



COVID-19 Stakeholder and Influencer Toolkit

Overview

The Prime Minister yesterday [announced](#) the lifting of Plan B restrictions.

You no longer have to work from home and you can now return to your place of work.

From next Thursday (27 Jan) you do not need to wear face coverings in public places.

COVID Pass will no longer be required for certain venues although some venues or events may choose to continue to use the NHS COVID Pass.

Key messages

- Plan B restrictions are being lifted on 27 January.
- Everyone eligible should get COVID-19 vaccines and boosters.
- The isolation rule for people with COVID-19 has been reduced to five full days.





COVID-19 Stakeholder and Influencer Toolkit

Plan B review - return to Plan A

[Plan B restrictions have ended and we are returning to Plan A.](#)

Details of the changes to working from home, face coverings and COVID PASS usage can be [read here](#).

Vaccination remains our best defence against COVID-19 and people are urged to Get Boosted Now, 1st and 2nd jabs are still available.

We are still encouraged to follow safer behaviours for example testing before visiting those who are most at risk.

Key messages

- Share the [new guidance](#) with your networks.
- Download the latest assets [from here](#) to share on WhatsApp.
- Read and share the government advice which still asks people to follow [Safer Behaviours in Plan A](#).





COVID-19 Stakeholder and Influencer Toolkit

Safer behaviours

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

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

How you can help

- Download assets from the [Coronavirus resource centre](#) to help with messages.
- Post [assets in community languages](#) to your networks.





COVID-19 Stakeholder and Influencer Toolkit

Testing & Self-isolation

People with COVID-19 can now stop self-isolating after five full days, if they have negative results on days five and six.

People who still test positive on their lateral flow tests must stay in isolation until they have had two consecutive negative tests taken on separate days.

People in England who receive positive lateral flow results for COVID-19 will be required to self-isolate immediately and [won't be required to take a confirmatory PCR test](#).

Unvaccinated contacts must still self-isolate for a full 10 days.

How you can help

- Share the [testing guidance and self isolation rules](#) with your networks.
- Share [translated videos](#) on how to take LFT home tests

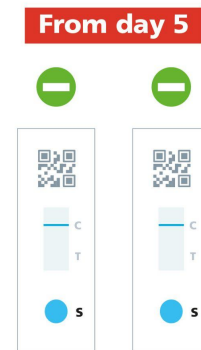
NHS
Test and Trace

Self-isolation rules have changed

How have they changed?

From day 5 of self-isolation take a rapid lateral flow **test each day**.

After **two negative results in a row** you can **stop self-isolating**, whether you're vaccinated or not.





COVID-19 Stakeholder and Influencer Toolkit

Booster jabs

36.5 million adults have now had a booster and more than 91% for over-50s have had it. The vaccination programme is open to everyone, with first and second doses also available.

Use the online [NHS booking service](#) to book your jab. Walk-in centres are available as well. You can find a [COVID-19 walk-in vaccination site near you online](#).

New assets are available to help you speak to your audiences. These include messages on the effectiveness of vaccines in preventing hospital admission and advice for pregnant women.

How you can help

- Post a link to the [NHS booking service](#) to your networks.
- Download and share on WhatsApp [the image to the right](#).
- Use the [new booster resources](#) to share with your networks.





COVID-19 Stakeholder and Influencer Toolkit

Booster jabs

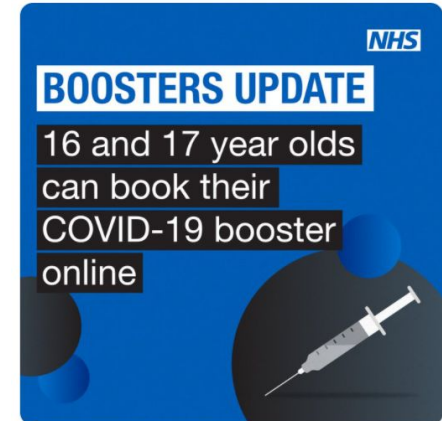
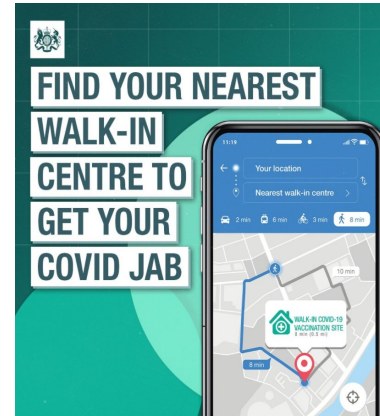
Boosters are your best protection against COVID-19, reducing your chance of getting seriously ill.

If you have yet to come forward for your COVID-19 booster vaccine - it's never been easier. There are 1,800 walk-in sites available across the country this week offering booster jabs.

Find your nearest site and #GetBoostedNow.
<http://nhs.uk/grab-a-jab>

How you can help

- Download and share the latest booster assets via the [Coronavirus Resource Centre](#)
- Book an appointment via nhs.uk or find a [walk-in centre](#)





COVID-19 Stakeholder and Influencer Toolkit

Vaccines in pregnancy

The latest data from the UK Health Security Agency (UKHSA) shows COVID-19 vaccinations provide strong protection for pregnant women against the virus.

Since April 2021, around 84,000 pregnant women have received one dose and over 80,000 have received two doses of the COVID-19 vaccine. The COVID-19 vaccines are safe for pregnant women and their babies.

The vast majority of pregnant women who have been admitted to hospital with severe COVID-19 are unvaccinated.

How you can help

- Post a link to the latest news about the [effectiveness of vaccines for pregnant women](#) to your networks.
- Download and post a [video about common questions on the vaccine and pregnancy and fertility](#).





COVID-19 Stakeholder and Influencer Toolkit

Vaccine myths

Myths and reality

Myth - The vaccines were rushed through without proper safety checks.

Extensive safety checks took place like with any other vaccine. Data was submitted at every stage instead of at the end of the research which speeded up the process.

Myth - The vaccines contain animal products.

The vaccines do not contain any animal components. The Medicines and Healthcare products Regulatory Agency has published a list of all the ingredients online.

How you can help

- Share the information above with your networks.





COVID-19 Stakeholder and Influencer Toolkit

Vaccine facts videos

How you can help

Post the videos below to your networks:

- [A video by Dr Mary Ramsay, Head of Immunisation at Public Health England, explaining that the vaccines are safe](#), were not rushed and no corners were cut in developing the vaccines.
- [A video from Manchester](#) with the director of public health David Regan and GP Dr Manisha Kumar. Almost one million jabs have been given in the city and he explains how anyone who's not yet been vaccinated can still come forward.
- More videos on the booster vaccine are available to download from the [Coronavirus Resource Centre](#)





COVID-19 Stakeholder and Influencer Toolkit

Mental Health

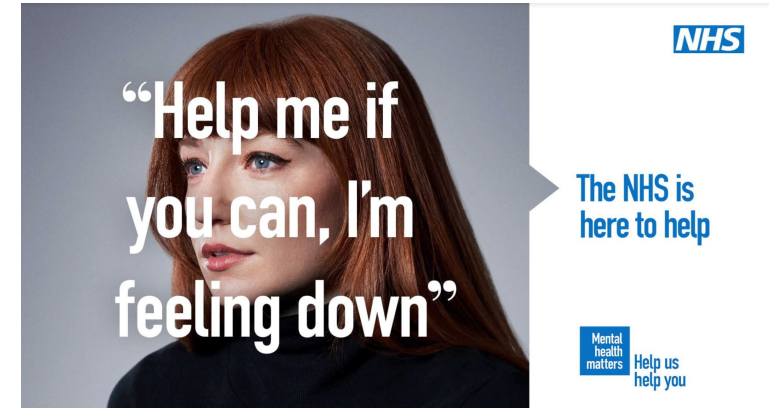
One in four adults and one in ten children experience mental illness and new figures out this week show that over 50% of people were concerned about their mental health last year.

Feelings of anxiety and depression can affect anyone.

The NHS has launched a campaign using the iconic Beatles song ‘Help’ featuring Craig David, Laura Mvula, Ella Henderson and Max George.

How you can help

- Share the [video](#) with your networks.
- Share the posts on social media using #HelpUsHelpYou
- Encourage your networks to speak to their GP, or refer themselves online at nhs.uk/help
- Share the link to [NHS Mental Health](https://nhs.uk/mental-health)





COVID-19 Stakeholder and Influencer Toolkit

University students

Students returning to university should [follow guidance from the Office for Students](#).

The key messages for students at university in England are:

- Get a COVID-19 test twice a week and report your results.
- Around 1 in 3 people with COVID-19 have no symptoms.
- Tests are quick and free, with results in around 30 mins.
- Whatever your result, report it right away and help keep life moving.

How you can help

- Post a message with the image on this page to your networks.
- Suggested message script:
“Don’t take COVID-19 back to campus. Take a rapid COVID-19 test before you return to university.”

