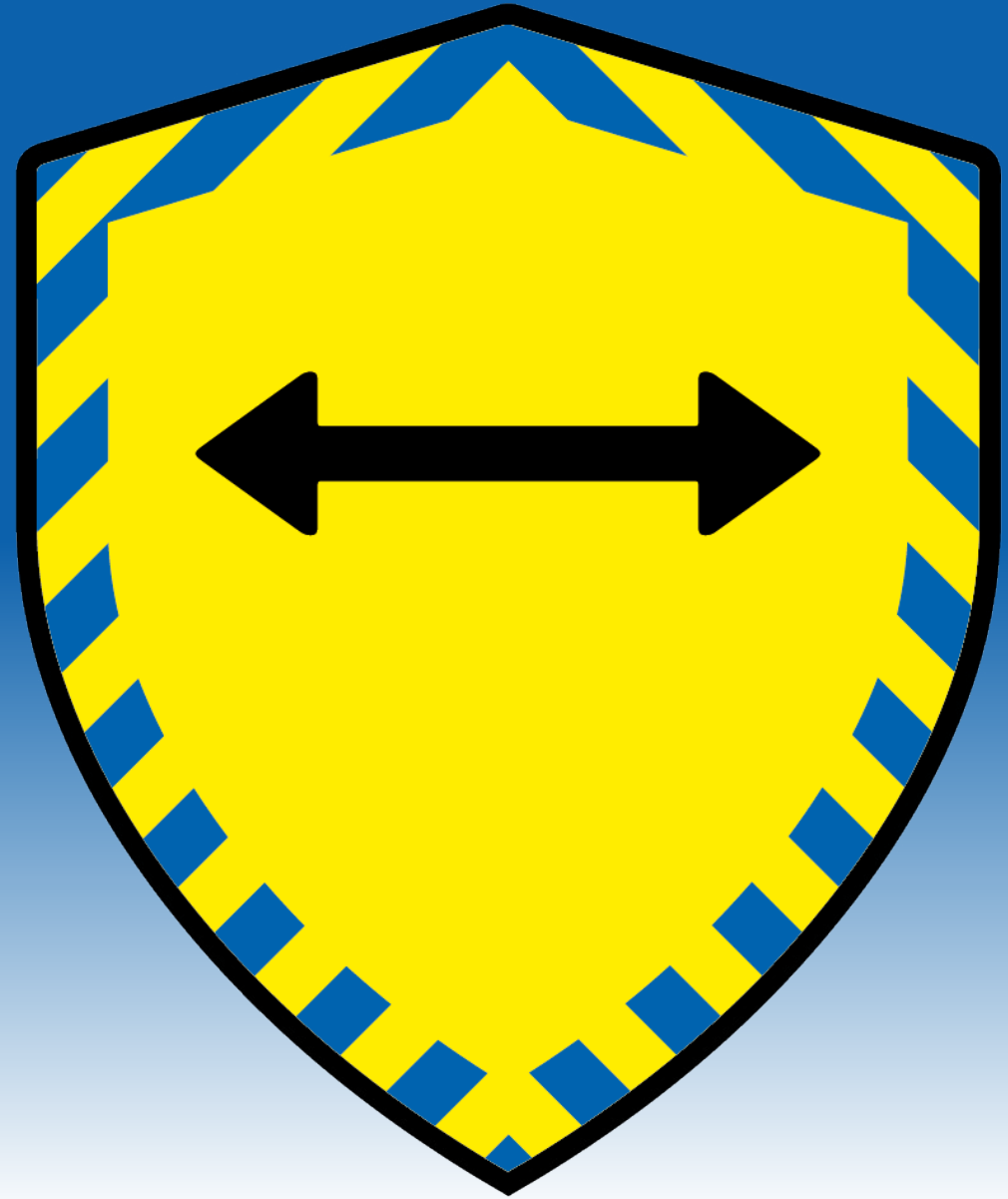


Distance Aware

Partner Toolkit



Healthier
Scotland
Scottish
Government

What is Distance Aware?

Distance Aware is a scheme being rolled out across Scotland to prompt people to respect the space of others where possible.

The scheme, developed by the Bevan Commission and endorsed by the Scottish Government, offers people an easily recognisable shield symbol which can be worn to signify to others that they'd appreciate some extra distance and care around them.

The scheme is open to everyone in Scotland who would like extra space or care around them, for whatever reason.

Free badges and lanyards featuring the Distance Aware shield are now available for individuals to collect in libraries across Scotland. Badges are also available in ASDA stores and can be ordered online through participating charities. Details of these can be found at www.gov.scot/distanceaware



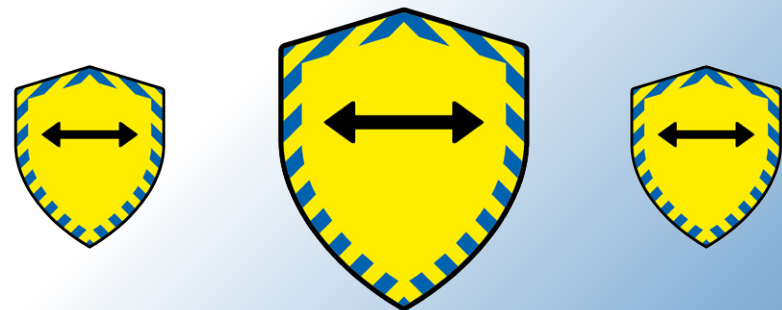
Why is it being introduced?

Physical distancing has been an effective way of reducing an individual's risk of contracting COVID-19 and maintaining distance from others has been part of the Scottish Government's toolkit of protective measures during the pandemic.

Those living with health conditions, or those worried about contracting the virus for whatever reason, may be more worried about interacting with others in public settings such as shops, supermarkets, leisure or cultural venues, on public transport, and, in the workplace.

The shield symbol can be worn by anyone who would appreciate distance and consideration from others. It is not designed to identify those who have been shielding or who are at higher risk.

The purpose of the scheme is to encourage the public to be more aware and considerate of others, and give those who are more worried the confidence that those around them will give them additional space.



Our ask

We are asking businesses and organisations to help with the promotion of the Distance Aware initiative to provide reassurance to those wishing to wear the symbol, and to raise awareness of the scheme and what the symbol means more widely to their staff, members or customers.



There are a number of ways in which you can participate:

- ▶ **Display posters** in your organisation or premises – digital versions can be downloaded [here](#) which can be tailored with your company logo.
- ▶ **Share information and imagery from the campaign** on your social media channels – social media assets and example posts can be downloaded [here](#).
- ▶ **Encourage** your staff or those that support your organisation to share the **#BeDistanceAware** hashtag.

- ▶ **Share information on your website** or through email communications with your audience – an example article is provided on page 7.
- ▶ **Encourage workplace or member discussions** about what Distance Aware means and how it can be promoted and understood within your business or organisation. Employers and trade unions can arrange discussions with employees or members to get ideas and highlight how staff can get involved with the scheme.
- ▶ **Purchase** badges, lanyards, or any items with the symbol for your staff, members or customers and you can also adapt with your own logo or messages.

- ▶ **Talk** to staff, members or customers who may benefit from the scheme, making lanyards or badges available if appropriate.

Every share of information on Distance Aware will help reassure and support those who are more worried about getting back to doing day to day things.

It will send an ongoing message that we remember that there are some people who may still be worried and who would appreciate more space and care around them as we all work to get back to a more normal way of life.



Social media posts

 We're proud to be supporting the Distance Aware scheme, encouraging people to give more space when they see this symbol. [#BeDistanceAware](#)

 If you see someone wearing this symbol, please give them some space. [#BeDistanceAware](#)

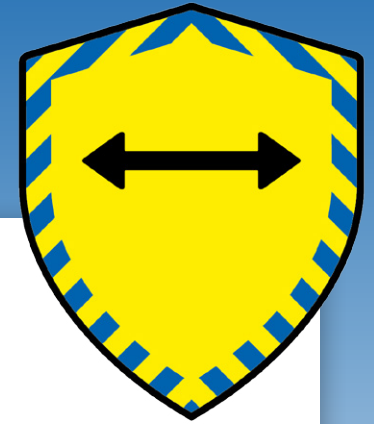
 As we adapt to living with COVID-19, please [#BeDistanceAware](#) and respect the space of those wearing this symbol.

 When you see someone wearing the Distance Aware symbol, consider giving them a bit more space or care. [#BeDistanceAware](#)

 Respect the space of others when they're out and about. [#BeDistanceAware](#)

 A Distance Aware badge or lanyard shows others you need more space or care. If you feel more comfortable when you have more room, pick yours up today. You can find out more at gov.scot/distanceaware [#BeDistanceAware](#)

Example article



Be Distance Aware

A new initiative has launched in Scotland to encourage people to respect the space of others when they're out and about.

The Distance Aware scheme offers everyone who would feel more comfortable when they have more room, the chance to wear an easily recognisable symbol to show others they need space and care.

The polite prompt is designed to support those who are worried about being in public places, for whatever reason, and help them

feel more confident when going about their daily life.

Free lanyards and badges featuring the Distance Aware shield are available from libraries across the country, with badges also free to pick up in ASDA stores or online from participating charities, free or for a small donation.

We can all play our part as we adapt to living with COVID-19. To find out more, visit www.gov.scot/distanceaware

Thank you for your support.

For more information on the
Distance Aware scheme, contact:

Paul Donnelly

Covid Highest Risk Division,
The Scottish Government.

Paul.Donnelly@gov.scot

