



Health Promotion Service
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Dear Colleague

Clear Your Head Campaign

The Scottish Government's 'Clear Your Head' campaign launched on 21st April 2020 and highlights the practical things people can do to help them feel better whilst continuing to stay at home during the Coronavirus (COVID-19) pandemic. Acknowledging these are worrying and uncertain times for many, the campaign will run across television, radio, and online and is part of a package of measures announced by the Scottish Government to help people look after their mental health during and after the Coronavirus outbreak. This is the first phase in a three phase campaign. We will provide information on phase two and phase three in due course.

Simple steps to take better care of our mental health and wellbeing over the coming weeks include:

- **Keeping to a routine** – trying to sleep and wake at the same time, and eating at regular times
- **Moving more** – staying active, within the current guidance, to boost your mood
- **Taking a break** – limiting exposure to the news on social media if you feel things are getting on top of you, instead using fun games, quizzes and apps online to pass the time
- **Making time for yourself** – simply taking a breather or doing something you enjoy
- **Keeping in touch** – phoning family and friends to ease worry and feel connected.

The messages promoted by the Clear Your Head campaign are aimed at the whole population, however we recognise that for some, further support is needed to help them through this unprecedented time. The enclosed "**Clear Your Head Resource Pack**" contains further information which will assist you, your staff and volunteers to support those who are in crisis or showing signs of distress.

The social media content for the campaign is contained within the attached Clear Your Head Resource Pack. Please feel free to use this information on your organisations social media platforms.

We ask that in addition to promoting the Clear Your Head website and campaign messages, you utilise the enclosed Resource Pack where necessary.



Finally, we have enclosed the newly refreshed and updated **Keeping Connected** resource leaflet. This provides a directory of services which offer help and support on a range of issues. (Please note: at the time of distribution all services listed within the leaflet are open and providing support either by telephone or online). The enclosed leaflet is a digital version, for a printable copy which you can distribute please visit our Health Promotion Access Catalogue (HPAC) <http://hpac.fife.scot.nhs.uk>

Along with a range of tips on how to stay positive, the campaign website www.clearyourhead.scot signposts to sources of help and advice. Look out for posts on our social media platforms:
@hwlfife Workplace Team Twitter
@FifeHpservice Health Promotion Twitter
<https://www.linkedin.com/company/workplaceteamfife> Workplace Team LinkedIn
<https://www.facebook.com/FifeHSCP/> Fife Health & Social Care Facebook

If you require any additional information please contact Mary-Grace.Burinski@nhs.net

Thank you for your co-operation.

Yours sincerely



Ruth Bennett
Health Promotion Manager