



COVID-19 Stakeholder and Influencer Toolkit

Overview

This week, a successful milestone has been reached for the COVID-19 vaccination programme, as more than 13 million life-saving booster jabs have been given to people across the UK.

In other great news this week, the government has accepted advice from independent experts, at the Joint Committee on Vaccination and Immunisation, to expand the booster programme to those aged 40-49, who will be able to book online soon.

New advice from the experts at JCVI also means that all 16 to 17 year olds who are not in an at-risk group will be offered a second dose of the Pfizer vaccine.

[Updated advice](#) also says that children aged 12 to 17, who are not in a high risk group, should wait 12 weeks after a coronavirus infection before having their jab.

Key messages

- 13 million people have now had life-saving booster jabs.
- If you are eligible, get your booster jab as soon as you can.
- Follow all safer behaviours to keep COVID-19 from spreading.





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COVID-19 and flu vaccines

Vaccines give high levels of protection from COVID-19 but this reduces over time so it is vital that vulnerable people get a COVID-19 booster vaccine to protect themselves.

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

Flu vaccination is important because:

- more people are likely to get flu this winter as fewer people will have built up natural immunity to it during the COVID-19 pandemic
- if you get flu and COVID-19 at the same time, you're more likely to be seriously ill
- getting vaccinated against flu and COVID-19 will provide protection for you and those around you for both these serious illnesses.

How you can help

- Use the asset on this page on your social media channels or [download more](#).
- Post a link to the [NHS booking service](#) and [flu jab booking](#) information to your networks.





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Vaccines - boosters

Boosters give over 90% protection against catching COVID-19 in adults over 50.

Vaccines save lives and are our best line of defence from COVID-19 being spread and serious illness. [The booster programme has been expanded to cover those aged 40 to 49.](#)

If you are eligible for a booster you can book your appointment online after five months. You can also call 119 or use a walk-in jab centre after six months from your second jab.

How you can help

- Post [information about the booster programme](#) on your social media channels.
- Use the assets on this page on your social media channels or [download more](#).
- Share a link to the [NHS booking service](#).





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Vaccines - 12 to 15 video assets

How you can help

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





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Safer behaviours

The best way to protect yourself and others from COVID-19 is to get fully vaccinated. People that are fully vaccinated should continue to follow behaviours and actions [set out in the guidance on how to help limit the spread of COVID-19](#).

To help combat COVID-19 you should follow other safer behaviours and actions that include:. 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.

Simple and straightforward behaviours such as letting in fresh air, for 10 minutes regularly, whilst indoors can help save lives. By following the safer behaviours you are helping to protect you and others from catching Covid-19.

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.
- Post information and [assets in community languages](#) to your networks and in your newsletters.





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The importance of face coverings

Face coverings are one way to protect yourself and others from catching and spreading the virus.

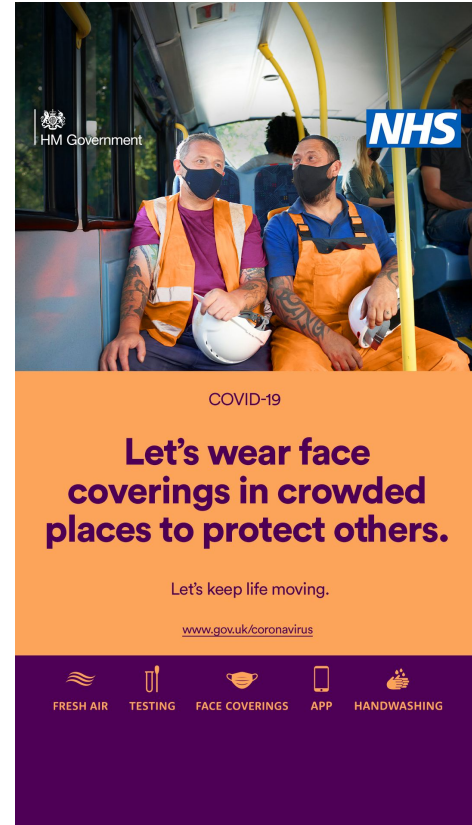
You should continue to wear a face covering in crowded and enclosed areas where you are mixing with people you do not usually meet.

Be aware that some people cannot wear a face covering for health reasons.

Some people may feel more comfortable showing something that says they do not have to wear a face covering. This could be in the form of an exemption card, badge or a home-made sign. This is a personal choice.

How you can help

- Share the asset on this page with your networks.
- Post information about the [guidance on face coverings and exemptions](#) to your networks.





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Social media assets

You can find a whole range of assets online to help communicate advice about the vaccine, testing and safer behaviours.

How you can help

- Download and use assets from the [COVID-19 Resource Centre](#) to help with messages.
- Post information and [assets in community languages](#).

