



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 25 March 2021

- As we continue to journey through the [roadmap](#), more restrictions will be relaxed, with the next key date being 29 March for step 1B.
- From March 29:
 - The Stay at Home rule will be lifted but you should minimise travel.
 - You can meet up to six people or two households outside.
 - You can [use outdoor sports facilities](#) such as outdoor swimming pools
- People must continue to work from home where they can and avoid staying overnight away from home.
- [Travel abroad is only permitted for essential reasons](#)
- There are a number of religious festivals and bank holidays coming up, but we must all follow the rules to keep ourselves and others safe.
- [People who are clinically extremely vulnerable can stop shielding](#) from 1 April.

Key messages

- From March 29, people can meet in groups of up to six people outside.
- People should minimise travel wherever possible.
- Unpaid carers are now being invited to get the COVID-19 vaccination.
- People aged over 50 and those aged 16-64 with underlying health conditions can use the [NHS National Booking Service](#).





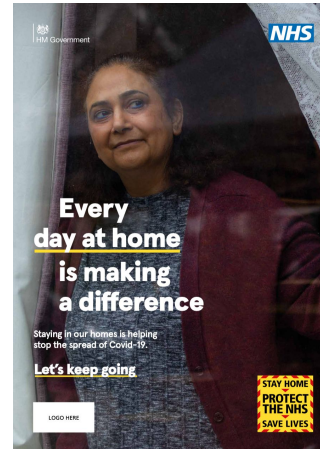
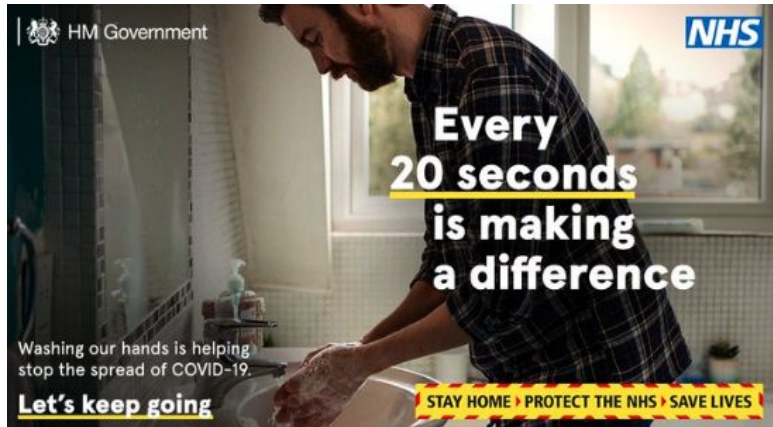
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Lets keep going

We must keep doing what we are already doing. [Working from home](#) is helping to stop the spread of COVID-19. Let's keep going. [Washing our hands more often for 20 seconds](#), and following other safety advice is making a difference and helping stop the spread of COVID-19.

How you can help

- Use all of your channels and networks to remind people to keep following the [stay at home](#) rules. The assets below will help.
- Post this NHS video about how [working from home](#) is helping to stop the spread





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Vaccines

The vaccine is safe, please have your vaccination when you are invited to. You still need to [follow the rules after you've had the COVID-19 vaccination](#).

Always remember to: wash your hands, cover your face, keep your distance.

How you can help

- Retweet the tweets below and share them via all your available channels including Whatsapp (click on the image for a link to the tweet).
- Retweet [a video of Helen Walker, Chief Executive of CarersUK, explaining why the vaccine is important for carers](#).
- Post a [video from the NHS about what happens when people go to get a vaccine](#).
- Send the text message below to your networks.

Text message

The vaccine is safe. The NHS will get in touch when it is your turn. You still need to follow the rules after you've had the COVID-19 vaccination.





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Festivals

Festivals such as Easter, Ramadan and Passover will be different this year.

We must all remember to follow safety guidance and take steps to limit the spread of the virus, and to protect ourselves, our families and our communities.

How you can help

- Post the asset, on the right, about how to celebrate Passover safely.
- Remind people that even after March 29, we can still not meet other households inside.
- From 29 March you can gather with either two households or up to six people outdoors. You must still only mix with your household indoors.



Celebrate Pesach safely this year.

Thank you for following COVID-19 guidelines this Pesach.

It's not easy, but together, we can stop the spread of coronavirus.





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Testing

Around 1 in 3 people with coronavirus do not show symptoms. Rapid testing detects cases quickly and can break the chain of transmission. People who do not have symptoms can get a test.

You should also get a test if you have any of the [COVID-19 symptoms](#):

- a high temperature
- a new, continuous cough
- a loss or change to your sense of smell or taste

Businesses can now get free COVID-19 rapid testing kits for their staff.

How you can help

- Encourage businesses in your networks to [register for workplace testing by 31 March 2021](#).
- Tell your networks that they can book a test by calling 119, using the NHS COVID-19 app or via [the booking page on the NHS website](#).
- Use the products to the right to raise awareness of testing.

Text message

Please book a free COVID-19 test by calling 119 to reduce the spread of the disease. Around 1 in 3 people with coronavirus don't have symptoms.

