



COVID-19 Stakeholder and Influencer Toolkit

Overview

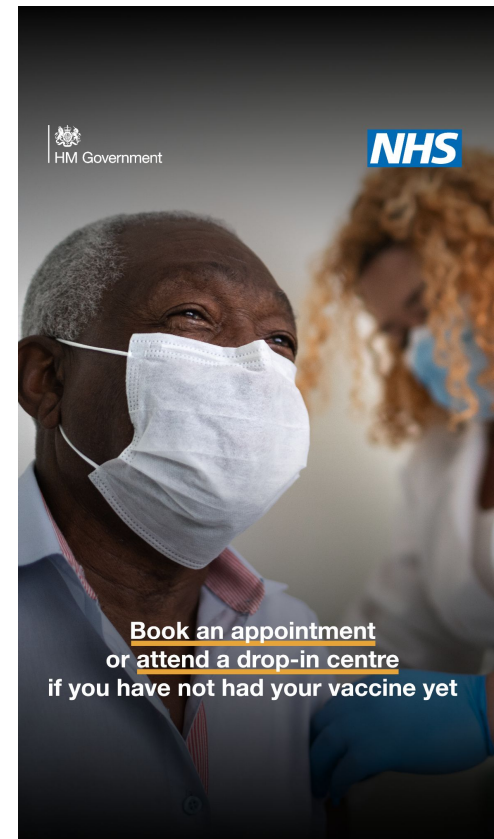
As winter approaches, we must all be extra careful to follow safer behaviours advice to tackle COVID-19, such as keeping inside areas ventilated.

We must all prepare for the flu season as well. So getting a flu vaccine is very important this winter especially as having COVID-19 and flu at the same time doubles the risk of death. Those [eligible for the free flu vaccine](#) should book their appointments as soon as possible.

This week, Education Secretary Nadhim Zahawi and Health Secretary Sajid Javid have written a [joint letter to parents of secondary school and college students](#) to talk about the importance of vaccinations and regular testing.

Key messages

- Get a flu jab, if you are eligible. Getting flu and COVID-19 together doubles the risk of death.
- A letter has gone to parents to explain the importance of children getting jabbed.
- Follow key safer behaviours to stop the spread of COVID-19





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Flu jab

Those [eligible for the free flu vaccine](#) and a COVID-19 booster jab are urged to book their appointments as soon as possible.

People who get COVID-19 and flu at the same time are twice as likely to die, said Dr Jenny Harries, Chief Executive of the UK Health Security Agency.

Eligible people can book an appointment for their flu jab at their GP practice or local pharmacy. Pregnant women should ask for their free flu jab at their local maternity service.

How you can help

- Post a video called [Winter Vaccines Explained](#) by Dr Amir Khan, Dr Dawn Harper and Dr Karan Ranj to your networks. It covers both the flu and COVID-19 vaccines.
- Share a link to your networks to [NHS flu advice information](#) about who can get the flu jab.





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NHS COVID Pass fraud

The [NHS COVID Pass](#) shows your COVID-19 vaccination details or test results. This is your COVID-19 status. The NHS COVID Pass is available **free** on the NHS App.

You may be asked to show your pass to travel abroad, or at events and venues in England asking for proof of your COVID-19 status.

The NHS will never ask for bank details, so please be aware of suspicious emails or WhatsApp and text messages.

If you believe you are the victim of a fraud, please report this to Action Fraud as soon as possible by visiting actionfraud.police.uk or calling 0300 123 2040.

How you can help

- Post a link to the [NHS COVID Pass](#) website to your networks.
- Let people know they can [report fraud online](#) or by calling 0300 123 2040

Government Counter Fraud Function

NHS

Criminals are sending imitation text messages, emails and making phone calls, pretending to be from the NHS, to steal money, financial details and personal information

Government Counter Fraud Function

NHS

Beware of COVID Pass FRAUD

- ✓ The **NHS COVID Pass** is **FREE**
- ✗ The NHS will **NEVER** ask for payment or any financial details



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Behaviours to protect you from transmission

Following [safer behaviours](#), together we can slow the spread of COVID-19.

Let fresh air in. Test regularly. Use face coverings in crowded indoor places. Use the COVID-19 NHS App. Wash your hands regularly. Stay at home when you feel unwell.

Information is [available in community languages](#).

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.
- Information and [assets are available in community languages](#).



Open windows to let fresh air in to help disperse COVID-19 particles when meeting others indoors

COVID-19

Pamiętaj, aby otworzyć okna i pomóc przegnać wirusa.

Niech życie toczy się dalej.

www.gov.uk/coronavirus

SWIEZE POWIETRZE TESTY ZAKRYWANIE TWARZY APLIKACJA MYCIE RĄK



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Vaccines

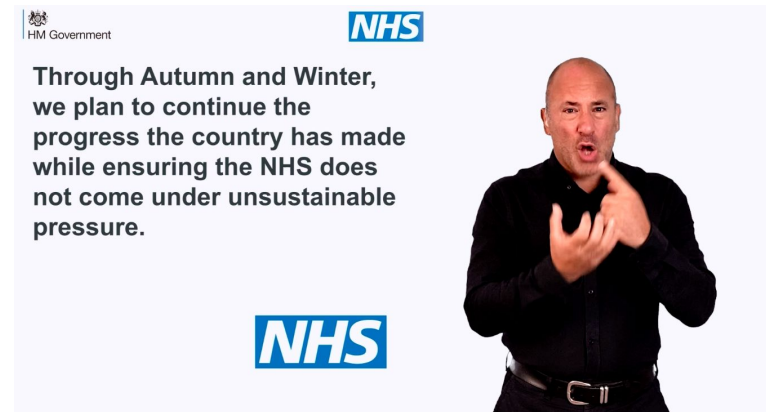
Just over 49.25 million people have had their first jab in England, while 45.2 million people have been fully vaccinated.

The [booster vaccine](#) has begun for people aged over 50, frontline NHS and care workers, and the most vulnerable.

Children aged 12 to 15 are being offered a jab. People aged 16 and over, in England, can now find their nearest centre through the 'grab a jab' [NHS online walk-in finder](#).

How you can help

- Post this [video by Professor Kevin Fenton](#) answering questions about the COVID-19 vaccine.
- Post a [British Sign Language video](#) about how vaccines will help this autumn and winter.
- Tell your networks [all adults can now book a vaccine](#).
- Share information about [vaccines for 12 to 15 year olds](#).





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Testing

One in three people who catch COVID-19 will not show any symptoms.

That's why it is important we keep testing to protect ourselves, the people we love, and our communities.

People with symptoms should [book a laboratory test called a polymerase chain reaction \(PCR\) test](#).

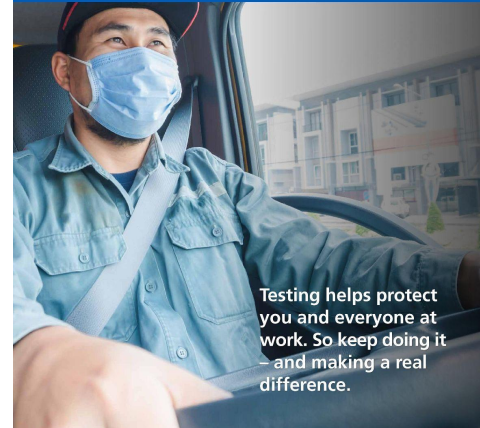
How you can help

- Continue to use the NHS COVID-19 App, which is the fastest way to know if you've been exposed to COVID-19. The quicker you know, the quicker you can take action to protect those around you.
- Use the image on this page to encourage people to keep testing.
- Post a [link to guides on how to do a rapid lateral flow test in different formats and languages](#) to your networks.

Place Logo Here

NHS
Test and Trace

Thanks for
testing regularly.
It's helping keep
everyone safer.



Testing helps protect you and everyone at work. So keep doing it – and making a real difference.



COVID-19 Stakeholder and Influencer Toolkit Autumn/Winter Plan

Posters explaining the Autumn/Winter Plan are available in these community languages: Arabic, Bengali, Farsi, Gujarati, Hindi, Polish, Punjabi (India), Punjabi (Pakistan), Slovak, Somali, Urdu and Yiddish.

The poster sets out key [safer behaviours](#) people can take to prevent the spread of COVID-19.

How you can help

- Share a [link to the translated posters](#) with your networks.
- Download and post the translated posters on your social media channels or use the images in Yiddish and Polish on this page if relevant.

COVID-19 גרייטקייט: הערבסט סעזאן 2021

דאס לאנד לערנט זיך אנצוגיין מיט COVID-19, און די הויפט שוץ מיטל דערקעגן איז דאס וואקסינירן.

די פאלגנדע זיכערהייט אויפפירונגען זענען פראקטישע שריט וואס איר קענט נעמען וואס וועט העלפן שיצן אויף אייך און אויף אנדערע.

זיכערהייט אויפפירונגען און מעטאדן

- טעסט אייך פאר COVID-19. און זונדערט אייך אפ פון אנדערע ווען עס פעלט אויס.
- דעקט צו דעם פנים אין אינעווייניגסטע פארנומענע פלעצער וואו איר קומט וואס בארינגט מיט מענטשן וואס איר טרעפט זיך נישט מיט זיי אויף א טאג טעגליכן שטייער.
- לאזט אריין פרישע לופט ווען איר טרעפט זיך אין אינעווייניגסטע פלעצער. צוזאמקומען אין אן עפענטליכע פלאץ איז פער פארזיכערט.
- וואקסיניר זיך.
- דאוואלעדט און באנוצט אייך מיט די NHS COVID-19 אפפ.
- וואשט די הענט.
- פראבייט צו בלייבן אינדערהיים ווען איר פילט זיך נישט גוט.

פאר מער אינפארמאציע, גייט צו gov.uk

Odpowiedź na COVID-19: jesień 2021

Kraj uczy się żyć z COVID-19, a główną linią obrony jest program szczepień.

Niżej wskazane bezpieczniejsze postawy i działania to praktyczne kroki, które możesz podjąć, aby chronić siebie i innych.

Bezpieczniejsze postawy i działania

- Zaszczep się.
- Bezpieczniej jest spotykać się na zewnątrz. W pomieszczeniach dbaj o dostęp świeżego powietrza.
- Noś osłonę nosa i ust w zatłoczonych i zamkniętych miejscach, w których stykasz się z nieznanymi Ci osobami.
- Poddawaj się testom i pozostawaj w samoizolacji, jeśli będzie to konieczne.
- W przypadku złego samopoczucia unikaj wychodzenia z domu.
- Myj ręce.
- Pobierz aplikację NHS COVID-19 i korzystaj z niej.

Więcej informacji: gov.uk