RESPECT CAMPAIGN
STAKEHOLDER TOOLKIT
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 seem 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 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**

![Image 1](image1.png)
![Image 2](image2.png)
![Image 3](image3.png)
Example posts

Headline
Please be considerate to our staff.

Description
Help keep us going.

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

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.
Please be considerate to our staff.

Help keep us going.

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

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

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

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

You can find artwork / usable assets in the following folders:

- 1080 x 1080 static images for social
- 1920 x 1080 static images for social
- 1920 x 1080 carousel images for social
- A4 posters
- A3 posters

ALL STAKEHOLDER ASSETS CAN BE DOWNLOADED VIA THIS WETRANSFER LINK
Thank-you for your support

For more information please contact: sgmarketing@gov.scot