



COVID-19 Stakeholder and Influencer Toolkit

Overview

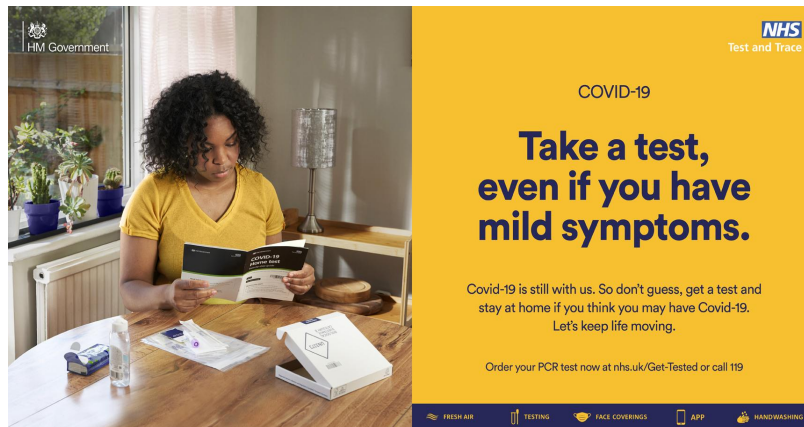
Although most legal restrictions in England have been lifted, COVID-19 has not gone away, so it is crucial that we remain vigilant.

[Extensive data shows vaccines are safe and highly effective for pregnant women.](#)

[Changes have been made to the NHS COVID-19 App](#) which will result in fewer contacts being advised to self-isolate following a close contact with a positive case.

We should all continue to use the App.

[The Government has accepted advice from the independent Joint Committee on Vaccination and Immunisation \(JCVI\) that young people aged 16 and 17 should be vaccinated.](#)



Key messages

- The NHS COVID-19 App has been updated.
- Data shows vaccines are safe and highly effective for pregnant women.
- We must all remain cautious and follow safety advice.



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Vaccines

Vaccines are the way out of this pandemic. Vaccinated people are more unlikely to get serious COVID-19, to be admitted to hospital, or to die from it. Vaccinated people are less likely to pass the virus to others.

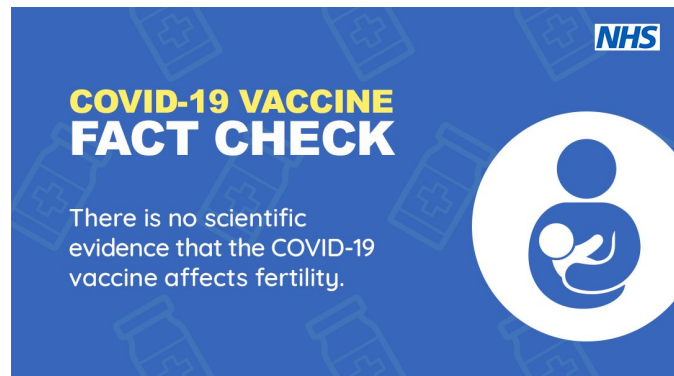
Professor Jonathan Van-Tam, Deputy Chief Medical Officer, has said that [COVID vaccines have prevented 60,000 deaths in England](#).

More than 46.9 million people have now received their first COVID-19 vaccine dose and more than 38.7 million have had their second dose.

In total, more than 84 million COVID-19 vaccines have already been administered, preventing 22 million infections in England so far.

How you can help

- Let your networks know [all adults can now book a vaccine](#).
- Share new research that shows [vaccines are safe and highly effective for pregnant women](#).





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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 we keep testing to protect ourselves, the people we love, and our communities.

Everyone is encouraged to take a [free rapid lateral flow test twice a week](#) to help stop the spread of COVID-19.

There are [guides in different formats and languages](#) for how to do a rapid lateral flow test for those without symptoms. People with symptoms should [book a laboratory test, called a polymerase chain reaction \(PCR\) test](#).



How you can help

- Let your networks know that rapid tests are available by calling 119, via the NHS COVID-19 app, or [the NHS website](#).
- Post a [link to guides on how to do a rapid lateral flow test in different languages](#) to your networks.
- Post this [video on how to take a rapid flow test](#) on your social media and other channels.



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Travel

We can all take [precautions while travelling in England](#) to prevent the spread of COVID-19.

Travelling abroad is different. Different countries have a red, amber or green rating for COVID-19 and [there are different rules about travelling to and from them](#).

From 4am Sunday 8 August, [arrivals from France to England will no longer need to quarantine if they are fully vaccinated](#).

How you can help

- Share the [rules people must follow when arriving in England](#) from different countries with your networks.
- Share the [step by step guidance on travelling abroad](#).
- Post [advice about safer travel in England](#) to your networks.
- Let your networks know they can [sign up for email alerts when advice on entering England changes](#).





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Let's keep life moving

Together, we can all help stop the spread of COVID-19.

How you can help

- Use the images, to the right, on your social media channels or send them out via WhatsApp.
- Download assets from the [Public Health England resources centre](#) to help with COVID-19 messages.
- Remind your networks of the 'Let's keep life moving' campaign to promote safe behaviours.

