

MenB vaccine video brief

Background

Following recent outbreaks of meningitis in the UK, the MenB vaccine is being offered to some older teenagers and students under 25 who are at higher risk of exposure to meningococcal group B bacteria. MenB can lead to serious diseases like meningitis and sepsis and also spreads through close contact including living in the same household as someone, kissing, or sharing drinks or vapes.

What we're trying to achieve

A series of short, authentic videos featuring young people speaking directly to camera about why they are choosing to get the MenB vaccine, with a focus on protecting themselves ahead of their next chapter.

Target audience

Young people aged 17-25 who are starting university or college, travelling this summer or going to places with large crowds i.e. festivals.

What we're asking you to do

Speak to camera in a selfie style video and let us know why you're getting the MenB vaccine. Examples can be used below:

1. I'm getting the MenB vaccine so I can stay protected before heading to university this year.
2. Me and all my friends are getting the MenB vaccine so we're protected before we go to university.
3. I'm getting the MenB vaccine because my Mum told me to.
4. I'm getting the MenB vaccine because my Dad told me to.
5. I'm getting the MenB vaccine so I'm protected before I move away to college
6. I'm getting the MenB vaccine so I can hang out with my friends and feel protected.
7. I'm getting the MenB vaccine so I can protect myself before moving into shared student accommodation.
8. I'm getting the MenB vaccine as I know my age group is at higher risk
9. I'm getting the MenB vaccine as I know how serious meningitis and sepsis can be.
10. I'm getting the MenB vaccine because I know I'm eligible.

We're looking for the videos to be less than 10 seconds and you only have to choose one of the above.

How to film your video

- Film vertically (portrait) on your phone

- Keep it under 10 seconds
- Make sure your face is clearly visible (head and shoulders)
- Use good lighting (natural light if possible)
- Avoid loud background noise
- Hold the camera steady (or prop it up)
- Look directly into the camera

How your video will be used

These videos will be used on Public Health Scotland's social media channels and will be edited into campaign content. The videos will be a key part in the campaign and will be promoted across Facebook and Instagram.