

Vitamin D campaign content

If you have any questions about the campaign, please contact us at marketing@fss.scot.

1. Social media

We will be sharing content on our own social medias channels, so we'd be very happy for you to engage with and share our posts:

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

If you would like to post directly on your own channels, we have drafted some posts that could be used. We also have a number of [translated posts](#) in Gaelic, Bengali, Urdu, Polish, Ukrainian, Simplified Chinese, Hindi, and Arabic.

Too much vitamin D can be harmful. Most people only need 10 micrograms (400 IU) per day. Taking high dose supplements, or supplements containing a high dose (exceeding 10 µg), over time can weaken bones and damage the heart and kidneys. Unless advised by a healthcare professional, avoid supplements exceeding:

- 100µg (4000 IU) daily for adults and children aged over 11
- 50µg (2000 IU) daily for children aged 1 to 10
- 25µg (1000IU) daily for infants under 12 months

Always ask your GP or pharmacist's advice if you're unsure.

Visit our website to learn more about vitamin D: <https://bit.ly/47X3R9a>

It is recommended that pregnant women take a daily 10 microgram (400 IU) vitamin D supplement all year round. Healthy Start vitamins, which contain vitamin D, are available free to all pregnant women in Scotland. Please contact your midwife, health visitor or family nurse for more information. Learn more about vitamin D: <https://bit.ly/43TKoow>

Did you know that breastfeeding women in Scotland can get free vitamin D supplements containing the recommended daily amount of 10 micrograms (400 IU)? Ask your midwife, health visitor or family nurse for more information. Read our full vitamin D advice: <https://bit.ly/3LGe6ad>

It's recommended that infants and children under 5 take a daily vitamin D supplement all year round. In Scotland, vitamin D supplements are available free to infants and children under 3 years old. Ask your health visitor, family nurse or midwife for more information. Learn more about vitamin D: <https://bit.ly/3JZHiZn>

2. Email/website copy

The text below could be used to share on your website or with stakeholders.

Stay healthy this winter. Take 10 micrograms of Vitamin D daily.

Did you know that in the winter months (October – March), we are unable to get enough Vitamin D from sunlight? It is also really difficult to get enough vitamin D from food. Food Standards Scotland recommends taking a 10 microgram vitamin D supplement daily throughout the winter months.

Why is this important?

Vitamin D helps improve bone and muscle health. Some groups are at a higher risk of vitamin D deficiency and are recommended to take a supplement year-round.

These include:

- pregnant and breastfeeding women
- infants and children under 5 years old
- 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

Did you know you can take too much vitamin D?

While vitamin D is essential, too much from supplements can be harmful. Most people only need 10 micrograms (400 IU) per day. Taking high dose supplements, or supplements containing a high dose (exceeding 10 µg), over time can weaken bones and damage the heart and kidneys.

- Adults and children over 11 should avoid supplements with more than 100 micrograms (4000 IU) daily
- Children aged 1 to 10 should avoid supplements with no more than 50 micrograms (2000 IU) daily
- Infants under 12 months should have no more than 25 micrograms (1000 IU) daily

Some people may not be able to safely take as much for medical reasons. If in doubt, check with your GP or pharmacist.

Support and guidance

Visit the [Food Standards Scotland website](#) for more information about the importance of vitamin D.