**Phase 1: Covid vaccine comms**

**Core script**

**What?**

* The national COVID-19 vaccination programme will be rolled out from December to protect people in Scotland from the virus, with those most at risk prioritised.
* The vaccine programme will be the largest of its kind ever undertaken.
* Safety of the vaccine is paramount, with each vaccine passing a rigorous three-phase testing process, reviewed by independent regulatory and advisory bodies to ensure it is effective and safe for use.

**Why?**

* The vaccination programme will play a significant role in tackling the coronavirus pandemic, offering additional protection that until now has not been available.
* The programme brings hope and encouragement that the position the country is in now, will end.

**When?**

* NHS Scotland will be ready to vaccinate people from early December.
* Those most at risk will be prioritised, then followed by those aged over 65 and under 65 who are at risk, before moving to the wider population of those aged 18 and over. throughout the spring and summer.

**Who?**

* Residents in a care homes for older adults and their carers, people aged 80 and over and frontline health and social care workers will be vaccinated in the first wave, which is planned to run from December 2020 to February 2021.

**Where?**

* NHS Boards are ready to lead the local delivery of COVID-19 vaccinations, quickly ramping up their resources as the supply of vaccine increases.
* Registered nurses and medics will work alongside wider practitioners such as pharmacists, dentists and optometrists who will be able to administer the vaccine.
* Work is underway to identify accessible locations to vaccinate those who are eligible, it will vary and may not be at a GP practice.
* Those eligible in the first wave will be contacted during December and January to be told where to get their vaccine and how to make an appointment.

**Key messages (stakeholder comms):**

**Managing expectation:**

* People across Scotland are being encouraged to be patient as the country gears up to deliver the COVID-19 vaccination programme – the largest vaccination programme of its kind ever undertaken.
* The vaccines will be offered to 4.4 million people in Scotland.
* The programme represents one of the biggest logistical challenges the country has faced, from scaling up the workforce, to inviting large numbers to get vaccinated safely, to the transportation and storage of the vaccines.
* Those most at risk of Covid-19 will be prioritised to ensure they’re protected.
* Scotland’s health and social care workers will be amongst the first to be vaccinated to lower the risk of them getting COVID-19, or passing it on to their patients.
* It will take time to establish the impact of the vaccines on transmission of the virus, so it’s important people continue to follow FACTS at all times.