

## COVID-19 Stakeholder and Influencer Toolkit **Overview**

This week, in another milestone for the Government's successful vaccination programme, those aged 42 and over have been asked to come forward for their jab.

One in four adults have now had both doses of the vaccine. Every vaccination gives us hope. The Government has also secured 60 million new doses of the Pfizer/BioNTech vaccine to support the UK's booster programme.

Remember we all must take the next steps back to a more normal life carefully and be mindful to stick to the <u>Hands</u>, <u>Face</u>, <u>Space</u>, <u>Fresh Air</u> advice.

#### Key messages

- Every vaccination gives us hope.
- If you're aged 42 or over, or if you'll turn 42 before 1 July 2021, you can now book your COVID-19 vaccine.
- Everyone can get rapid COVID-19 tests via the NHS.
- Remember to follow the <u>Hands, Face Space, Fresh Air</u> guidance.







## COVID-19 Stakeholder and Influencer Toolkit **Vaccines**

More than 33 million people have had their first dose of the vaccine and eight million have had their second vaccination.

A single dose of a Coronavirus vaccine can reduce household transmission of the virus by up to half, says research by Public Health England.

People, aged 42 and over, can use the NHS National Booking Service to book a vaccination.

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.

- Post this Department of Health and Social Care video about vaccines. Every vaccination gives us hope.
- Let your networks know that people aged 42 or over, or if they'll turn 42 before 1 July 2021, can now book your COVID-19 vaccine. Post this NHS tweet with the details.
- Post videos via this link to trusted community leaders to help tackle the spread of false information about the COVID-19 vaccine.





# COVID-19 Stakeholder and Influencer Toolkit Testing - why it is still important

"We have a vaccine, why do we need to keep testing?"

Vaccines will do a lot but no vaccine is 100% effective and not everyone is vaccinated.

Even after you've had the vaccine we still think you can catch the virus without showing symptoms.

Unfortunately, COVID-19 will continue to be a problem we all have to deal with.

One in three people who catch the COVID-19 virus will not show any symptoms at all - so it is important we keep testing to protect ourselves and those we love.

Routine testing is also important to detect new variants.

Everyone is encouraged to take a free rapid Lateral Flow Test twice a week to avoid a further lockdown



- Tell your networks everyone can get free, rapid lateral flow tests for themselves and their families twice a week.
- Tell your networks that they can book a rapid test by calling 119, using the NHS COVID-19 app or via the booking page on the NHS website.
- Use these images in community languages to let your networks know about testing.



## COVID-19 Stakeholder and Influencer Toolkit Testing - types of tests

#### There are two types of tests

<u>Lateral Flow Test (LFT) – the rapid one</u>

#### For people who have no symptoms:

- rapid results (in 30 mins)
- shows if someone is very infectious
- available free from a variety of places (see below)

Polymerase Chain Reaction (PCR) – the laboratory one

#### For people who have symptoms or need to confirm an LFT or travel abroad:

- results need a minimum of 24 hours
- very accurate, detects low infection
- processed in a laboratory

When people are at their most contagious, rapid Lateral Flow Tests detect over 95% of cases.

There is less than one-in-a-thousand chance that a Lateral Flow Test will give a "false positive" result – meaning it thinks you have COVID-19 when in fact you don't.

If you test positive using this rapid test you should self-isolate and arrange to take the much more sensitive PCR test.

If the result of the PCR test is negative you can stop self-isolating. If it is confirmed you should self-isolate for 10 days, or longer if you get symptoms or symptoms do not go away.





## COVID-19 Stakeholder and Influencer Toolkit Testing - Where can I get a quick Lateral Flow Test?

- Post a link to the NHS web page showing where people can get rapid tests on your social media channels or in your email updates.
- Post these NHS videos in community languages explaining how to take a rapid test. Also available in English//BSL.
- Post this video by Dr Amir Khan with his niece, Haleema, showing how to do a rapid Lateral Flow Test.



Test & Trace **Testing** Site



**Pharmacy** Collect





**Schools** and Workplace **Testing** and Collect



Community **Testing** and Collect





## COVID-19 Stakeholder and Influencer Toolkit **Festivals and events**

Festivals such as Ramadan will be different this year. We must remember to follow the rules to keep ourselves and others safe. We must keep travel to a minimum.

- Use the message from Imam Monawar Hussain about vaccine safety and taking the vaccine during fasting, such as Ramadan. Click on the image to view the video and share the link.
- Inform your networks that meeting people from other households indoors is still not permitted.
- Remind people that they can only meet up to six people outside.
- Post the message to the right from Shaykh Mohammad Yazdani Raza (Misbahi), Chairman of the London Fatwa Council, about vaccine advice during Ramadan. Click on the image to view the video and share the link.

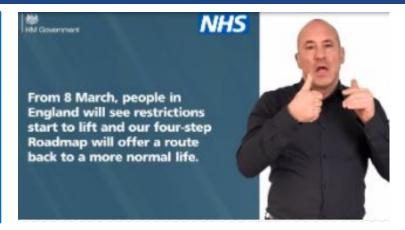






# COVID-19 Stakeholder and Influencer Toolkit Social media images for your channels

- Use these images on your social channels or send them out via WhatsApp.
- Post the <u>BSL video</u>, to the right, explaining the Roadmap.
  Click on the image to view the video and share the link.
- Download assets from the <u>Public Health England resources</u> <u>centre</u> to help with COVID-19 messages; including those in community languages.









Two households or a group of up to six people can now meet outdoors. If you are visiting a park, please remember to take your litter home with you.



From 12 April, you can visit outdoor attractions such as zoos, theme parks and drive-in cinemas Please remember to keep your distance from others and wash your hands regularly.

