

RESPECT CAMPAIGN

STAKEHOLDER TOOLKIT



CONTENTS

Campaign overview	4
Campaign assets	5
Social media	6 - 9
Posters	10

ABOUT THE CAMPAIGN

Campaign Overview

This toolkit has been produced to help reduce levels of violent and abusive behaviour being experienced by health and social care workers. This toolkit includes a set of communications assets which can be used in a variety of health and social care settings as well as social media channels. Core messaging recognises the challenges staff are facing and the consequences inappropriate behaviour can have on staff members.

We are asking stakeholders, health and social care providers to display posters in areas patients and service users can see them as well as use provided assets on your social media channels.

Key Messages

- Abusive behaviour causes mental and physical harm to our staff, leading to time off work and less time with patients
- Help us keep going, please be considerate to our staff

CAMPAIGN ASSETS

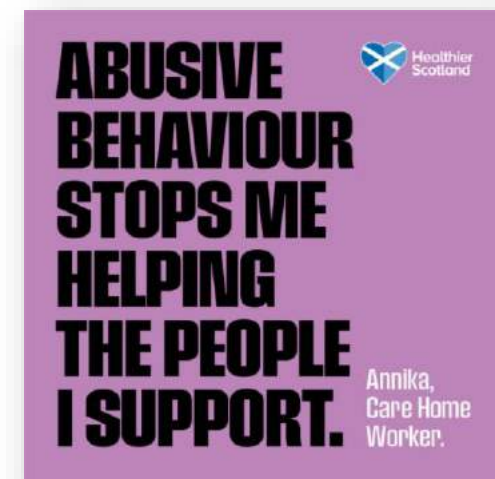
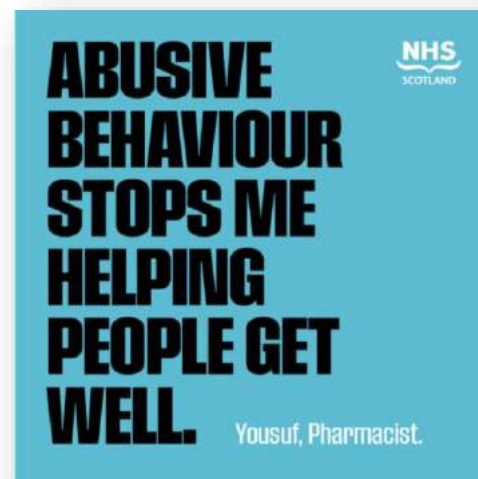
SOCIAL MEDIA

Social media assets and accompanying copy have been developed which can be used across your digital platforms and highlight the consequences violent and aggressive behaviour has on staff members and asks the public to please be considerate to staff.

Social assets

- Carousel images (x3 per execution), 1080 x 1920px
- Static image (x1 per execution), 1080 x 1080px
- Static image (x1 per execution), 1080 x 1920px

➤ [Images for social are available to download via this WeTransfer link](#)



SOCIAL MEDIA

Example posts

Headline

Please be considerate to our staff.

Description

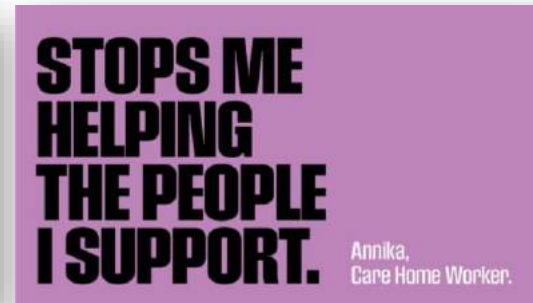
Help keep us going.

Headline

Please be considerate to our staff.

Description

Help keep us going.



To help keep us going, please be considerate to our staff and don't use threatening language

We have a zero-tolerance policy for violent or aggressive behaviour. Please share to support health and social care staff

SOCIAL MEDIA COPY

Headline (40)

Please be considerate to our staff.

Description (30)

Help keep us going.

Primary text – 125 characters

Option 1

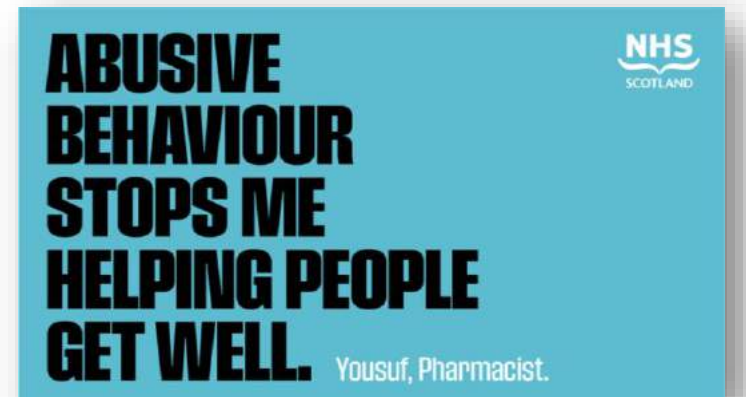
We have a zero-tolerance policy for violent or aggressive behaviour. Please share to support health and social care staff

Option 2

Abusive behaviour causes mental and physical harm to our staff, leading to time off work and less time with patients

Option 3

Abusive behaviour causes mental and physical harm to our staff, leading to time off work and less time with people we support



SOCIAL MEDIA COPY

Headline (40)

Please be considerate to our staff.

Description (30)

Help keep us going.

Primary text – 125 characters

Option 4

To help keep us going, please be considerate to our staff and don't use threatening language

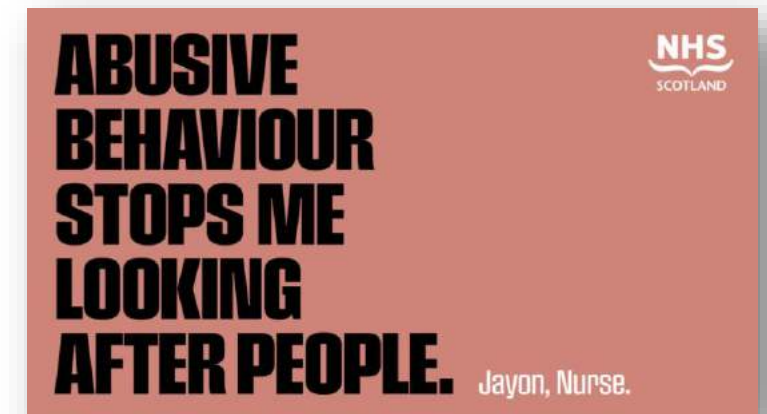
Option 5

To help keep us going, please be considerate to our staff and don't lose your temper

Option 6

To help keep us going, please be considerate to our staff and don't shout and swear

➤ [Copy for social media can be downloaded via this WeTransfer link](#)



FILMS

In addition to the static social assets, films have been produced which recognise the hard-working health and social care workforce, the challenges they face and the consequences violent and aggressive behaviour has on them.

Links to films tailored to General Practices and Health and Social care organisations are on the following pages, as well as suggested supporting text.



FILMS

General Practices:

- [This YouTube link can be shared across digital / social platforms.](#)
- [You can download the films for social and digital platforms from this WeTransfer Link](#)



Headline (40)

Please be considerate to our staff.

Description (30)

Help keep us going.

Primary text – 125 characters

Abusive behaviour causes mental and physical harm to our staff, please show your support and share this film

FILMS

Health and Social Care:

- [This YouTube link can be shared across digital / social platforms.](#)
- [You can download the films for social and digital platforms from this WeTransfer Link.](#)



Headline (40)

Please be considerate to our staff.

Description (30)

Help keep us going.

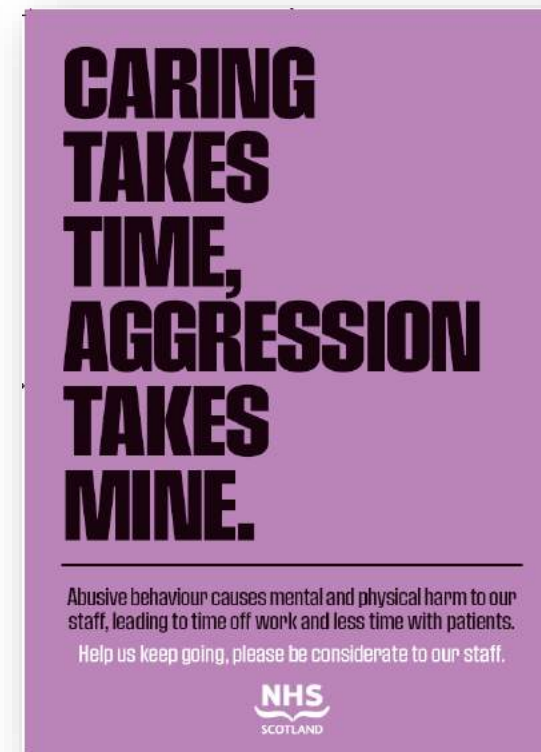
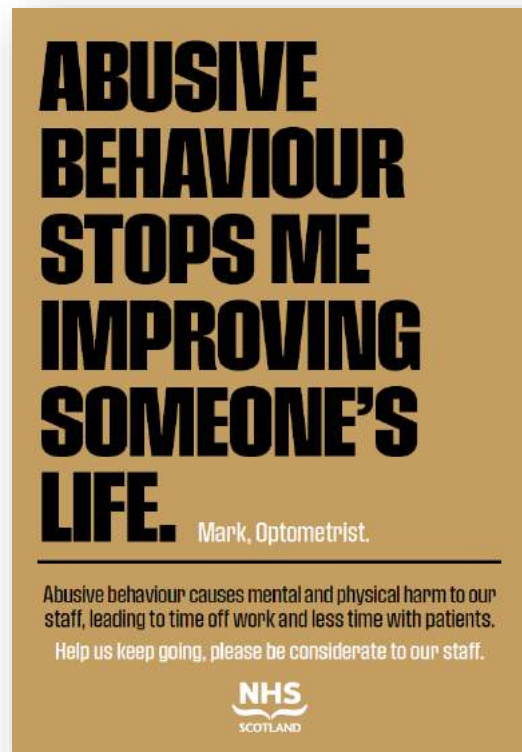
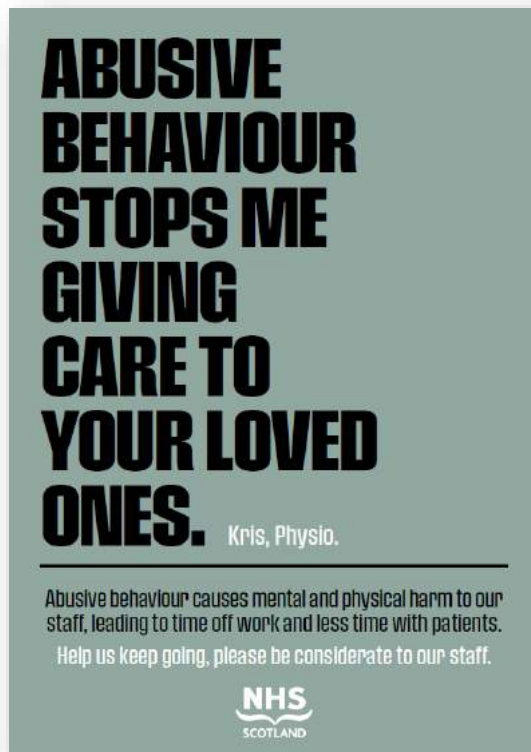
Primary text – 125 characters

Abusive behaviour causes mental and physical harm to our staff, please show your support and share this film

POSTERS

Posters have been created in A3 and A4 size and cover a range of health and social care settings. Posters can be printed and displayed in key areas of your premises such as entrances, waiting areas and windows.

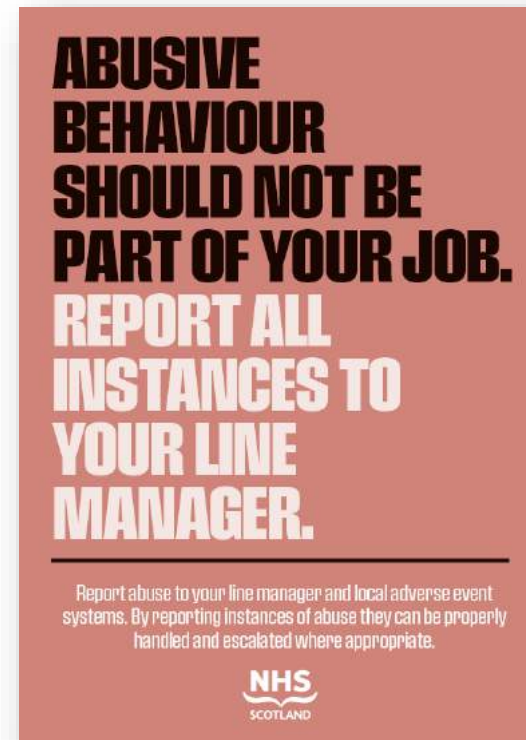
- [Posters are available to download via this WeTransfer link](#)



POSTERS

Reporting also plays a part in combating abusive and inappropriate behaviour which is why we have created posters which can be displayed in 'Staff Only' areas.

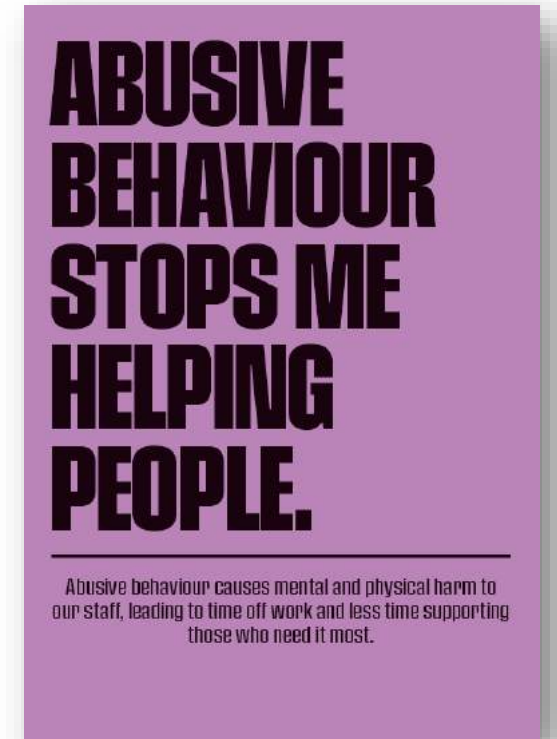
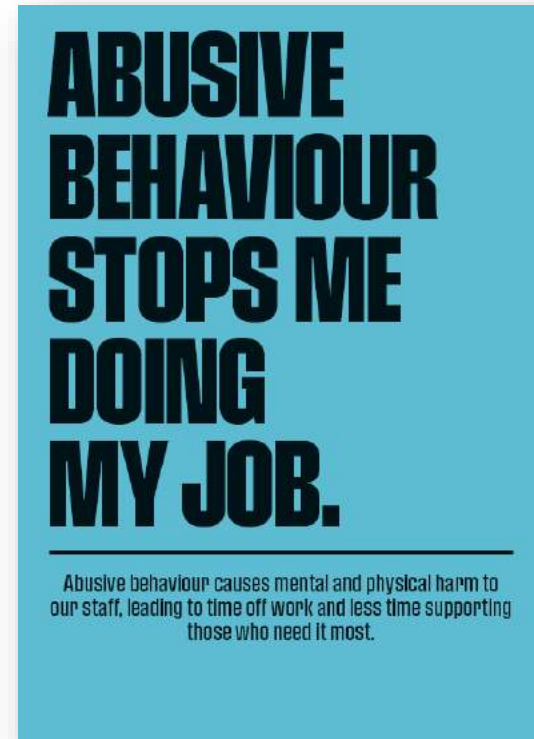
- [Staff posters are available to download via this WeTransfer link](#)



NON-HEALTH ASSETS

Posters and static social assets have also been created for Local Authorities and other non-health related organisations who are also experiencing unacceptable and abusive behaviour.

- [Download Generic assets from this WeTransfer link](#)



AVAILABLE ASSETS

Poster assets for each of the below healthcare settings have been created:

1. GP
2. Community pharmacist
3. Optometrist
4. Care home worker
5. Nurse
6. Physiotherapist
7. Healthcare worker
8. Dentist
9. Receptionist
10. Non-health organisations

Video assets for the below have been created

- Health and Social care workers – YouTube link
- General Practice staff – YouTube link
- Health and Social care workers – 1x1, 9x16, 16x9 videos with and without subtitles
- General Practice staff – 1x1, 9x16, 16x9 videos with and without subtitles

Thank-you for your support

For more information please contact: sgmarketing@gov.scot

