



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 [Hands, Face, Space, Fresh Air](#) 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 [Hands, Face Space, Fresh Air](#) guidance.





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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.

How you can help

- 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](#).





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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.



How you can help

- 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.



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Testing - types of tests

There are two types of tests

Lateral Flow Test (LFT) – the rapid one

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.





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Testing - Where can I get a quick Lateral Flow Test?

How you can help

- 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





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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.

How you can help

- 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.





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Social media images for your channels

How you can help

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

