



COVID-19 Stakeholder and Influencer Toolkit

Overview

Government has launched a [£500m support fund](#) to help vulnerable families with essentials over the coming months as the country continues its recovery from the pandemic.

With cases rising, everyone is encouraged to come forward for their vaccination and follow safer behaviours, such as letting fresh air indoors, to limit the spread of COVID-19.

The COVID-19 vaccination programme has [started taking online and phone bookings from people invited for a booster jab](#), and children aged 12 to 15 are invited to have one dose.

The vaccination programme remains our first line of defence against COVID-19. The latest national [COVID-19 vaccine surveillance report](#) estimates that the vaccination programme has prevented 123,100 deaths so far in England and about 23.9 million infections.

Key messages

- A new £500 million fund has been launched to help vulnerable families.
- Children aged 12 to 15 are being offered one jab of the vaccine.
- The vaccine booster programme has started for those people at greatest risk.





COVID-19 Stakeholder and Influencer Toolkit

Vaccines - first line of defence

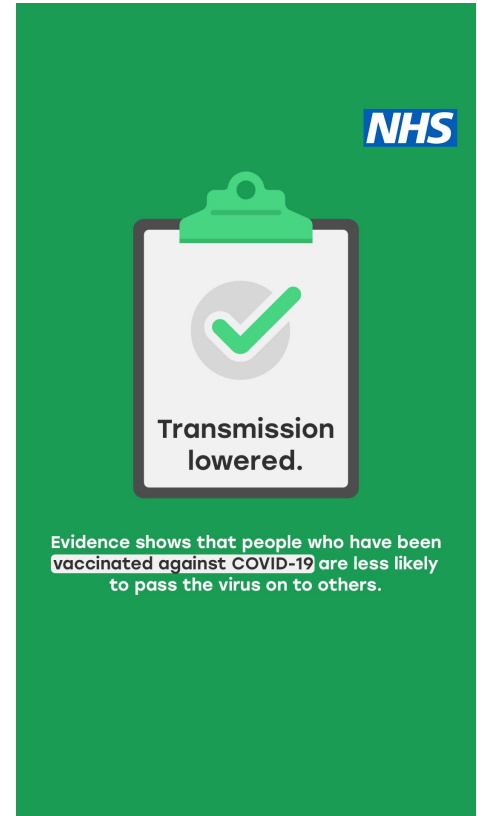
A total of 48.7 million people (89.7%) have had their first jab in England, while 44.7 million people (82.4%) have been fully vaccinated.

There is evidence that vaccine protection can reduce over time, so the vaccine booster programme will start protecting those at greatest risk. The [booster vaccine for the most vulnerable](#) has begun for people over 50, frontline NHS and care workers.

Children aged 12 to 15 are being offered a jab from this week. People aged 16 and over, in England, can now find their nearest centre through the 'grab a jab' [NHS online walk-in finder](#).

How you can help

- Let your networks know [all adults can now book a vaccine](#).
- Let your networks know they can now [book a booster vaccine](#) if eligible.
- Share information on [vaccines for 12 to 15 year olds](#).





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Vaccines - Children 12 to 15

How you can help

- Post the explainer videos on this page to your networks. The videos, from left to right, cover the issues of benefits, consent and the rollout of the vaccine for this age group. Download them [here](#).





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Behaviours to protect you from transmission

The best way to protect yourself and others from COVID-19 is to get fully vaccinated. People who are fully vaccinated should continue to follow safer behaviours set out in the guidance on how to limit the spread of COVID-19.

The behaviours and actions encouraged to prevent the spread include:

- **Let fresh air in if you meet indoors.** Meeting outdoors is safer;
- **Wear a face covering** in crowded and enclosed settings where you come into contact with people you don't normally meet;
- **Get tested, and self-isolate if required;**
- **Try to stay at home if you are feeling unwell;**
- **Wash your hands** with soap and water or use hand sanitiser regularly throughout the day;
- **Download and use the NHS COVID-19 app** to know if you've been exposed to the virus.

Information and [assets are available in community languages](#).

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.





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Guidance for businesses and self-employed

There is an [Employer COVID-19 vaccine toolkit](#) available to download.

These resources can be used by employers to run an internal awareness campaign to help ensure their employees get access to reliable and accurate information about the COVID-19 vaccine and guidance on how to work safely.

How you can help

- Share a link to [overall business guidance](#) with your networks, including [advice for the self-employed](#).
- Share the [business-focused toolkit](#) with your networks.
- Share the [workplace testing assets](#) in different languages with your networks.
- Post a link to [working safely guidance assets](#) to your networks.





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Testing

One in three people who catch COVID-19 will not show any symptoms.

That's why it is important we keep testing to protect ourselves, the people we love, and our communities.

People with symptoms should [book a laboratory test called a polymerase chain reaction \(PCR\) test](#).

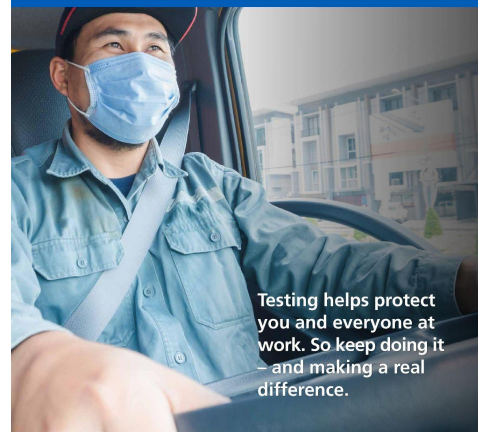
How you can help

- Continue to use the NHS COVID-19 App which is the fastest way to know if you've been exposed to COVID-19. The quicker you know, the quicker you can take action to protect those around you.
- Use the images on this page to encourage people to keep testing.
- Post a [link to guides on how to do a rapid lateral flow test in different formats and languages](#) to your networks.

Place Logo Here

NHS
Test and Trace

**Thanks for
testing regularly.
It's helping keep
everyone safer.**



Testing helps protect you and everyone at work. So keep doing it – and making a real difference.

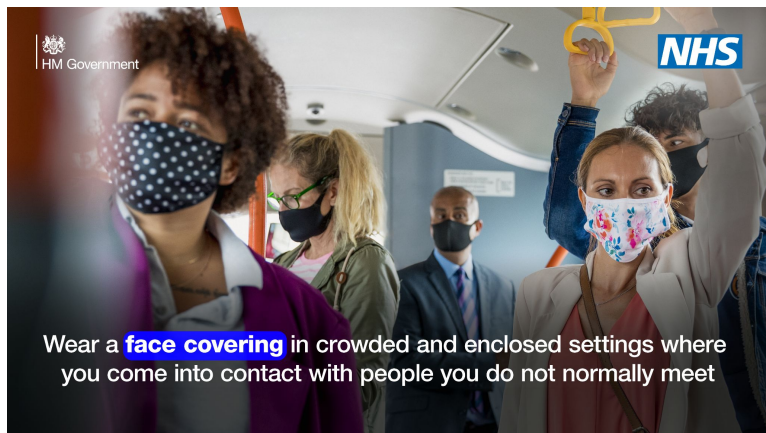


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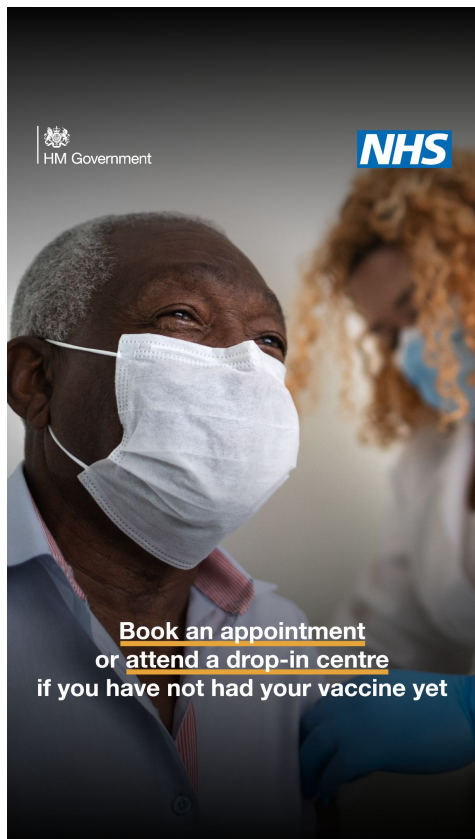
Assets

How you can help

- Share a link to the [Autumn and Winter Plan](#).
- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.



Wear a **face covering** in crowded and enclosed settings where you come into contact with people you do not normally meet



Book an appointment
or **attend a drop-in centre**
if you have not had your vaccine yet

COVID-19 Response: Autumn 2021

The country is learning to live with COVID-19, and the main line of defence is vaccination.

The following safer behaviours and actions are practical steps you can take to help protect yourself and others.

Safer behaviours and actions



Get vaccinated



Meeting outdoors is safer. If you meet indoors, let fresh air in



Wear a face covering in crowded and enclosed settings where you come into contact with people you do not normally meet



Get tested, and self isolate if required



Try to stay at home if you are unwell



Wash your hands



Download and use the NHS COVID-19 App

For more information, visit [gov.uk](#)