



COVID-19 Stakeholder and Influencer Toolkit - Overview

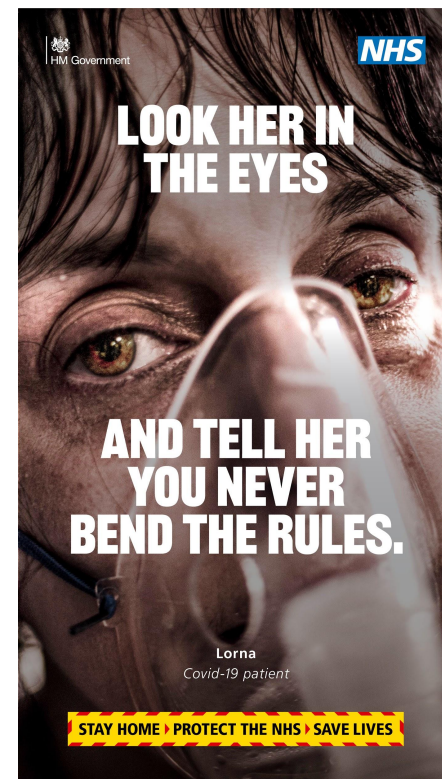
Cabinet Office

Updated: 05 February 2021

- One in 5 people in the UK have had their first dose of the COVID-19 vaccine, this means that more than 10 million have been vaccinated.
- However, there are still over 30,000 people in hospital with COVID-19. That is why we must all continue to [follow the rules and stay at home](#).
- We must also get tested if we have symptoms or if we are asked to for another reason.
- A variant of COVID-19, that was first discovered in South Africa, has been found in eight areas of England. [The Health Secretary Rt Hon Matt Hancock has announced door-to-door testing](#) in these areas.

Key messages:

- Please [stay at home](#), bending the lockdown rules can cost lives.
- Please get tested if you live in one of the [door-to-door testing areas](#) or you cannot work from home.
- [The vaccines are safe](#), please take the vaccine when it is offered to you.



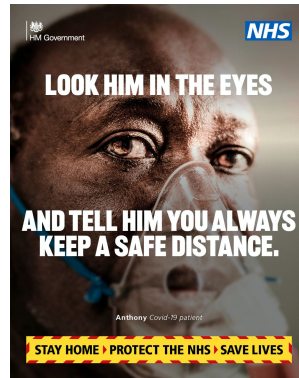
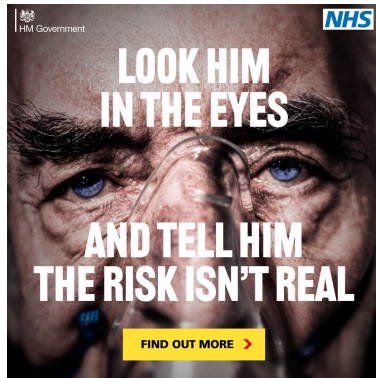


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Stay at Home

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

How you can help: Share these communications products on your social media, via whatsapp or other channels. You can also look on the Public Health England campaign page for more [Stay At Home](#) resources.



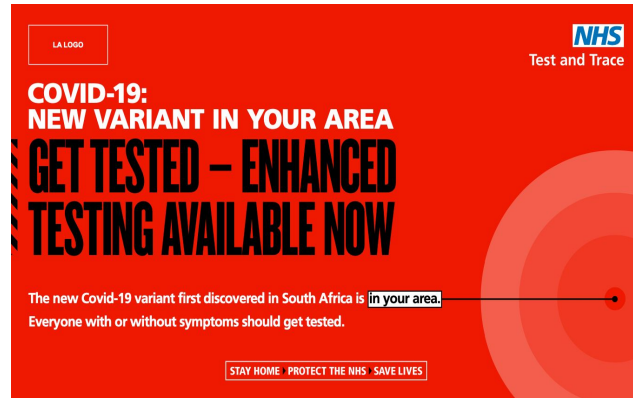
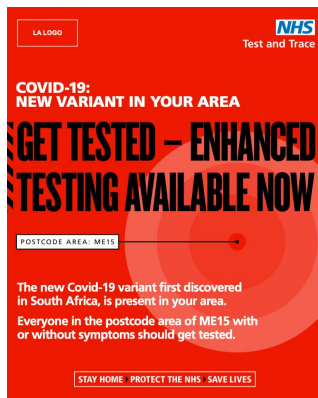
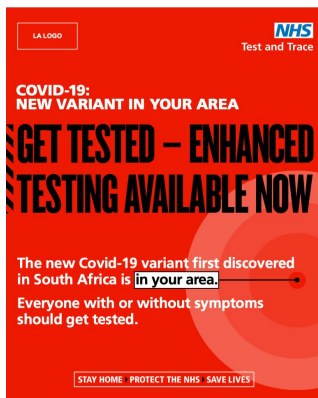
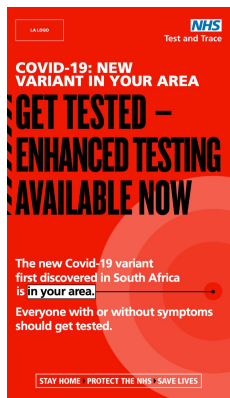


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Door-to-door testing

- [The Health Secretary, the Rt Hon Matt Hancock has announced door-to-door testing](#) for eight areas where the COVID-19 variant, first identified in South Africa, has been found.
- Everyone over the age of 16 living in postcodes CR4, EN10, GU21, ME15, N17, PR9, W7, WS2 is strongly encouraged to get tested. You can find more information on your Local Authority's website.

How you can help: If you are in one of these postcode areas, use the assets below to encourage people in your areas to get tested. You can find more resources on the [Enhanced testing](#) page of the PHE Campaign website.



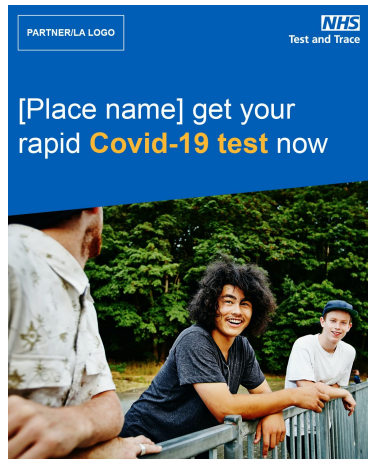


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Testing

- [One in three people with the virus](#) 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 assets below to your local area and encourage people to get tested. You can find more resources on the [PHE campaign website](#).





COVID-19 Influencer Toolkit

Vaccines

- More than 10 million have had the COVID-19 vaccination. This means that [1 in 5 people in the UK have had their first dose of the COVID-19 vaccine](#).
- Have a vaccination when you are asked to and share your own and others' positive stories about the vaccine.

Videos in English (click on the image for a link to the video)



Videos in South Asian languages - click on the image for a link to the video



How you can help:

- Post these videos on your social channels and websites.
- You can find more videos on the NHS's [vaccine information in community languages](#) page.
- You can share this [Facts about Covid Vaccines Community Webinar](#) on your channels.
- Promote this [webinar about vaccines which is taking place on Saturday 6 February](#) and ask your networks to register and watch.



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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.

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.



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 and lockdown have had a negative impact on almost everyone's mental health. That means that it is really important that we all look after our mental health and keep in touch virtually with our friends and loved ones.

How you can help:

Keep talking about mental health.

Share the [Every Mind Matters campaign](#) and top tips from the NHS with your stakeholders via all your channels.

Check out and share [Beder UK's](#) mental health initiative: Feel Good February on their [Instagram page](#).

TOP TIPS FOR DEALING WITH ANXIETY **NHS**

TIP 01
Try a short breathing exercise

TIP 02
Learn how to manage anxious thoughts

TIP 03
Keep a mood diary

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

TOP TIPS FOR DEALING WITH STRESS **NHS**

TIP 01
Divide big tasks into small ones

TIP 02
Create to-do lists

TIP 03
Stay active

WHEN THINGS AREN'T SO GOOD OUT THERE...
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Visit [Every Mind Matters](#) for more tips and advice

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