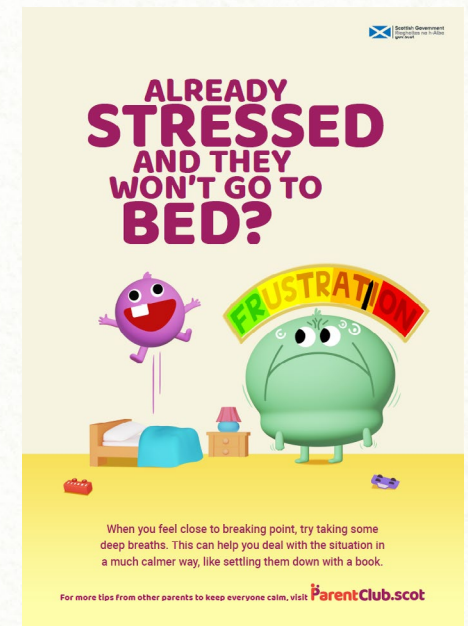
Campaign posters

There are two campaign posters that can be shared both online and/or printed.

Social media images and copy

There are a range of suggested social media posts and images which can be downloaded and used across Facebook, Instagram and/or Twitter.

You may adapt the copy to suit your followers, however please be sure to link to ParentClub.scot as this will be the most up-to-date resource for parents.



Feedback

We want to be sure these resources and communications are working for you. Please contact **Victoria.Lopez@gov.scot** to let us know any thoughts, suggestions or requests.

If you can share any screenshots, photographs or responses to the assets being used these would be gratefully received. Please do send these along with any comments you may have.

Parent Club can also share posts from our partners and stakeholders. Let us know via the above contact details if you would like us to retweet or reshare content from your channels.

Useful contacts



Useful contacts

For more information and support, please contact:

Aisling Cotter

Account Manager

Union Connect

0131 625 6000

Aisling.Cotter@union.co.uk

For further campaign information, please contact:

Karin Finlay

Parental Audience Marketing Team

Scottish Government

07866 397397

Karin.Finlay@gov.scot