



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 19 February 2021

- Thanks to a huge UK wide effort, more than [16.4 million people have been vaccinated](#).
- [People aged over 65, and those who are clinically vulnerable](#), can now book an appointment for their vaccination using the [NHS National Booking Service](#), calling 119 or speaking to their local GP practice.
- This week, [new technology, called QCovid, has been introduced in England](#).
- This will [identify, for the first time, a new group of people at high risk from COVID-19](#).
- A further 800,000 adults will now be prioritised so they get a vaccine as soon as part of the current vaccination cohorts.
- However, more than 22,000 people are in hospital with COVID-19. So we must all continue to [follow the stay at home rules](#) to reduce the spread of the disease and the pressure on the NHS.

Key messages

- Please [stay at home](#), to reduce the spread of the virus and the pressure on the NHS.
- People [newly identified as being most at risk from COVID-19](#) are being prioritised for the vaccine.
- If you are aged 65 or over, or have certain health conditions, you can use the [NHS National Booking Service](#) to book your vaccination.





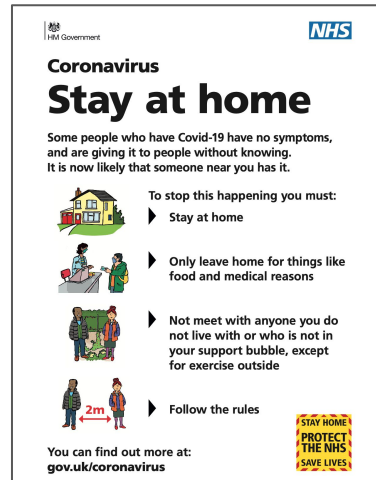
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Stay at Home

- We must all follow the [stay at home](#) rules to protect ourselves and our families and friends, and to reduce the pressure on the NHS.

How you can help

- Use the images and videos on this page, including those in community languages, on your social media, via WhatsApp or other channels.
- You can also check the Public Health England campaign page for more [Stay At Home](#) resources.





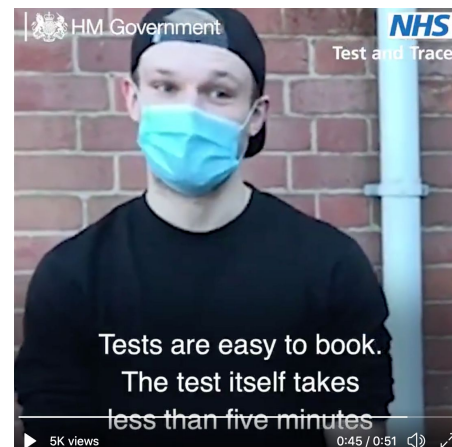
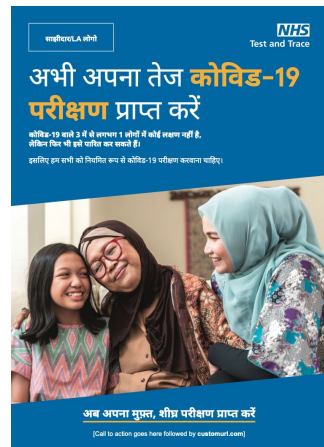
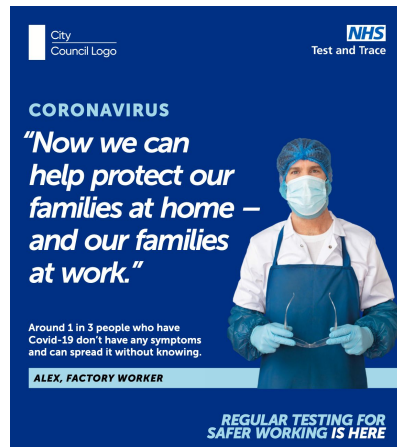
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Community testing

- [One in three people with COVID-19 does not show any symptoms](#), although they can still pass the disease on to other people.
- People who cannot work from home can get [rapid, regular testing even if they do not show any symptoms](#).

How you can help

- Tailor the social media assets below to your local area and encourage people to get tested.
- Post this link on your social media to the [community testing postcode checker so people can find local testing sites](#).
- You can find more resources, including [translated assets](#), on the [PHE campaign website](#).

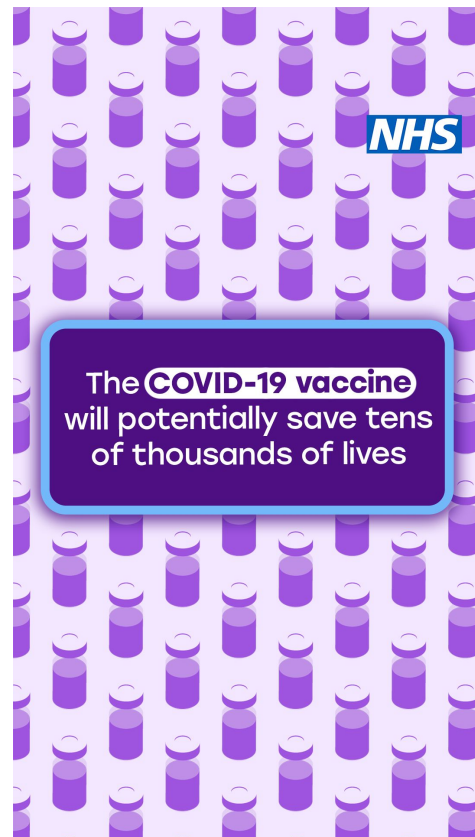




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Vaccines

- If you are aged 65 and over or are clinically vulnerable you can use the [NHS National Booking Service](#), call 119 or speak to your local GP practice to book an appointment.
- This week, a [new system to identify people who are most at risk from COVID-19 has been introduced](#).
- The technology, [called QCovid](#), looks at people's risk factors such as age, ethnicity, Body Mass Index and medical conditions.
- As a result, up to 1.7 million patients have been identified as a priority for vaccination.
- Those aged over 70, within this group, have already been invited for the vaccination. The remaining 820,000 adults, aged 19 to 69 years, will now be invited to get a vaccine as soon as they can.





COVID-19 Influencer Toolkit

Vaccines - How you can help and scam advice

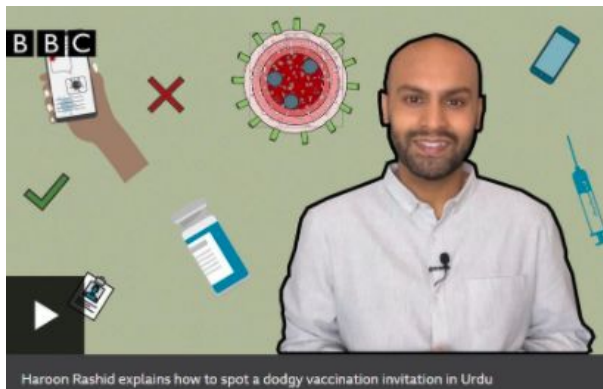
How you can help

- Post these videos on your social channels and websites (click on the image for a link to the video).
- Share these [vaccine explainer videos](#), which include BSL, with your networks.
- Post these [explainer static images in community languages](#) to your social media channels.
- Post this [video from celebrities explaining the benefits of the vaccine](#) for the ethnic minority communities.

Scams and fraud

- You do not have to pay for the COVID-19 vaccine.
- The NHS will never ask you for your bank details.
- You can report scams via [actionfraud.police.uk](#)
- The government's [SHARE checklist](#) will help you to spot false information online or on social media.
- Post these BBC Asian Network videos on vaccines scams in [Urdu](#), [Sylheti](#), [Punjabi](#), [Tamil](#) and [Gujarati](#) (click on the image for a link to the video)

We all have to do something to help one another during these difficult times. Here's a message we have recorded for members of our Ethnic Minority communities. Please share and retweet. [#covid19](#) [#vaccine](#)



Haroon Rashid explains how to spot a dodgy vaccination invitation in Urdu

