



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 18 March 2021

- The successful roll out of the UK's vaccine programme is continuing, [almost half of UK adults have now had their first dose of the vaccine](#).
- People aged 16-64 with underlying health conditions and people aged over 50, [can book a vaccine online](#).
- The [EU regulator has confirmed that the AstraZeneca vaccine is safe and effective](#), so please have your vaccination when it's your turn.
- Testing is another way that we are tackling COVID-19. Businesses can now get [free rapid testing kits](#) for their staff.
- In other good news, as infection rates continue to fall, [people who are classed as clinically extremely vulnerable will be able to stop shielding](#) from 1 April.

Key messages

- We must all continue to follow current safety rules and [stay at home](#), to reduce the spread of the virus.
- You can use the [NHS National Booking Service](#) to book your vaccination.
- The AstraZeneca vaccine is safe and the UK regulator has confirmed that [people should continue to get the vaccination](#)

Safe Behaviours



Wash hands frequently,
for at least 20 seconds.



Wear a face covering in
enclosed environments.



Maintain space
with anyone outside your
household or bubble.



Meet with others outdoors
where possible.



Minimise the number
of different people you meet
and the duration of meetings,
if possible.



Let fresh air in.



Download the
NHS Test & Trace app.



Get a test immediately
if you have any symptoms.



Self isolate if you have
symptoms, have tested
positive, or had contact with
someone with COVID-19.



COVID-19 Stakeholder and Influencer Toolkit

Lets keep going

We must keep doing what we are already doing. [Washing our hands more often for 20 seconds](#), and following other safety advice, is making a difference and helping stop the spread of COVID-19.

How you can help

- Use all of your channels and networks to remind people to keep following the [stay at home](#) rules. The assets below will help.





COVID-19 Stakeholder and Influencer Toolkit

Testing

Around 1 in 3 people with coronavirus do not show symptoms. Rapid testing detects cases quickly and can break the chain of transmission. People who do not have symptoms can get a test. You should also get a test if you have any of the [COVID-19 symptoms](#).

How you can help

- Encourage businesses in your networks to [register for workplace testing by 31 March 2021](#).
- Tell your networks that they can book a test by calling 119, using the NHS COVID-19 app or via [the booking page on the NHS website](#).
- Use the products below to raise awareness of testing.



Text message

Please book a free COVID-19 test by calling 119 to reduce the spread of the disease. Around 1 in 3 people with coronavirus don't show symptoms.



COVID-19 Influencer Toolkit

Vaccines

Nearly [26 million people have had their first dose of the vaccine](#). The vaccine is safe, please have your vaccination when you are invited to.

How you can help

- Retweet the tweets below and share them via all your available channels including Whatsapp (click on the image for a link to the tweet).
- Ask your networks to share their vaccine stories to encourage people in their communities and networks to get vaccinated.
- Send the text message below to your networks.

Department of Health and Social Care Retweeted

NHS
NHS England and NHS Improvement
@NHSEngland

'I was delighted to have my COVID vaccination as it protects me, my colleagues and my loved ones.'

Imam Monawar, Muslim Chaplain at @OUHospitals, is calling on everyone to get the #COVIDVaccine when they are invited, as it is the best way of coming out of the pandemic.



1:40 PM - Mar 18, 2021 - Hootsuite Inc.



Text message

The vaccine is safe.
Nearly 26 million people have had their first dose.
The NHS will get in touch when it is your turn.
Please have a vaccination when you are invited to.



COVID-19 Stakeholder and Influencer Toolkit

Roadmap: social media images for your channels

How you can help - Use the images on this page on your social channels or send it out via Whatsapp.

STEP 1: 8 March



Schools and colleges are open for all students. Practical Higher Education Courses.



Recreation or exercise outdoors with household or one other person.
No household mixing indoors.



Wraparound childcare.



Stay at home.



Funerals (30), wakes and weddings (6).

29 March



Rule of 6 or two households outdoors. No household mixing indoors.



Outdoor sport and leisure facilities.



Organised outdoor sport allowed (children and adults).



Minimise travel. No holidays.



Outdoor parent & child groups (up to 15 parents).

The Four Tests

Test 1



The vaccine deployment programme continues successfully.

Test 2



Evidence shows vaccines are sufficiently effective in reducing hospitalisations and deaths in those vaccinated.

Test 3



Infection rates do not risk a surge in hospitalisations which would put unsustainable pressure on the NHS.

Test 4



Our assessment of the risks is not fundamentally changed by new Variants of Concern.