

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/Twitter [@FSScot](https://twitter.com/FSScot)
- Facebook 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 have also translated these into Scottish Gaelic, Hindi, Simplified Chinese, Bengali, Urdu, Polish, Ukrainian, and Arabic.

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

Support and guidance

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

