



Sandyford For Young People Campaign September 2023

Purpose of the campaign

Sandyford is the sexual health service for NHS Greater Glasgow and Clyde. It has a dedicated young people's service across a variety of locations within the Glasgow and Clyde area, with a mix of drop-in and appointment-only clinics available to choose from.

We are running an advertising campaign to raise awareness of this service among those aged 13-17 in the Greater Glasgow and Clyde area, with the goal of increasing clinic attendee numbers. This will support the overall goal of improving the sexual health and wellbeing of this target demographic.

We are looking for support from our stakeholders and are asking you to please share our campaign messages and assets with your own audiences to maximise reach and aid in the success of the campaign.



Key messages

- **Sandyford for Young People is a dedicated friendly and confidential service that helps those aged 13-17 manage their sexual health. Ask us any questions you may have - we're here to help, not judge.**
- **To attend Sandyford's dedicated Young People Service you can either book an appointment at one of our many locations, or you can visit one of our drop-in clinics.**
- **Booking can be done online, www.sandyford.scot/sexual-health-services/online-booking or by calling us on 0141 211 8130, Monday to Friday 8.45 am to 4.15 pm.**

Social media copy for stakeholders

Copy to accompany static image posts



You can find all social media campaign assets sized for each specific social platform [in this folder](#).

Are you aged 13-17? Having sex? Or thinking about it? 🤔 Sandyford's dedicated Young People Service is a safe space to manage your sexual health. They're here to help, not judge. Book an appointment, visit a drop-in clinic or give them a call for more info 📞 ypsandyford.scot/clinic

Have you had sex without a condom? Are you aged 13-17?

Sandyford for Young People offers emergency contraception, STI testing, free condoms & many other services. They'll never judge. Book an appointment, visit a drop-in or call for more info 📞 ypsandyford.scot/clinic

Aged 13-17? Not sure what contraception is right for you? Ask Sandyford ✓

Sandyford for Young People is a safe space to manage your sexual health. They'll talk you through all your options. Book an appointment, visit a drop-in or call for more info 📞 ypsandyford.scot/clinic

Aged 13-17? Think you might be pregnant? Sandyford for Young People is a non-judgmental service that offers pregnancy testing, support with positive results and abortion care. Find out how they can help

📞 ypsandyford.scot/clinic

Social media copy for stakeholders

Copy to accompany main campaign animation



You can find all social media campaign assets sized for each specific social platform in this folder.



Are you 13 to 17? Having sex? Or thinking about it? 🤔

Sandyford for Young People is a safe space to manage your sexual health.

They offer emergency contraception, STI testing & many other services, & they never judge.

Book an appointment, visit a drop-in or find out more at:
ypsandyford.scot/clinic



Timescales

This paid campaign will run from 07.09.23 for approx. two weeks. We would appreciate if you could share your posts within this timeframe. However, please feel free to continue to support our service by using these images and copy beyond the campaign's end.

Further info for stakeholders:

Campaign webpage

Important: For all communications related to this campaign, please only direct to the following web address: ypsandyford.scot/clinic

About the service

This service is for **13 – 17 year olds** in the Greater Glasgow & Clyde area. There are a variety of locations that provide bookable appointments. We also have two sites that have weekly drop-in clinics. You can find all information on locations and times on the Young People Service page of our website: ypsandyford.scot/clinic



Further info for stakeholders:

How to book an appointment

There are two ways to book:

1. Booking can be done **online**: www.sandyford.scot/sexual-health-services/online-booking
2. Or over the **phone** by calling 0141 211 8130, Monday to Friday 8.45 am to 4.15 pm

Services provided

We provide the following services:

- Testing for Sexually Transmitted Infections (STIs)
- A range of contraception (including implant & injection)
- Abortion
- Emergency Contraception
- Free Condoms
- Support following rape and sexual assault



Enquiries

If you would like to discuss anything in this document further, please contact:

Maria Gillen

Senior Communications Officer for Sandyford

maria.gillen@ggc.scot.nhs.uk