



COVID-19 Stakeholder and Influencer Toolkit

Overview

The COVID-19 booster programme of giving a third vaccine dose to those most vulnerable is gathering pace.

The phenomenal national effort has already saved around 130,000 lives, with more than 95 million doses delivered across the UK.

Getting your booster dose will also help the NHS during the already challenging autumn and winter period.

The [Prime Minister has urged everyone over 50 to get their booster jabs](#).

In another boost for the vaccination programme, parents can now [book COVID-19 vaccinations online](#) for their 12-15 year old children.

Key messages

- If you are eligible, get your booster jab as soon as you can.
- Parents can book vaccinations online for their children aged 12 to 15.
- Follow safer behaviours to keep COVID-19 in check.





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Vaccines - Boosters

Just over 49.5 million people have had their first jab in England, while 45.4 million people have been fully vaccinated.

The [booster vaccine](#) has begun for people aged over 50, frontline NHS and care workers, and the most vulnerable.

How you can help

- Post [information about the booster programme](#) on your social media channels.
- Use assets on this page on your social media channels.





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Vaccines - Q and A videos

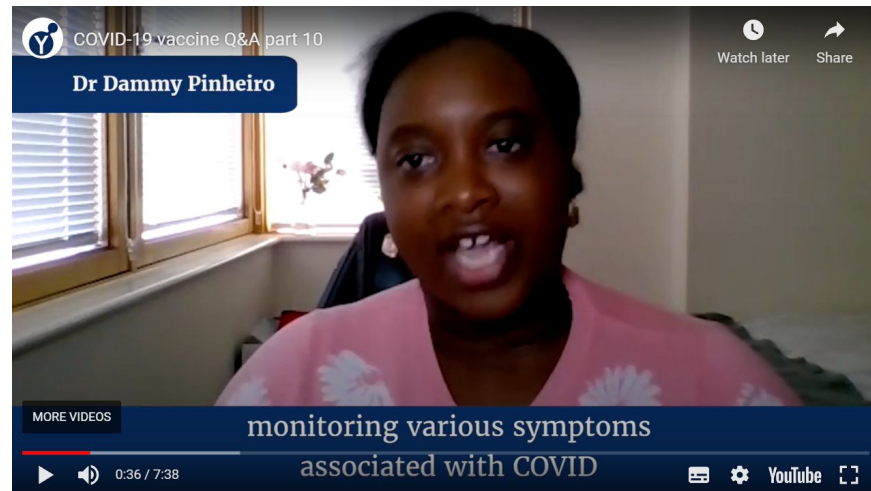
With so much information available online about COVID-19 vaccinations, it is important to refer to legitimate medical sources to get the facts.

The British Society for Immunology has Q&A videos with different experts available online.

The latest video, features Dr Dammy Pinheiro, answering questions on boosters, efficacy and long-COVID.

How you can help

- Watch the [British Society for Immunology Q&A video](#)
- Download and share '[A guide to vaccinations for COVID-19](#)' from British Society for Immunology
- Always check before you share and only follow advice from legitimate sources.



[Click here](#) to go to the Community Leaders webpage to watch the recording of last week's Cabinet Office/UKHSA webinar or download the Q&A. The site is also full of useful links and previous webinar recordings.



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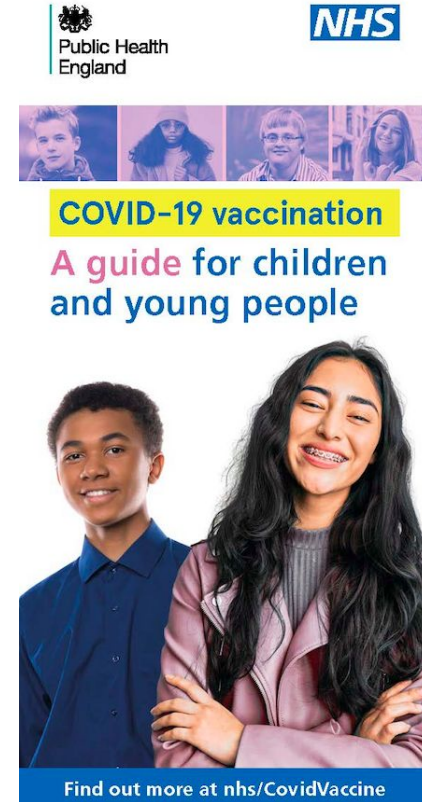
Vaccinating 12 to 15 year olds

The NHS has started to [roll out the COVID-19 jab to school children aged 12 to 15](#), as part of the biggest vaccination drive in health service history.

Vaccines can now be [booked online](#) for those aged 12 to 15. The booking service will provide an additional option for parents to book a vaccine for their child, alongside the schools programme which has already vaccinated nearly half a million young people and visited thousands of schools.

How you can help

- Share the [information for parents](#) from the NHS with your networks.
- Share a link to the [NHS booking service](#).
- Post [videos on vaccines for 12 to 15 year olds](#) to your networks.





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Protecting you against flu

Those [eligible for the free flu vaccine](#) and a COVID-19 booster jab are urged to book their appointments as soon as possible.

People who get COVID-19 and flu at the same time are twice as likely to die, said Dr Jenny Harries, Chief Executive of the UK Health Security Agency.

Eligible people can book an appointment for their flu jab at their GP practice or local pharmacy. Pregnant women should ask for their free flu jab at their local maternity service.

How you can help

- Post a video called [Winter Vaccines Explained](#) by Dr Amir Khan, Dr Dawn Harper and Dr Karan Ranj to your networks. It covers both the flu and COVID-19 vaccines.
- Share a link to your networks on [NHS flu advice information](#) and who is eligible for the flu jab.





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Half term holidays and festivals

During school half term, we must all remember to follow safer behaviours to prevent the spread of COVID-19.

Halloween and Bonfire Night are two festivals where we sometimes join people we don't normally meet so it is important to follow safer behaviours at these times in particular.

When pupils return to school they should take regular tests.

How you can help

- Share the images on this page with your networks.
- All COVID-19 messaging assets can be downloaded from the [Coronavirus resource centre](#)





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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.

LFD or PCR? If you're not sure which test you need, take a look at this simple guide to COVID19 tests.

COVID-19 tests - what's the difference?		
	 Rapid lateral flow tests	 PCR tests
 When do I take them?	• Twice a week - if you have no symptoms	• After an NHS Test and Trace alert • After a positive rapid test • Or if you have symptoms
 Do I send them away for processing?	No	Yes
 When do I get the results?	Up to 30 minutes	24 - 72 hours
 Where do I get one?	• Online • Test sites • Call 119 • Participating pharmacies	• Online • Test sites • Call 119

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.
- Post a [link to guides on how to do a rapid lateral flow test in different formats and languages](#) to your networks.



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Safer behaviours to reduce transmission

By us all following [safer behaviours](#), we can slow the spread of COVID-19.

Let fresh air in. Use face coverings in crowded indoor places. Wash your hands regularly. Test regularly. Stay at home when you feel unwell. Use the COVID-19 NHS App.

Information is [available in community languages](#).

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.
- Information and [assets are available in community languages](#).



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

COVID-19

Pamiętaj, aby otworzyć okna i pomóc przegnać wirusa.

Niech życie toczy się dalej.

www.gov.uk/coronavirus

 ŚWIEŻE POWIETRZE	 TESTY	 ZAKRYWANIE TWARZY	 APLIKACJA	 MYCIE RĄK
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