



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 04 March 2021

- This week, [Chancellor, Rishi Sunak, announced the Budget for 2021](#), which includes extensions to the [Coronavirus Job Retention Scheme](#) and the [Self-Employed Income Support Scheme \(SEISS\)](#) until 30 September 2021.
- Monday 8 March brings [the first step of the Prime Minister's Roadmap](#), with [schools returning for face-to-face learning](#).
- However, we must all continue to follow the rules and [stay at home](#) for now, so we can return to a more normal life as soon as possible.
- Vaccines are a critical part of our plan. [New data from a Public Health England study](#) show that both the Pfizer-BioNTech and the Oxford-AstraZeneca vaccines significantly reduce severe COVID-19 in people over 70 years of age.

Key messages

- Please continue to follow the rules and [stay at home](#), to reduce the spread of the virus and the pressure on the NHS.
- You can use the [NHS National Booking Service](#) to book your vaccination.
- You can find Covid-19 business information on the [Covid-19 business support page](#) on gov.uk.

Safe Behaviours



Wash hands frequently, for at least 20 seconds.



Wear a face covering in enclosed environments.



Maintain space with anyone outside your household or bubble.



Meet with others outdoors where possible.



Minimise the number of different people you meet and the duration of meetings, if possible.



Let fresh air in.



Download the NHS Test & Trace app.



Get a test immediately if you have any symptoms.



Self isolate if you have symptoms, have tested positive, or had contact with someone with COVID-19.



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Lets keep going

We must keep doing what we are already doing - staying at home, [washing our hands regularly](#) and following other safe behaviours to reduce the spread of Covid-19.

How you can help

- Use all of your channels and networks to remind people to keep following the stay at home rules. The assets below will help.





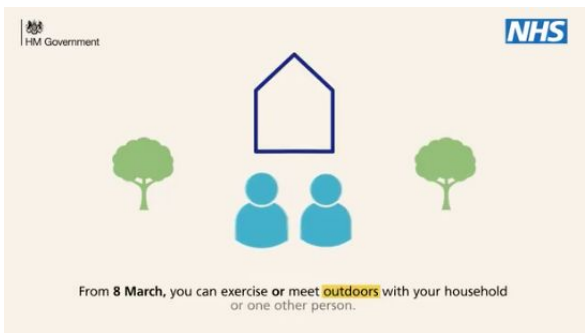
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Roadmap

- [The roadmap](#) is our route back to a more normal life.
- We will use the data to help us decide whether we are ready to move to the next step of the roadmap. That is why the dates in the roadmap may change.
- There will be a minimum of five weeks between each step and before we can move to the next step, we must pass each of the 4 tests.

How you can help

- Use the images on this page on your social channels or send it out via Whatsapp.
- Retweet this video from the Department for Health and Social Care and share it via all your available channels (click on the image for a link to the tweet).
- Send the text message below to your networks.



Text message

Children are going back to school on 8 March. Pupils in secondary schools and colleges can get a COVID-19 test twice each week. Ask your child's school for more information.

The Four Tests

Test 1



The vaccine deployment programme continues successfully.

Test 2



Evidence shows vaccines are sufficiently effective in reducing hospitalisations and deaths in those vaccinated.

Test 3



Infection rates do not risk a surge in hospitalisations which would put unsustainable pressure on the NHS.

Test 4



Our assessment of the risks is not fundamentally changed by new Variants of Concern.



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Roadmap: social media images for your channels

How you can help - Use the images on this page on your social channels or send it out via Whatsapp.

STEP 1: 8 March



Schools and colleges are open for all students. Practical Higher Education Courses.



Recreation or exercise outdoors with household or one other person.
No household mixing indoors.



Wraparound childcare.



Stay at home.



Funerals (30), wakes and weddings (6).

29 March



Rule of 6 or two households outdoors.
No household mixing indoors.



Outdoor sport and leisure facilities.



Organised outdoor sport allowed (children and adults).



Minimise travel.
No holidays.



Outdoor parent & child groups (up to 15 parents).

STEP 2

At least five weeks after Step 1, no earlier than 12 April.



Indoor leisure (including gyms) open for use individually or within household groups.



Rule of 6 or two households outdoors.
No household mixing indoors.



Outdoor attractions, such as zoos, theme parks and drive-in cinemas.



Libraries and community centres.



Personal care premises.



All retail.



Outdoor hospitality.



All children's activities, indoor parent & child groups (up to 15 parents).



Domestic overnight stays (household only).



Self-contained accommodation (household only).



Funerals (30), wakes, weddings, receptions (15).



Minimise travel.
No international holidays.



Event pilots begin.



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Vaccines

[Nearly 21 million people have had their first dose of the vaccine.](#) The vaccine is safe, please have your vaccination when you are invited to.

How you can help

- Retweet the tweets below and share them via all your available channels including Whatsapp (click on the image for a link to the tweet).
- Ask your networks to share their vaccine stories to encourage people in their communities and networks to get vaccinated.
- Send the text message below to your networks.



Text message

The vaccine is safe. Nearly 21 million people have had their first dose. The NHS will contact you when it is your turn. Please have a vaccination when you are invited to.