



COVID-19 Stakeholder and Influencer Toolkit

Overview

This week, we want to stress the importance of keeping indoor areas well ventilated to help avoid the spread of COVID-19.

The less time you spend indoors with people you do not live with, the more you reduce the risk of catching COVID-19, or passing it on.

Also this week, the rules of international travel have changed to a simpler system, with countries categorised as either red or the rest of the world.

And a new campaign to help people look after their mental health has been launched called Every Mind Matters. People can create their own 'Mind Plan' to get tips and methods to help their wellbeing using the website.

Key messages

- A new mental health campaign, Every Mind Matters, can help people look after their wellbeing. World Mental Health Day takes place this Sunday, 10 October.
- International travel rules have changed to a simpler system.
- Ventilation is a key way to reduce the spread of COVID-19.





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Mental health

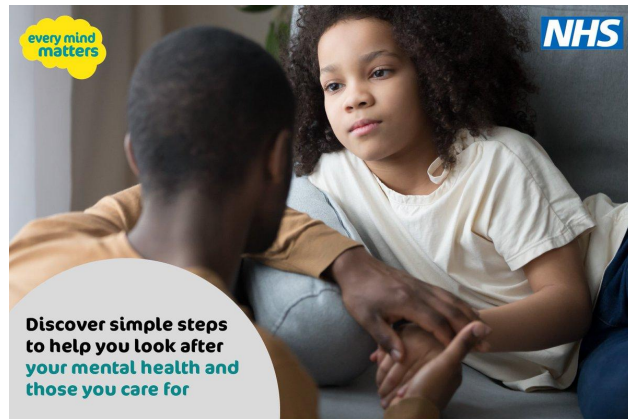
New research commissioned by the Office for Health Improvement and Disparities (OHID) shows that nearly half (49%) of adults in England said the COVID-19 pandemic had a negative impact on their mental wellbeing.

A new NHS campaign called [Every Mind Matters](#) has been launched to help people with their mental wellbeing. By answering five simple questions through the Every Mind Matters website, people can get a 'Mind Plan', giving them personalised tips to help deal with stress and anxiety, boost their mood, sleep better and feel more in control.

Help people on World Mental Health Day (October 10) with these practical tips.

How you can help

- Share a [video from the NHS about Every Mind Matters](#).
- Post a link to [Every Mind Matters](#) to your networks.
- Download and post information from the [Every Mind Matters resources centre](#).





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International travel

We have moved to a [simplified system for international travel](#) with two categories: red, or the rest of the world.

Fully vaccinated people coming from more than 50 countries on the 'rest of the world' list don't need a pre-departure test or to home quarantine on their return.

You should not travel to a country on the red list. If travel to a red list country is unavoidable, you will need to take a pre-departure test, spend 10 days in hotel quarantine and take PCR laboratory tests on Day 2 and Day 8 after you come back.

How you can help

- Share the [new travel rules](#) with your networks.
- Post the images on this page on your social media pages.



Travelling abroad has changed



Fully vaccinated people coming from 50+ non-red list countries don't need a pre-departure test or home quarantine

Be prepared: gov.uk/travel-abroad



You should not travel to a country on the red list

If travel is unavoidable, on your return you will need:



- ✓ Pre-departure test
- ✓ 10 days hotel quarantine
- ✓ Day 2 & 8 PCR test

Be prepared: gov.uk/travel-abroad



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Behaviours to protect you from transmission

The best way to protect yourself and others from COVID-19 is to be fully vaccinated.

People who are fully vaccinated should continue to follow safer behaviours set out below to prevent the spread of the virus. This includes:

- **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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Vaccines

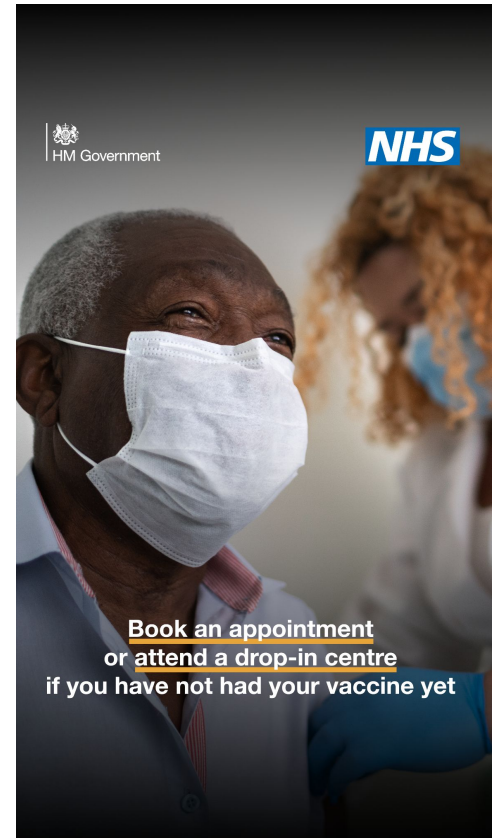
Just over 49 million people have had their first jab in England, while 45 million people have been fully vaccinated.

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

Children aged 12 to 15 are being offered a jab. 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

- Post this [video by Professor Kevin Fenton](#) answering questions about the COVID-19 vaccine that particularly relevant to ethnic minority audiences on your social media channels.
- Tell your networks [all adults can now book a vaccine](#).
- Share information on [vaccines for 12 to 15 year olds](#).





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Ventilation

Letting fresh air into indoor spaces can help remove air that contains virus particles to prevent COVID-19 spreading.

When someone with COVID-19 breathes, speaks, coughs or sneezes, they release particles containing the virus that causes COVID-19. People can pass COVID-19 on to others if they only have mild symptoms, or even no symptoms at all.

How you can help

- Download and post [videos explaining the importance of ventilation](#) to your networks.
- Share [guidance on the importance of ventilation](#) on social media.



Open windows to let fresh air in to help disperse COVID-19 particles when meeting others indoors



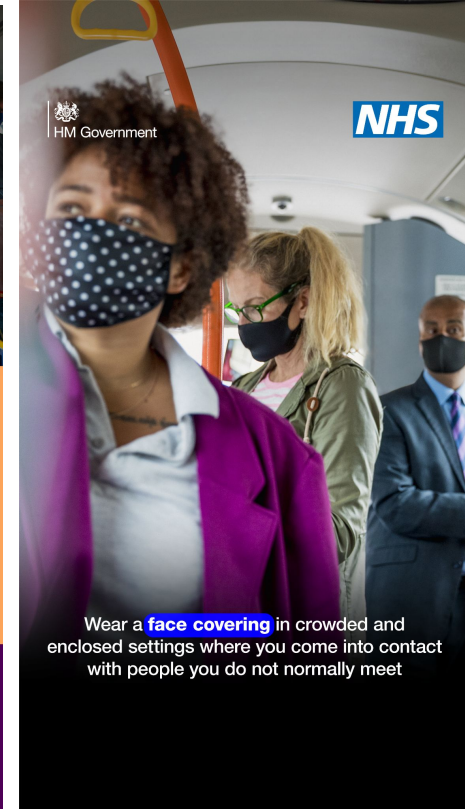
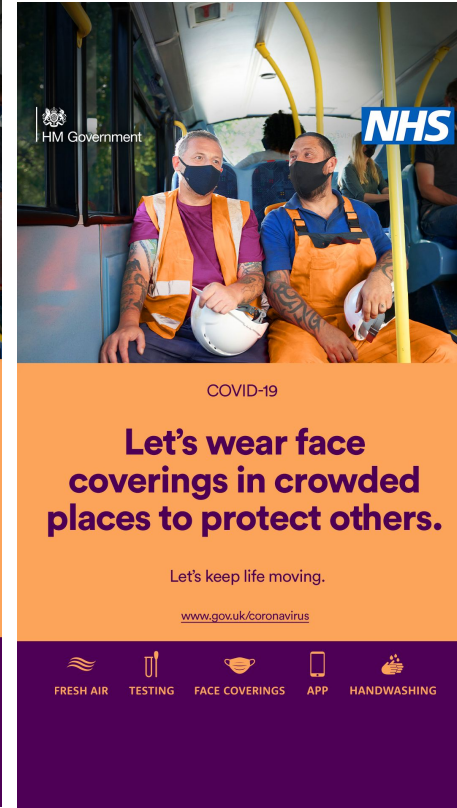
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Face coverings

Wear a face covering in crowded and enclosed settings where you come into contact with people you don't normally meet.

How you can help

- Post the images on this page to your social media channels.
- Download and post the [images in community languages](#).





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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.**

