

**Scottish Government** Easing coronavirus restrictions

---

**Phase 1**

# Stakeholder Toolkit



# Scottish Government Easing coronavirus restrictions

## Phase 1

### Scotland's Route Map

Scotland's Route Map through and out of the crisis was published on 21 May and provides an indication of the order in which we will carefully and gradually seek to lift restrictions across four phases.

<https://www.gov.scot/publications/coronavirus-covid-19-framework-decision-making-scotlands-route-map-through-out-crisis/>

### Phase 1: Staying at home and away from others (physical distancing)

Guidance on how to minimise opportunities for the virus to transmit from one person to another.

<https://www.gov.scot/publications/coronavirus-covid-19-staying-at-home-and-away-from-others/>



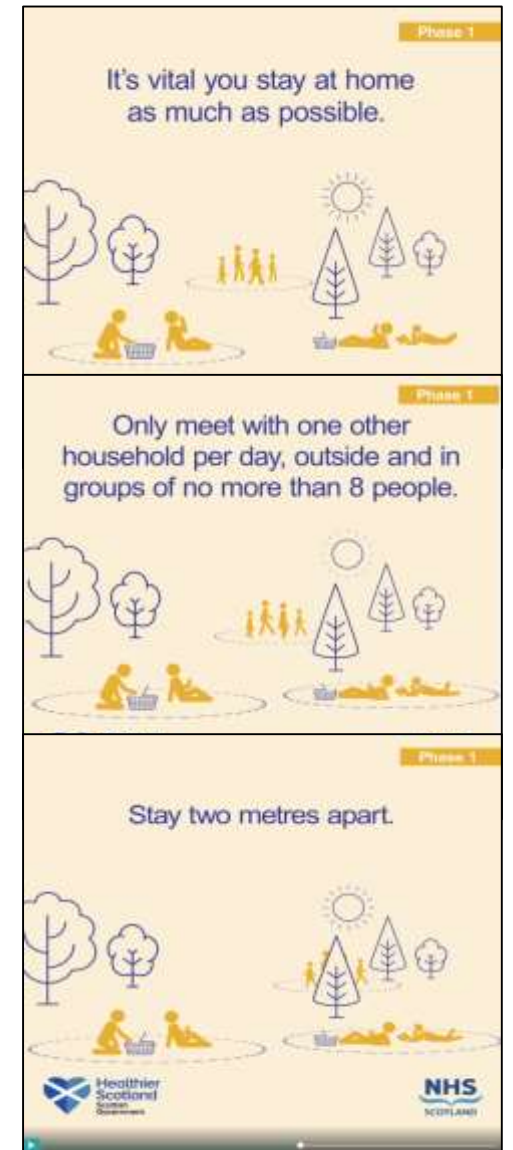
# Phase 1 – Restriction Lifting

## YouTube

- [30 second TV ad](#)

## Social Assets

- Download digital social asset (15 sec) [here](#)



# Phase 1 – Protection Campaign

## YouTube

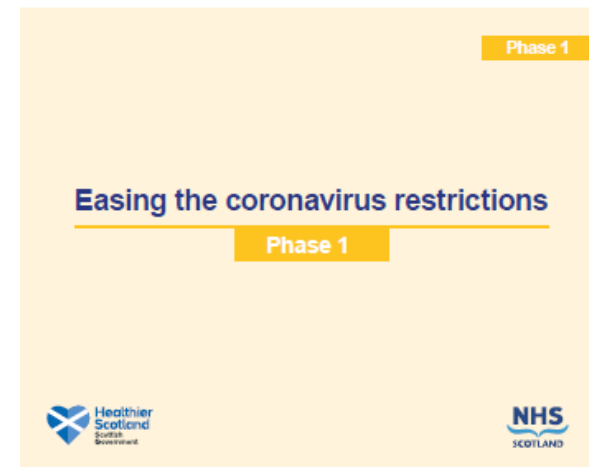
- [60 second TV ad](#)
- [30 second TV ad](#)

## Social Assets

- Download digital social asset (15 sec) [here](#)

## Poster

- Download A3 poster [here](#)



# Phase 1 – Back to work

## Social Assets

- [Download digital social asset \(15 sec\)](#)

## Print

- [Download Poster / Full page ad](#)

Phase 1

Many workplaces remain closed with home working still required. Even where they are open, you should work from home if possible.

2M  
KEEP YOUR DISTANCE  
PROTECT  
WASH YOUR HANDS  
STAY HOME

- If you are being asked to return to work, your organisation should be following guidance on how to do this safely.
- If you have to travel to work, walk or cycle where possible.
- If you have to travel by public transport, you should avoid peak times, wear a face covering and follow guidelines.

For advice on how to travel safely and what to expect at work go to [gov.scot/coronavirus](http://gov.scot/coronavirus)

Healthier Scotland  
NHS SCOTLAND

CORONAVIRUS  
STAY HOME  
PROTECT  
THE NHS  
SAVE LIVES

Phase 1

Many workplaces remain closed with home working still required.

Healthier Scotland  
NHS SCOTLAND

Phase 1

Even where they are open, you should work from home if possible.

Healthier Scotland  
NHS SCOTLAND

Phase 1

But if you are being asked to return to work...

Healthier Scotland  
NHS SCOTLAND

Phase 1

...there's advice on travel and what to expect at work at [gov.scot/coronavirus](http://gov.scot/coronavirus)

Healthier Scotland  
NHS SCOTLAND

# Phase 1 – Travel Advice

## Social Assets

- Digital social asset
- Static infographics

## Print

- Posters

[Download the phase 1 travel assets here](#)



# Scottish Government Easing coronavirus restrictions

## Phase 1

For more information:

Becky Inglis

E: [becky.inglis@gov.scot](mailto:becky.inglis@gov.scot)

Samantha Crawford

E: [Samantha.Crawford@gov.scot](mailto:Samantha.Crawford@gov.scot)