



COVID-19 Stakeholder and Influencer Toolkit

Overview

The Prime Minister has announced the go-ahead for Step 3 of the [Roadmap](#) out of COVID-19 restrictions to get back to a more normal life. This will take place on May 17.

Remember we all must take the next step back to a more normal life carefully and be mindful to stick to the [Hands, Face, Space, Fresh Air](#) advice.

The guidance on [meeting and greeting friends and family](#) moves forward to place an emphasis on personal responsibility. Use common sense when greeting others to ensure we continue to protect the people most vulnerable to the impact of COVID-19.

Key messages

- Step 3 of the Roadmap will take place next Monday, May 17.
- Remember to follow the [Hands, Face Space, Fresh Air](#) guidance.
- New guidance on [meeting and greeting friends and family](#) means you will be able to hug people again. Use common sense to assess the risk and protect the most vulnerable.



HM Government



From **17 May**, groups of up to 6 people or two households can meet indoors. Remember to **open a window** to let fresh air in.



HM Government



From **17 May**, overnight stays with friends and family will be allowed with groups of 6 people or two households. Remember to **open a window** to let fresh air in.



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Roadmap

From Monday 17 May, you will be able to meet other people inside in social situations. Indoor gatherings are limited to six people, or two households. Each household can include a support bubble, if eligible. Outdoor social gatherings will be limited to 30 people.

Hospitality venues, such as restaurants, pubs, theatres and cinemas will reopen to indoor activities. People will be able to attend indoor and outdoor events, including live performances, sporting events and business events. All business reopenings must operate in accordance with COVID-19 secure guidelines

How you can help

- Post this [Tweet](#) to your networks setting out the Roadmap changes from Monday May 17 2021.
- Post assets from the [Coronavirus Resource Centre](#) on your social media.





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Travel

From Monday May 17, travel advice will change. Check before you travel. Plan ahead. Travel safely.

As restrictions ease, transport services and roads are likely to be busier so please plan ahead.

When using public transport, you should regularly sanitise your hands, wear a face covering unless you are exempt, and keep your distance where possible.

On your journey, where possible, open a window to increase ventilation.

There will no longer be a legal restriction or permitted reason required to travel internationally. There will be a [traffic light system for international travel](#).

How you can help

- Direct your networks to guidance on how to [travel safely](#)
- Post the assets on your social media and use in your communications
- Post a link to [international travel guidance](#) on your channels



HM Government



1. Plan your journey



Plan the most direct journey that avoids busy routes and times



You must wear a face covering on public transport unless you are exempt



If you require assistance you should continue to request this as you normally would



Wash or sanitise your hands before beginning your journey

2. On your journey



Maintain 2 metre distance where possible



You must wear a face covering on public transport unless you are exempt



Use contactless payment where possible



Be patient and follow instructions from transport staff



Avoid facing other passengers if you can

3. Completing your journey

When finishing your journey, you should:



Follow guidance at your destination



Walk and cycle from public transport to your destination, where possible



Wash or sanitise your hands as soon as possible



HANDS



FACE



SPACE

For further information visit www.gov.uk/coronavirus



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Vaccines

More than 35.5 million people have had their first dose of the vaccine and more than 18 million people have had their second vaccination.

[A single dose of a Coronavirus vaccine can reduce household transmission of the virus by up to half](#), says research by Public Health England.

You must [follow the rules after you've had the COVID-19 vaccination](#).
Remember: **Wash your hands. Cover your face. Keep your distance.**



How you can help

- Let your networks know that people aged 40 or over, or people who turn 40 before 1 July 2021, can now book their COVID-19 vaccine. Post this [NHS tweet](#) with the details.
- Post videos via this [link to trusted community leaders to help tackle the spread of false information about the COVID-19 vaccine](#).
- Share this [video by Professor Jonathan Van-Tam](#) explaining the latest advice on COVID-19 vaccinations for those under 40.



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Festivals and events

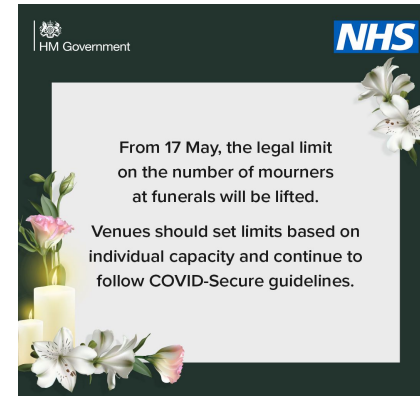
From May 17, the limits on the number of people allowed at weddings and funerals will change.

Funeral attendance will no longer be limited to 30 people, but will be determined by how many people the COVID-secure venue can safely accommodate with social distancing.

Limits at weddings, wakes and other commemorative events, such as Bar/Bat Mitzvahs and Christenings, will be increased to 30 people.

How you can help

- Eid and Shavuot will be different this year. Use the assets to encourage safe religious observances on your channels. Click on the image for a link.
- Post this [message from Shaykh Mohammad Yazdani Raza \(Misbahi\)](#), Chairman of the London Fatwa Council, about vaccine advice during Ramadan.
- Share the new information about weddings and funerals.





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Testing

“We have a vaccine, why do we need to keep testing?”

Vaccines will do a lot but no vaccine is 100% effective and not everyone is vaccinated.

Even after you’ve had the vaccine, you can still catch the virus without showing symptoms. COVID-19 continues to be a problem we all have to deal with.

One in three people who catch the COVID-19 virus will not show any symptoms at all. It is important we keep testing to protect ourselves and the people we love.

Routine testing is also important to detect new variants.

Everyone is encouraged to take a free rapid lateral flow test twice a week to avoid a further lockdown.



How you can help

- Tell your networks everyone can get free, rapid lateral flow tests twice a week.
- Tell your networks that they can book a rapid test by calling 119, using the NHS COVID-19 app or via [the booking page on the NHS website](#).
- Use these [images in different languages](#) to let your networks know about testing.



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Mental Well Being

COVID-19 has affected the whole country. For almost everyone, life has changed fundamentally.

Research shows that since the start of the pandemic there has been an increase in a range of mental health conditions for adults, from low well-being and sleep problems to anxiety and depression.

For Mental Health Awareness week, from May 10 to 16, we have updated our Every Mind Matters resources to help conversations about mental health and the issues in our daily lives that can affect it.

How you can help

- Share the links to the Better Health - Every Mind Matters campaign on the PHE [Campaign Resource Centre](#). These include the posters, social media assets, conversation starters and activation guides. Use the materials to open up conversations about well being in your communities.

