



COVID-19 Stakeholder and Influencer Toolkit

Overview

As flu and winter illnesses put pressure on the NHS, we all must be very careful to follow safer behaviours advice to tackle COVID-19, such as keeping inside areas ventilated,

[GP surgeries are provided with extra £250 million funding](#) to boost their capacity to increase the proportion of appointments delivered face to face, as part of a major drive to support general practice.

Changes of travel guidance come into force this weekend. Eligible fully vaccinated passengers arriving in England from countries not on the red list can take a lateral flow test on or before day 2 of their arrival from October 24.

Key messages

- Following safer key behaviours to tackle COVID-19 is vital as winter approaches.
- Get your booster jab as soon as you can, if eligible..
- Myths about the vaccine programme can be misleading and undermine the effort to tackle COVID-19. Let people know the facts.



The jab protects your teen and your family.

The jab is the best way to protect your teenager from COVID-19. Vaccinated people are also less likely to pass the virus on to other family members.

Encourage your teenager to book their jab today.

For more information go to nhs.uk/CovidVaccine



COVID-19 Stakeholder and Influencer Toolkit

Vaccines - your first line of defence

Just over 49.5 million people have had their first jab in England, while 45.4 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.
- Tell your networks [all adults can now book a vaccine](#).
- Share information about [vaccines for 12 to 15 year olds](#).
- Post [information about the booster programme](#) on your social media channels.





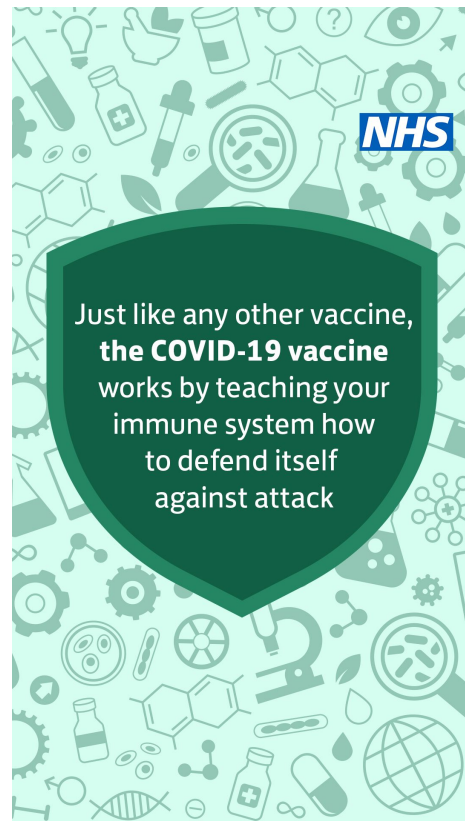
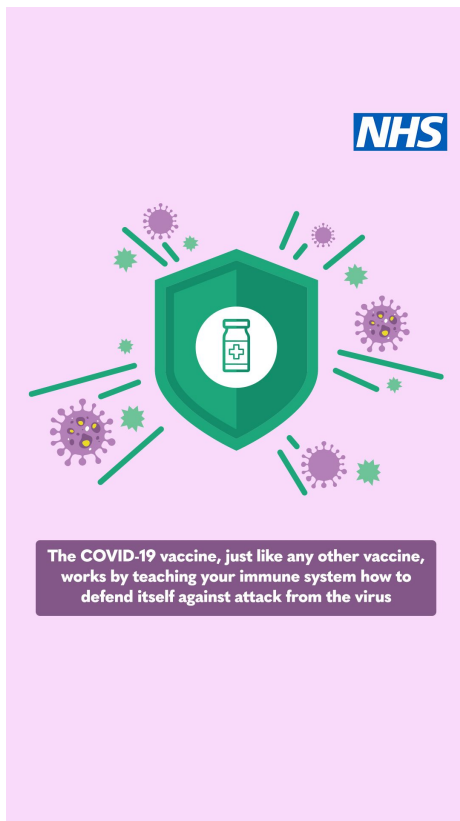
COVID-19 Stakeholder and Influencer Toolkit

Vaccines - find the facts

The vaccines used in the UK have had vigorous testing and expert evaluation. Some myths are being spread on social media. Let your networks know the facts.

How you can help

- Post the images on this page to your social media networks.
- Download and use others from the [resources centre](#).





COVID-19 Young people and vaccines Toolkit

Vaccinating 12 to 15 year olds

The NHS has started to [roll out the COVID-19 jab to school children aged 12 to 15](#), as part of the biggest vaccination drive in health service history.

Almost three million children in this age group are eligible for one dose of the Pfizer vaccine. Jabs have started in schools across the country.

In line with standard practice for vaccinations in schools, consent letters are being sent out to parents and guardians with information on the COVID-19 vaccination.

Families do not need to contact the NHS to arrange their child's vaccine. Schools and providers will be in touch.

How you can help

- Share the [information for parents](#) from the NHS with your networks.
- Provide people with the latest information on vaccines by sharing a link to the [COVID-19 vaccines NHS page](#).
- Post [videos on vaccines for 12 to 15 year olds](#) to your networks.

Coronavirus (COVID-19)

Vaccination programme for children and young people

Guidance for parents

This autumn all young people aged 12 to 15 years are being offered the first dose of the Pfizer COVID-19 vaccine. COVID-19 is a very infectious respiratory disease caused by the SARS-CoV-2 virus. Very few healthy children and young people with COVID-19 infection go on to have severe disease.

Why should I have my child vaccinated?

The UK's Chief Medical Officers all agree that while COVID-19 is typically mild or asymptomatic in most young people, it can be very unpleasant for some and one dose of the vaccine will provide good protection against severe illness and hospitalisation.

Vaccinating 12 to 15 year olds should also help to reduce the need for young people to have time-off school and reduce the risk of spread of COVID-19 within schools.

The COVID-19 secondary schools vaccine programme should therefore provide protection to young people and reduce the disruption to face to face education. This will help to keep young people emotionally well and happier and this was an important consideration for the Chief Medical Officers.



COVID-19 Stakeholder and Influencer Toolkit

Half term holidays and festivals

As school half term holiday approaches, we must all remember to follow safer behaviours to prevent the spread of COVID-19.

Halloween and Bonfire Night are two festivals where we sometimes meet people we don't normally meet so it is important to follow safer behaviours as these times in particular.

How you can help

- Share the images on this page with your networks.
- All COVID-19 messaging assets can be downloaded from the [Coronavirus resource centre](#)





COVID-19 Stakeholder and Influencer Toolkit

Protecting you against flu

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.





COVID-19 Stakeholder and Influencer Toolkit

International travel

Changes to travel guidance come into force this weekend.

We now have a [simplified system for international travel](#) with two categories: red, or the rest of the world.

Eligible fully vaccinated passengers arriving in England from countries not on the red list can take a lateral flow test on or before day two of their arrival from October 24.

Passengers must upload a photo of their test to verify results as soon as possible, with free confirmatory NHS PCRs for any positive cases

How you can help

- Share the [new travel rules](#) with your networks.
- Post the images on this page on your social media pages.



Travelling abroad has changed



Fully vaccinated people coming from 50+ non-red list countries don't need a pre-departure test or home quarantine

Be prepared: gov.uk/travel-abroad



You should not travel to a country on the red list

If travel is unavoidable, on your return you will need:



- ✓ Pre-departure test
- ✓ 10 days hotel quarantine
- ✓ Day 2 & 8 PCR test

Be prepared: gov.uk/travel-abroad



COVID-19 Stakeholder and Influencer Toolkit

Safer behaviours to reduce 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

ŚWIEŻE POWIETRZE TESTY ZAKRYWANIE TWARZY APLIKACJA MYCIE RĄK



COVID-19 Stakeholder and Influencer Toolkit

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](#).

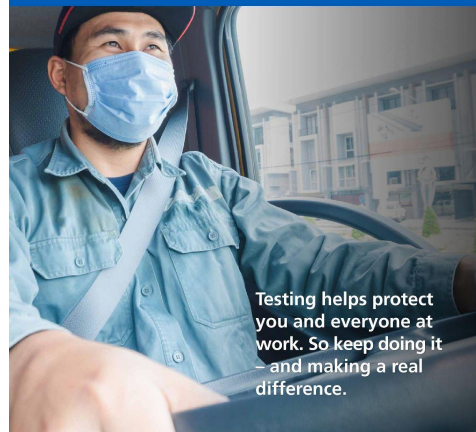
How you can help

- 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.