



COVID-19 Stakeholder and Influencer Toolkit

Overview

More than 75% of adults in the UK have now had their first dose of the Covid-19 vaccine.

In further good news for the UK's successful vaccines programme, Janssen's single-dose COVID-19 vaccine has been authorised for use by the UK medicines regulator.

We must continue to take the next steps safely in the Roadmap out of lockdown. Follow the Hands, Face, Space, Fresh Air advice.

Key messages

- 75% of adults in the UK have now had their first dose of the Covid-19 vaccine.
- Everyone can get free, rapid lateral flow tests twice a week.
- Remember the Hands, Face, Space, Fresh Air advice.





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Advice for younger people

School staff and pupils have pioneered regular rapid testing through the year, taking more than 40 million tests and helping to find cases of the virus, preventing outbreaks from taking hold.

All secondary pupils and staff should continue to get regular testing and report their results.

All university students are now able to resume in-person teaching and learning. Students should follow the [guidance on how to stop the spread of COVID-19](#) at all times.

How you can help

- Encourage students to access and report their results from free, rapid lateral flow tests twice a week.
- Post the [guidance on how to help stop the spread of the virus](#) on your social media channels or in your newsletter emails.





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Variants of the COVID-19 virus

A new COVID-19 variant is spreading rapidly in some parts of England. The variant, named the Delta variant by the World Health Organisation (and scientifically identified as B.1.617.2) is spreading fastest in the several areas across the country including in **Bedford, Blackburn, Bolton, Burnley, Kirklees, Leicester, the London Borough of Hounslow and North Tyneside.**

Surge testing and enhanced contact tracing is being carried out in these areas.

In these areas, take particular caution when meeting anyone outside your household or support bubble. Aim to:

- meet outside rather than inside where possible
- keep 2 metres apart from people you don't live with ([unless you have formed a support bubble](#) with them), this includes friends and family you don't live with
- minimise travel to and from your area where possible
- get tested twice a week for free and isolate if you are positive
- continue to work from home if you can
- [get vaccinated](#) when you are offered it, and encourage others to do so

HM Government NHS Test and Trace

SURGE TESTING TO MONITOR AND SUPPRESS THE SPREAD OF COVID-19 VARIANT

- ▶ Testing will be enhanced within targeted areas
- ▶ Everyone in these areas should find out more at their local authority website
- ▶ Anyone with coronavirus symptoms should book a test online at gov.uk/coronavirus or call 119
- ▶ People should continue to follow current restrictions

Find out more information at gov.uk

How you can help

- Post this link to [advice for areas with high levels of the Delta variant \(B.1.617.2\)](#)
- Share [assets on the Variants of Concern](#) with your networks to ensure people in these areas are aware of the rules and what they need to do



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Travel advice

Plan ahead and travel safely. Check before you travel.

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

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

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

International travel

A [traffic light system](#) is in place to indicate the rules applicable to different countries.

You should **NOT** travel to any red or amber countries.

The traffic light system means new rules on testing and quarantine for passengers.

International travel will be different, so check before you book.



How you can help

- Share [safer travel guidance](#) for those walking, cycling, and travelling in vehicles or on public transport with your networks.
- Post a link to the [international travel guidance](#) on your social media channels.



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Testing

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

Everyone is encouraged to take a free rapid lateral flow test twice a week. Routine testing is important to understanding the transmission of the virus.

If your lateral flow test comes back positive, you must then take a PCR test. PCR tests provide more detailed information on the virus and help to contain variants of concern and transmission.

How you can help

- Let your networks know that everyone can get free, rapid lateral flow tests twice a week.
- Let your networks know that everyone 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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Vaccines

More than 39.5 million people have now received their first COVID-19 vaccine dose and more than 26 million have had their second dose.

More than 75% of the adult population have now had their first vaccine dose.

[Janssen's single-dose COVID-19 vaccine has been authorised for use by the UK medicines regulator.](#) The Government has ordered 20 million doses that will arrive later this year.

How you can help

- Let your networks know that people aged 30 or over can now book their COVID-19 vaccine. Post this [NHS tweet](#) with the details.
- Post this tweet about the news that [more than 75% of adults in the UK have now had their first dose of the Covid-19 vaccine.](#)
- Share [videos in community languages](#) on vaccine disinformation, with your networks.





COVID-19 Stakeholder and Influencer Toolkit Roadmap

You can now socialise with people inside. Indoor gatherings are limited to six people, or two households. Each household can include a support bubble, if eligible. Outdoor social gatherings are limited to 30 people.

Hospitality venues such as restaurants, pubs, theatres and cinemas have reopened to indoor activities. People can now 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.
- Post assets from the [Coronavirus Resource Centre](#) on your social media.

