

Vitamin D campaign

Stakeholder toolkit



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.
- Foods like oily fish and eggs are sources of vitamin D, but it's very difficult to get enough of it from food.
- In Scotland, during the winter months from October to March, we are unable to get enough vitamin D from sunlight.
- Some groups are recommended to take a supplement all year round.
- More vitamin D isn't always better - taking too much over a long period can weaken bones and damage your kidneys and heart.

We recommend everyone takes a 10 microgram (400 IU) supplement of vitamin D daily during winter



About the campaign

To make sure that people in Scotland stay healthy during the winter months, we recommend everyone takes a daily 10 microgram (400IU) supplement of vitamin D between October and March.

Those groups at a higher risk of deficiency are recommended to take a daily supplement 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 who require more sun exposure to make as much vitamin D - such as those of African, African-Caribbean and south Asian origin



Supporting the campaign

We would be grateful for your support in raising awareness of the advice across Scotland

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.

It contains:

- **Social media copy and graphics**
- **Longform copy for websites and newsletters**

Download the toolkit

Download the video assets

Everyone can stay healthy this winter with 10 micrograms of vitamin D each day.



**Stay healthy
this winter**

Supporting the campaign

Translated versions of the social media assets are available in:

- Scottish Gaelic
- Ukrainian
- Arabic
- Polish
- Simplified Chinese
- Urdu
- Bengali
- Hindi

Download the translated assets





Contact us

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

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