

# Vitamin D | Partner Toolkit



# Background:

During the winter months in Scotland (October – March), we are unable to get enough natural Vitamin D from sunlight. Vitamin D is important for bone and muscle strength, and we have found that not enough people are aware of its importance.

39% of adults are unaware that they should be taking Vitamin D supplements during the winter months.

Food Standards Scotland recommends taking a 10 microgram supplement of Vitamin D daily.

Vitamin D is especially important for those at high risk of Vitamin D deficiency:

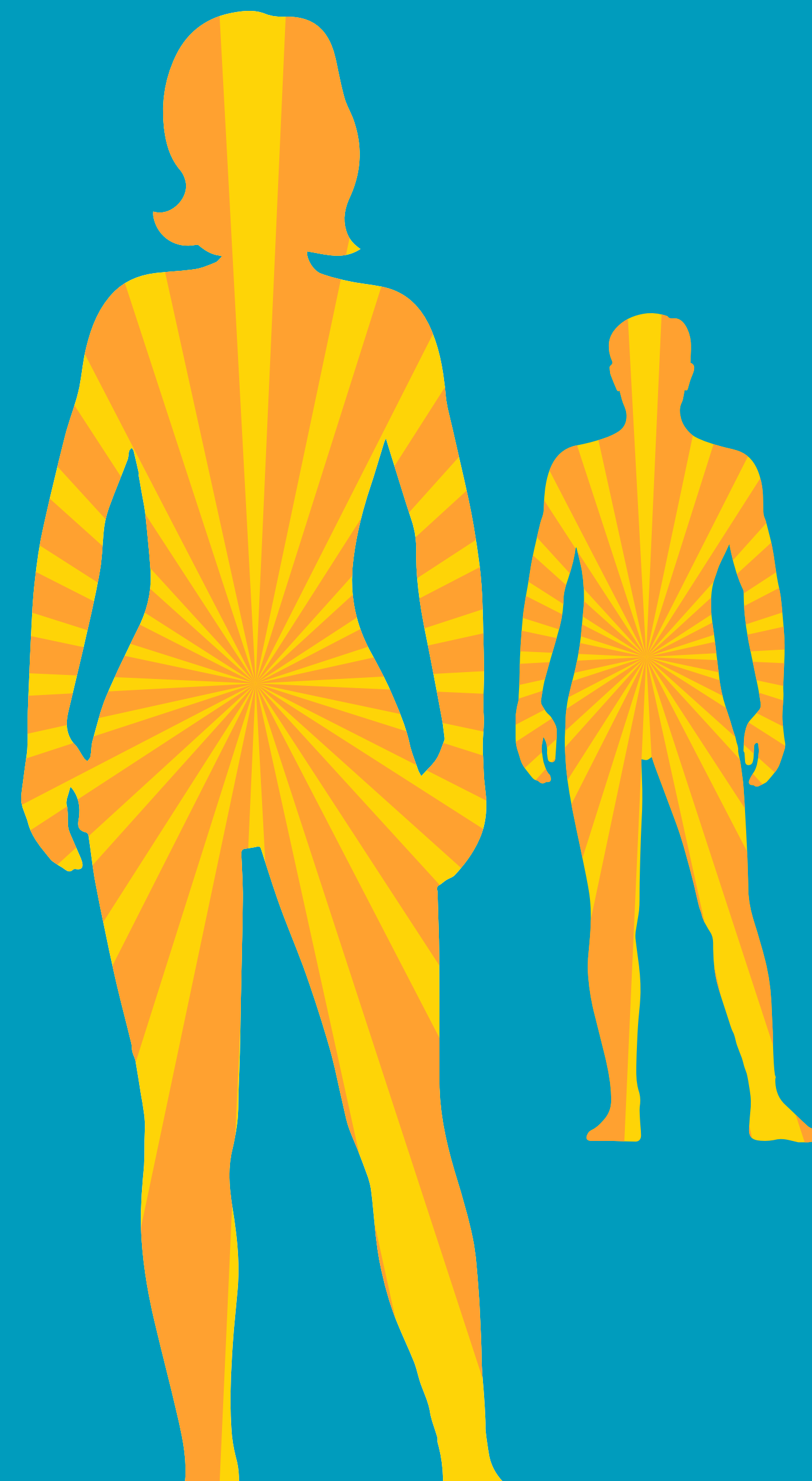
- 1. Pregnant/breastfeeding women**
- 2. Children under 5 and the elderly**
- 3. Minority Ethnic Groups**

# Campaign Summary:

To make sure that Scotland stays healthy during the winter months, Food Standards Scotland recommends taking a 10 microgram supplement of Vitamin D every day. This is especially important for those at high risk of Vitamin D deficiency.

We have created a Toolkit which can be shared with your members on various platforms, in order to improve the understanding of Vitamin D and its nutritional importance.

Visit the Food Standards Scotland blog on our website today for support and information [foodstandards.gov.scot/Vitamin-D](https://www.foodstandards.gov.scot/Vitamin-D)

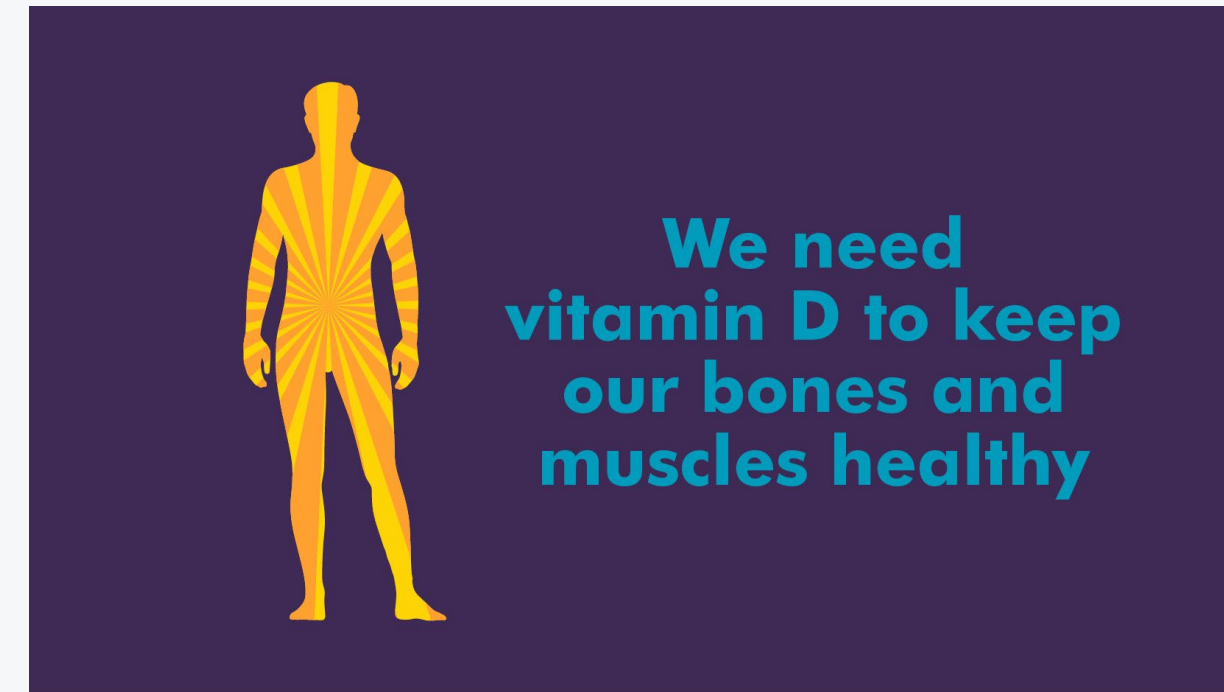


# Share the information:

We have created the following assets to help you spread the word about the importance of Vitamin D:

- Social media images and copy
- Email copy
- Website copy

[Download assets](#)



## Contact us:

For any further questions or insights,  
please do not hesitate to get in touch.

Union Connect is the Partnership  
Marketing Agency of Food  
Standard Scotland.

To arrange a meeting please email  
Lauren, Aisling and the team at  
**FSS@union.co.uk**

## Thank you

Thank you for sharing this  
Toolkit with your members  
and contacts and your  
support along the way.