

Coronavirus
COVID-19
Public Health
Advice



COVID Christmas Bubbles

#SafeChristmas

Campaign Information Pack
December 2020



Rialtas na hÉireann
Government of Ireland

Stay safe this Christmas

The HSE COVID Christmas Bubbles campaign recreates the HSE's social distancing Bubbles ad developed in October. The ad uses the effective visual reminder of the protection we can share when we follow public health actions, and how easy it can be lost. The bubble idea makes the invisible visible.

COVID is still very much here, so even as the green shoots of hope start to come through, we need to continue to keep our guard up.

We know that people will want to spend time with the people that matter to them over the Christmas season. This means increased risk of the virus spreading, making it more important than ever that we understand how protective measures can keep us all safe and slow the spread of the virus.

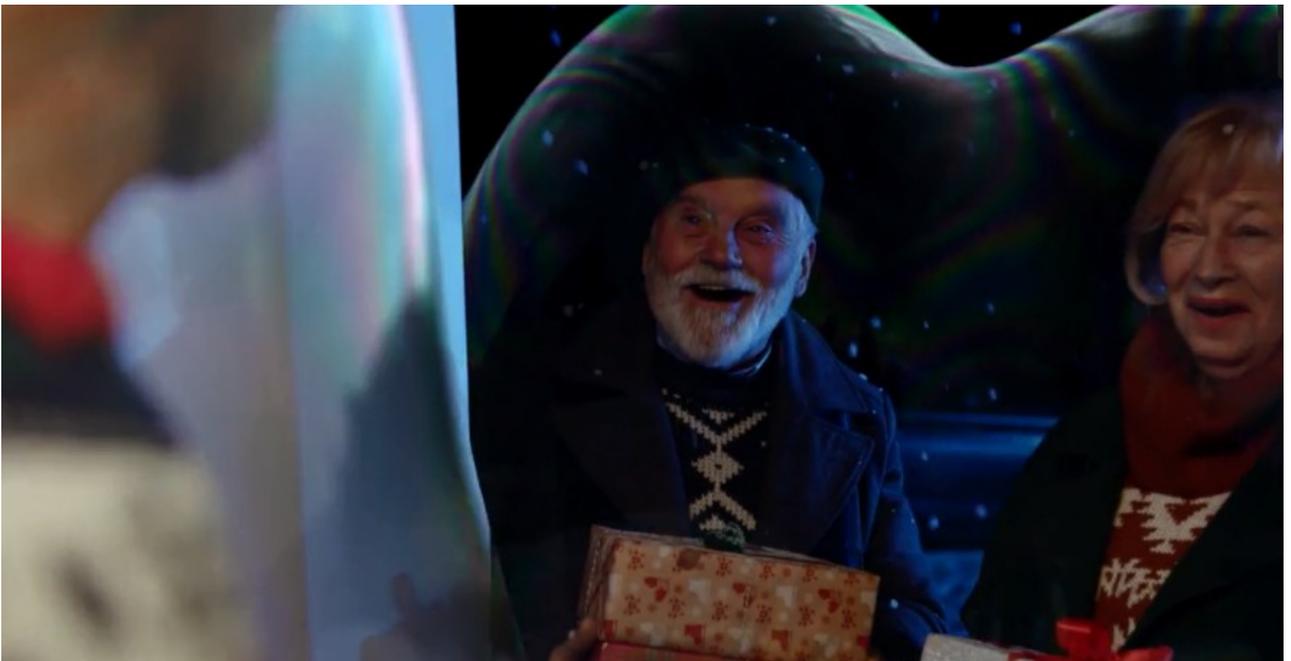


Stay safe this Christmas

The HSE received very positive feedback about the October Bubbles campaign. People told us that the visual device of the bubble is impactful, it makes the concept of social distancing more tangible, showing what a 'safe space' is and how easy the virus could spread if we get too close. It was deemed an accessible and important message that works across all ages.

The Christmas Bubbles ad is part of a Government-wide campaign to encourage all to have a safe Christmas. The ad reminds us of the importance of keeping our distance when we meet others – to protect ourselves and those we are close to.

Let's stay safe this Christmas.



COVID Christmas Bubbles – Script

Christmas this year will be a little different.
But when you keep your distance,
You're protecting yourself and those around you,
From the spread of COVID-19.

But when you drop your guard,
When groups get together,
When you don't give others space,
You could become exposed to the virus.

So keep doing the right thing.
Not just for yourself,
But for those who matter most to you.

Let's stay safe this Christmas.

Watch the ad on YouTube



Advertising details

The campaign launched on **14 December** and includes:

- TV ad (also running on online players)
- Radio ad
- Social media – Facebook, Twitter, Instagram, TikTok

We welcome your support in sharing the updated campaign messages, and social media is the easiest way for you to do that using #SafeChristmas. Below are some sample posts or you can share the posts directly from the HSE's accounts on:

- Facebook: HSEIreland
- Instagram: @Irishhealthservice
- Twitter: @HSELive

- TikTok: @HSELive

Messages	Images
<p>When we keep our distance when visiting others, using public transport or doing our Christmas shopping, we're protecting ourselves & those around us from #COVID19. But when we drop our guard, we could become exposed to the virus. Let's stay safe this Christmas. #SafeChristmas https://www2.hse.ie/coronavirus</p>	
<p>It may feel awkward to keep our distance at Christmas. But when we step back and give others space, we're keeping our guard up and reducing the spread of #COVID19. So keep doing the right thing - not just for yourself but for those who matter most to you. #SafeChristmas https://www2.hse.ie/coronavirus</p>	<p>TV ad</p>
<p>Christmas will be a little different this year, but when we keep our distance, we are protecting ourselves and others from #COVID19. So keep doing the right thing – keep your guard up this festive season. #SafeChristmas https://www2.hse.ie/coronavirus</p>	

Contact details

Thank you to all our partners and supporters for helping to share our advice and information on COVID-19.

- For partner requests, please email partner.pack@hse.ie
- For press & media enquiries, please email press@hse.ie
- For social media and website questions, please email digital@hse.ie



Stay safe this Christmas.

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