



COVID-19 Stakeholder and Influencer Toolkit

Overview

This week marks [six months since the COVID-19 vaccination programme started](#) across the UK. Since 8 December 2020, there have been more than 65 million first and second doses at more than 2,000 sites.

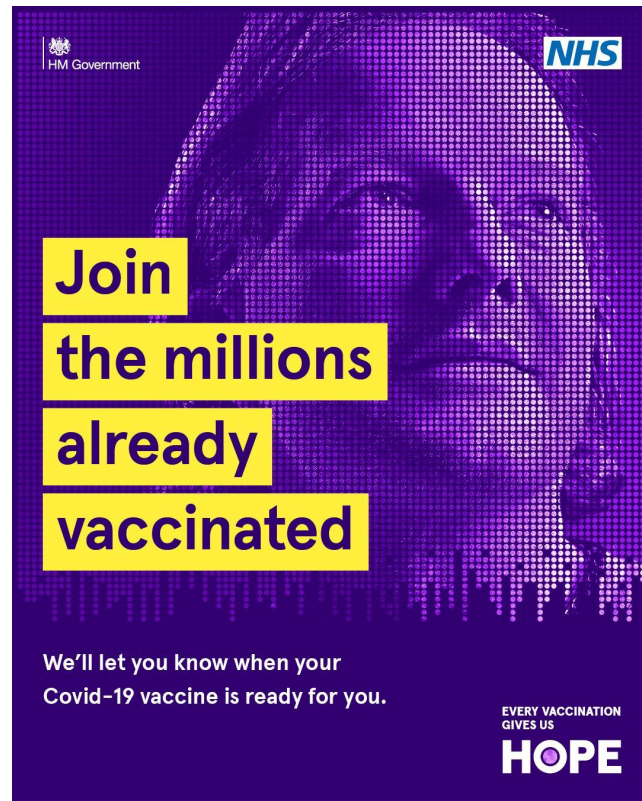
In other good news, those aged 25 and older can now book their vaccinations.

[The Delta variant is spreading fastest in the several areas across the country including in Lancashire and Greater Manchester.](#)

There is [advice available for those living in these areas.](#)

Key messages

- [Those aged 25 and older can now come forward for the vaccine.](#)
- Everyone can get free, [rapid lateral flow tests twice a week.](#)
- Remember the [Hands, Face, Space, Fresh Air](#) advice.





COVID-19 Stakeholder and Influencer Toolkit

Variants of the COVID-19 virus

The COVID-19 Delta variant is spreading across some parts of England and fastest in several areas including in Lancashire and Greater Manchester.

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 two 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.

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](#).
- Share [assets on the Variants of Concern](#) with your networks to ensure people in these areas are aware of what to do..



COVID-19 Stakeholder and Influencer Toolkit

Vaccines

More than 40.7 million people have now received their first COVID-19 vaccine dose, while 28.5 million have had their second dose.

The first dose of the COVID-19 vaccine offers a high level of protection, but to get longer-lasting protection everyone will need a second dose. Please get your second jab when you are invited to.

[Women who are considering pregnancy can safely receive the COVID-19 vaccine.](#)

If you're aged 25 or over, or if you turn 25 before 1 July 2021, you can now [book](#) your COVID-19 vaccine.

How you can help

- Let your networks know that people aged 25 or over can now book their COVID-19 vaccine. Post this [NHS tweet](#) with the details.
- Post this [tweet with advice to women who are considering getting pregnant about getting the COVID-19 vaccine.](#)





COVID-19 Stakeholder and Influencer Toolkit

Vaccine misinformation

The Government has launched a [social media campaign to tackle false vaccine information](#).

The key message is to check before you share, signposting to the [NHS](#) for the best source of information.

How you can help

- Share the video to the right by actor Jason Forbes who tackles some common myths about the vaccine. Click on the image for the link.
- Post the tweet to the right from the BBC Breakfast's resident GP, Dr Nighat Arif, about why it's so important to get accurate information.
- Share [videos in community languages](#) on vaccine disinformation.





COVID-19 Influencer Toolkit

Vaccine scams and false information

Vaccine-related fraud or scams

- Ignore communications which ask for a payment or bank details and claim to be from the NHS
- The NHS 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 Stakeholder and Influencer Toolkit

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

If your lateral flow test comes back positive, you should 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

- Tell your networks that everyone can [get free, rapid lateral flow tests twice a week](#)
- Tell your networks 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





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 assets from the [Coronavirus Resource Centre](#) on your social media

