



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 25 January 2021

The number of cases of COVID-19 is still very high. [Every 30 seconds someone with the disease is admitted to hospital in the UK](#). This means the NHS is still under enormous pressure.

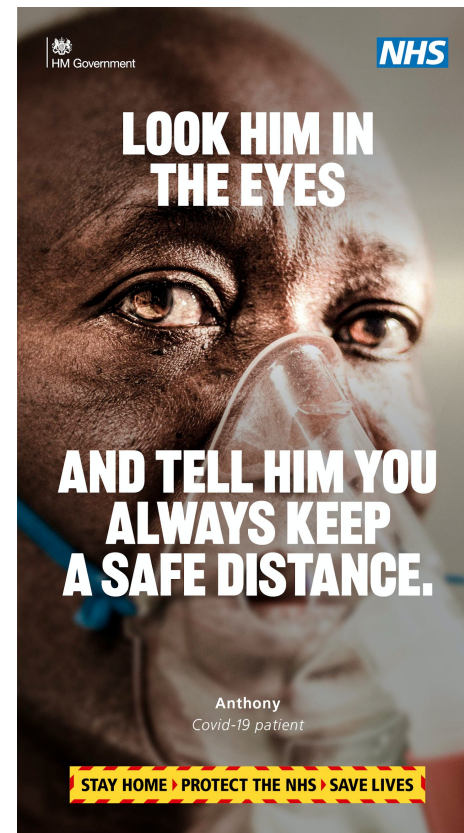
Despite the good news that [6.3 million people have received the first dose of the vaccine](#), we must do more to work together to stop the virus spreading, to protect the NHS and save lives.

We must [Stay at Home](#) to stop the spread of the disease and [follow the rules](#) strictly, to protect ourselves, and our families, and those people most at risk.

Please also look after your own and others' mental health. The [Every Mind Matters campaign](#) has launched its second phase to help support the nation's mental wellbeing.

Key messages

- Stay at Home, protect the NHS and save lives.
- Keep following the rules - bending them can cost lives.
- Every Mind Matters - we must support each other and get the help we need.





COVID-19 Stakeholder and Influencer Toolkit

Stay at Home

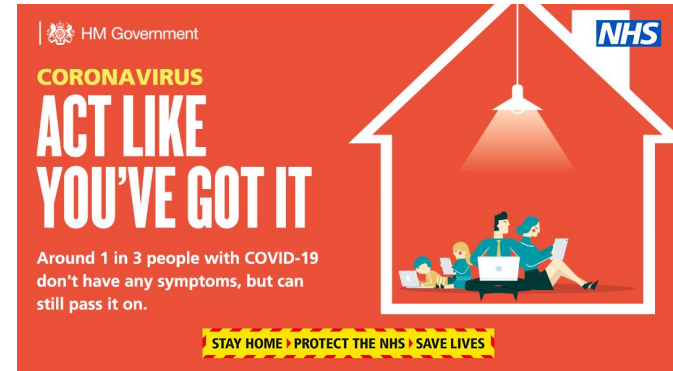
We must all stay at home. This will help us to protect each other and reduce the strain on the NHS.

[One in three people with the virus](#) do 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.

People who cannot work from home can get [rapid, regular testing even if they do not show any symptoms](#).

Calls to action:

- Post [this tweet from the Prime Minister about the stay at home rules](#).
- Signpost to [information explaining the lockdown rules](#) on your social media channels.
- Post this [video about the virus by TV doctor Dr Ranj Singh](#).
- Use [Stay at Home images](#) in your messages on social media.



You can only leave home to:

- Shop for necessary items.
- Go to work, if you cannot work from home.
- Exercise with people you live with or your [support bubble](#), or one other person (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.



COVID-19 Influencer Toolkit

Vaccinations

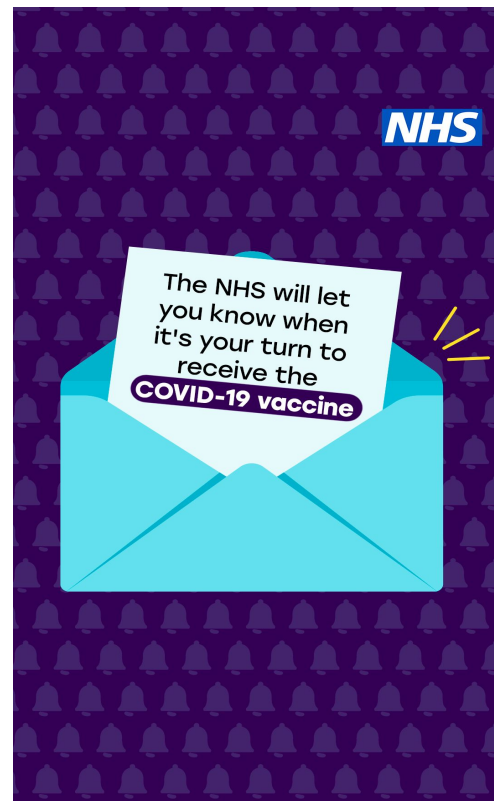
The [COVID-19 vaccine programme](#) is underway. More than four million people, across the UK, have had the jab so far, including more than 50% of those aged 80 and over.

The vaccines approved for use in the UK are safe and 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.

Call to action

- Use these videos about COVID-19 vaccine safety in [Gujarati](#) and [English](#) on your social media.
- Post this [video which explains the vaccine programme roll out](#).
- Post this [video which explains how the vaccine works](#) from Professor Andrew Pollard, Director of the Oxford Vaccine Group.
- Use these videos about the COVID-19 vaccine in [Punjabi](#) [Arabic](#) [Hindi](#) and [Farsi](#) in your social media activity or newsletters.





COVID-19 Influencer Toolkit

Vaccinations - Scams and false information

Vaccine-related fraud or scams

- 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.

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.

You can report scams to the police via actionfraud.police.uk



COVID-19 VACCINE FACT CHECK



The COVID-19 vaccine will always be available free of charge.



The NHS will never ask you to share bank details to confirm your identity.



COVID-19 Influencer Toolkit

Every Mind Matters

When things aren't so good out there...make inside feel better.

The [Every Mind Matters campaign](#) has launched its second phase to help support the nation's mental wellbeing.

Calls to action:

- Start a conversation about mental health and support with your network.
- Post a message on your social media channels and WhatsApp groups with this link to the [interactive quiz for the Mind Plan](#). You can also use this [Mind Plan video](#).
- Signpost people to the [Better Health - Every Mind Matters](#) campaign including [social media animations](#) and [social media statics](#).
- Point your networks towards [information about NHS talking therapies services](#).

NHS

SIMPLE TIPS FOR IMPROVING YOUR MOOD

TIP 01
Learn how to manage unhelpful thoughts

TIP 02
Stay active

TIP 03
Talk to someone

WHEN THINGS AREN'T SO GOOD OUT THERE...
MAKE INSIDE FEEL BETTER.
Visit **Every Mind Matters** for more tips and advice

Better Health every mind matters