



COVID-19 Stakeholder and Influencer Toolkit

Overview

England has returned to Plan A, meaning:

- You no longer have to work from home.
- There is no legal requirement to wear face coverings in any setting (including schools). The government suggests that you continue to wear a face covering in crowded and enclosed spaces where you may come into contact with other people you do not normally meet.
- The COVID Pass will no longer be required for access to certain venues and events.

Key messages

- Plan B restrictions were lifted on 27 January.
- Everyone eligible should get COVID-19 vaccines and boosters.
- From 11 February, fully vaccinated international travellers will no longer have to test on arrival in the UK.





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Return to Plan A

Plan B restrictions have ended and England has now returned to Plan A.

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

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

We are encouraging 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 your WhatsApp groups.
- Read and share the government advice which still asks people to follow [Safer Behaviours in Plan A](#).





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International Travel

From 11 February, fully vaccinated passengers and under 18s arriving in the UK do not need to take a test on arrival.

Arrivals who aren't fully vaccinated need proof of a negative pre-departure test and a PCR test on or before day 2 after they arrive in the UK.

From 3 February 12-15 year olds will be able to access the digital NHS COVID Pass for international travel.

How you can help:

- Download the assets on International travel from the [Coronavirus Resource Centre](#) and share them with your community
- Post the image on your social media or WhatsApp group



HM Government



From 11 February, eligible
FULLY VACCINATED
travellers and under 18s will no longer need
to test on arrival to the UK.

Travellers not fully vaccinated will need
proof of a negative pre-departure test and a
PCR arrival test.

Find out more at gov.uk/travel-abroad



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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.





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Testing & Self-isolation

The self-isolation advice for people with COVID-19 has changed. It is now possible to end self-isolation after 5 full days if you have 2 negative LFT tests taken on consecutive days.

The first day should be taken 5 days after testing positive or symptoms started.

The self-isolation period remains 10 days for those without negative results from 2 LFD tests taken a day apart.

How you can help

- Share the [testing guidance and self isolation rules](#) with your networks.
- Share the image [on the right](#) on the new guidelines.



Test and Trace

Self-isolation rules have changed

Let's help **keep**
things moving



Tested positive for Covid-19?



You can now **reduce the time**
you self-isolate to 5 days
instead of 6.

Swipe left for details...





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Booster jabs

More than 37 million adults have now had a booster and more than 91% for over-50s have been boosted.

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](#).

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 vaccination resources](#) to share with your networks.





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Booster jabs

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

Pregnant women are more at risk of severe COVID19. That's why it's so important to get vaccinated and boosted as soon as possible, whatever stage of pregnancy you're at.

If you haven't booked your COVID-19 booster vaccine - it's never been easier. 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](#)





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Vaccines in pregnancy

COVID-19 vaccinations provide strong protection for pregnant women against the virus.

Pregnant women who have not yet had their first, second, third or booster dose of a COVID-19 vaccine are being urged 'don't wait to take the vaccine'.

The 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](#).
- Share [translated assets on boosters](#) during pregnancy with your communities.



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Vaccine myths

Myths and reality

Myth - Pregnant women should avoid the vaccine.

Reality - Pregnant women with COVID-19 have a higher risk of intensive care admission than women of the same age who are not pregnant. They should get vaccinated as soon as possible.

Myth - The vaccine can harm your fertility.

Reality - There is no scientific evidence that the vaccine can affect fertility, for both men and women.

How you can help

- Share the information above with your networks.





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Booster Vaccine Fraud

Criminals are sending text messages, emails and calling people pretending to be from the NHS, to steal money, financial details and personal information relating to the COVID-19 booster vaccine.

The COVID-19 booster vaccine is **free**. The NHS will **never** ask for payment or any financial details relating to the COVID-19 booster vaccine. The NHS will **never** arrive unannounced at your home to administer the COVID-19 booster vaccine.

Please encourage your network to be alert and guide people on how to book their booster jab.

How you can help

- Share [this post](#) about booster vaccine fraud with your networks.
- Use and display the poster on the right which explains booster vaccine fraud.



Beware of Financial Requests for COVID-19 Booster Vaccines

Criminals are sending text messages, emails and making phone calls, pretending to be from the NHS, to steal money, financial details and personal information relating to the COVID-19 booster vaccine.

- ✓ The COVID-19 Booster Vaccine is **FREE**
- ✗ The NHS will **NEVER** ask for payment or any financial details relating to the COVID-19 Booster Vaccine
- ✗ The NHS will **NEVER** arrive unannounced at your home to administer the COVID-19 Booster Vaccine



Do not respond to requests for money or important personal information such as bank details or passwords.



Be alert to links and attachments in unexpected text messages or emails.

For information on how to book or manage a booster dose of the coronavirus vaccine visit

nhs.uk/CovidVaccination

Further guidance and support



ActionFraud
National Fraud & Cyber Crime Reporting Centre
0300 123 2040
actionfraud.police.uk

If you receive a call and suspect it to be fraudulent, hang up. If you are suspicious about an email, forward it to report@phishing.gov.uk. If you are suspicious about a text message, forward it to the number 7726, which is free-of-charge.

If you believe you are the victim of a fraud, please report this to Action Fraud as soon as possible by visiting actionfraud.police.uk or calling 0300 123 2040.

If you have any information relating to NHS COVID Pass or vaccine certificate fraud you can stay 100% anonymous by contacting Crimestoppers online at covidfraudhotline.org or phone on 0800 587 5030.

CrimeStoppers.



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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)

