



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 14 January 2021

New cases of COVID-19 are still high across the country, one in 50 people has the virus, 32,000 people are in hospital and the number of deaths is higher than ever before.

This means that the NHS is under immense pressure.

Despite the [good news about vaccines and the progress on getting the most at risk vaccinated](#), we must do more to work together to stop the spread of the virus, to protect the NHS and help save lives.

We must [follow the rules](#) strictly, even a small 'flex' can mean that someone at risk will catch the virus and become very ill.

It is more important than ever that you remind your stakeholders and networks to [Stay at Home](#) to stop the spread of the disease.

You can find some helpful [resources on the Public Health England Campaign website](#).

Key messages

- We must all stay at home, so that we can control the virus to save lives and protect the NHS.
- Follow the rules, flexing them could be fatal.
- The vaccine helps to make us all safer - everyone should get the vaccine when they are asked to.
- Keep in touch with family and friends, look after each other and stay safe.





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Stay at Home

[One in three people with the virus](#) does not show any symptoms, although they can still pass the disease to someone who might be at a higher risk of developing a life-threatening illness.

That is why we must all stay at home and reduce unnecessary contact with people we do not live with.

Calls to action:

- Post this [video from the NHS and the police on the importance of the Stay at Home rules](#) - stay at home to protect the NHS and save lives.
- Post this [video from the Department of Health and Social care which explains the Stay at Home guidance](#) and includes British Sign Language.
- Signpost to [information explaining the new lockdown rules](#) on your social media channels
- Make sure your networks are aware of the rules for forming [a support bubble](#).



You can only leave home in some circumstances:

- Shop for necessities for you or for someone who is vulnerable.
- Go to work, if you cannot work from home.
- Exercise with people you live with or your [support bubble](#) (no more than once a day).
- Get medical help or to avoid injury or the risk of harm, including domestic abuse.
- Go to school or childcare provision, if eligible.



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Vaccinations

The [COVID19 vaccination programme](#) and [rapid, regular testing for people without symptoms](#), is the start of our route out of the pandemic. There are almost 1,200 vaccination sites across the UK, so everyone will have easy access to a vaccination when it is their turn.

People across the UK are already receiving the Oxford and Pfizer vaccines. [More than 2.9 million people have had the jab, and so far, 40% of the 3.4m people in England who are over 80 years old have been vaccinated.](#)

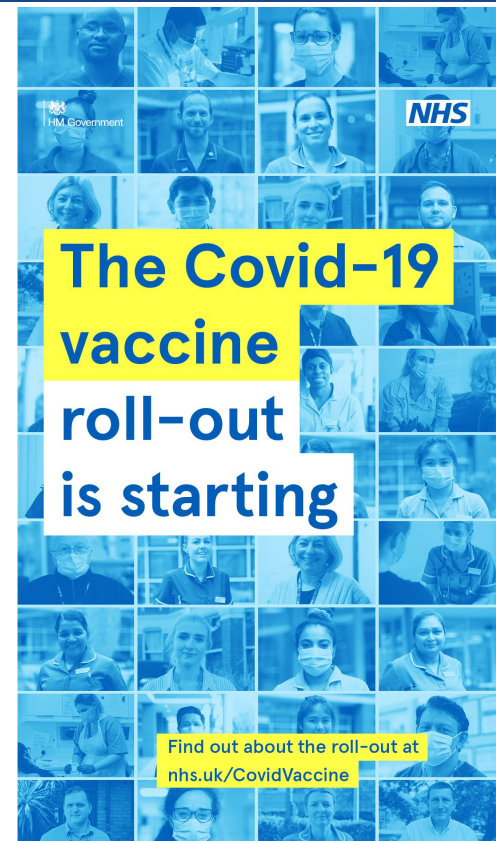
Another vaccine, from Moderna, will be available in the coming months. This means that we will be able to vaccinate a greater number of people who are at highest risk, protecting them from the virus and the NHS from further strain.

The vaccines approved for use in the UK have met strict safety standards. If you have questions, the NHS has [information about the COVID-19 vaccines](#).

Please have a vaccination when you are asked to and share your own and others' positive stories about the vaccine.

You can also help by sharing information:

- Post a [video explaining the vaccine programme roll out](#).
- Share these videos about the COVID-19 vaccine in [Punjabi](#) [Arabic](#) [Hindi](#) and [Farsi](#)





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Vaccinations - Further information and scams

Vaccine-related fraud or scams

- You can ignore communications which claim to be from the NHS but ask for a payment, or bank details.
- NHS England will never ask for bank details, PIN numbers or passwords, when contacting you about a vaccination.
- You can report scams to the police via actionfraud.police.uk

False information

- Some people are posting false information about vaccines online and on social media.
- You can always find the right information on gov.uk or via the NHS.
- The government's [SHARE checklist](#) will help you spot false information online or on social media before sharing it.

Calls to action

- Let your networks know about fraud advice to tackle scams at actionfraud.police.uk
- Post a link to the [SHARE checklist](#) to help people identify false information on social media.





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Looking after each other

The pandemic, fear of illness, isolation, and the rules everyone must follow have affected the mental health of many of us.

For some people this is the first time they have felt this way, for others existing mental health challenges have been made much worse.

Now more than ever, we must look after our mental health and that of others. Do what you can to keep in touch with people, especially those who live alone, and encourage your networks to do the same.

People who are isolated or who need help can [form a support bubble](#). If you do decide to form a support bubble, you must follow the rules.

During the first lockdown, there was a 7% increase in domestic violence offences. Staying at home should not mean that people are trapped in a dangerous situation.

If you or someone you know is experiencing domestic abuse, remember you can leave your home to be safe. You can also find [support and information](#) online.



Calls to action:

- Signpost people to support and find more information via the [Every Mind Matters campaign](#).
- Point your networks towards [information about NHS talking therapies services](#).
- Share a link to [domestic violence support on gov.uk](#) with your networks.