

Vitamin D Campaign Toolkit

November 2023



Did you know?

- Vitamin D is important for bone and muscle health, and we've found that not enough people are aware of its importance.
- During the winter months in Scotland (October – March), we are unable to get enough vitamin D from sunlight.
- Foods like oily fish and eggs are sources of vitamin D, but it's very difficult to get enough of it from food.
- We recommend everyone takes a **10 microgram** supplement of vitamin D daily during winter.
- Some groups are recommended to take a supplement year round.





About the campaign

We recommend that everyone in Scotland takes a **10 microgram** supplement of vitamin D daily between October and March.

Those groups at a higher risk of deficiency are recommended to take it year round:

- Pregnant and breastfeeding women
- Infants and children under 5
- People who have low or no exposure to the sun, for example those who cover their skin for cultural reasons, are housebound, confined indoors for long periods or live in an institution
- People from minority ethnic groups with dark skin such as those of African, African-Caribbean and south Asian origin, who require more sun exposure to make as much vitamin D

It's important for infants and children under 5 to take vitamin D supplements all year round, but particularly during winter.



Supporting the campaign

We would be grateful for your support in making people in Scotland aware of the recommendations.

The campaign toolkit has information that can be shared with your audiences, stakeholders and service users to raise awareness of the importance of vitamin D.

- Social media posts and graphics (including content in Urdu, Bengali, Ukrainian, Traditional Chinese, Gaelic and Polish)
- Website copy
- Email copy

[Download the toolkit](#)



**Support bone and muscle health
this winter with 10 micrograms
of vitamin D each day.**





Contact us

If you'd like more information or to discuss the campaign, please contact us by email at marketing@fss.scot.

Visit our website: FoodStandards.gov.scot

Follow us on social media:

- Instagram: @FSScot
- Twitter: @FSScot
- Facebook: [Facebook.com/FoodStandardsScotland](https://www.facebook.com/FoodStandardsScotland)