

Twice-weekly testing offer announcement pack v2

Information pack outlining key aspects of the new twice-weekly testing offer for people without symptoms

- All media enquiries should be directed to the DHSC Press Office, [contact details here](#)

THE TWICE-WEEKLY RAPID TESTING OFFER



- On 5 April, the Prime Minister announced that all people in England will now be able to access twice-weekly rapid tests for coronavirus from 9 April.
- This is an important step forward to meet the ambitions in the Prime Minister's roadmap, and allow us all to move forward and safely ease out of lockdown.
- Twice-weekly rapid testing is a vital tool in helping to identify cases of coronavirus we would otherwise not find. With 1 in 3 people with coronavirus showing no symptoms and potentially spreading it without knowing, twice-weekly rapid testing enables us to find these cases and prevent the spread of infection.
- Getting into the habit of twice-weekly testing as part of our everyday lives will help us all to play our part and do what we can to keep each other safe and alongside the vaccine ensure we can continue to ease our way out of lockdown.
- While the vaccine offers us a way out in the future, twice-weekly rapid testing offers us a way forward now.
- We need the support of as many organisations as possible, both to deliver testing and, crucially, to help spread the message that twice-weekly rapid testing is a core part of returning to a life as normal as possible, as quickly as possible.
- What's most important is that as many people as possible take up the offer of twice-weekly rapid testing, whichever route they use and report their test results.

HOW TO ACCESS TWICE-WEEKLY TESTING

We want to make it as easy as possible for everyone in society to access testing, and take up the offer of twice-weekly rapid testing. The following routes are available, depending on individual situations:

- **Workplace testing:** Thousands of employers are offering testing in the workplace. This includes testing sites, where you can take a supervised test, and workplace collect, where you can pick up a box of tests to use at home. If your employer offers workplace testing, this is still the best route for you to access rapid tests. Employers must [register](#) by 12 April to access free tests until the end of June.
- **Community testing:** All local authorities are offering local [community testing sites](#), where you can go to take a supervised test. Most local authorities also offer a community collect option, where you can pick up a box of tests to use at home.
- **NHS Test & Trace sites:** These are across the country and operate as symptomatic testing sites in the morning but are currently providing an afternoon collect option, where you can pick up a box of tests to use at home.
- **Pharmacy collect:** Thousands of pharmacies across England have signed up to offer pharmacy collect. You can go to a participating pharmacy and pick up a free box of tests to use at home. NHS England's [site finder](#) allows you to search pharmacies near you that offer pharmacy collect. Over the coming weeks more and more pharmacies will be signing up.
- **Education:** Secondary and college students are already being given tests to use at home twice a week, throughout term time and the holidays.
- **LFD Direct:** For people who can't access tests through the other routes, you can order a box of tests online or through 119, which will be delivered to your home.

Find out more about the testing routes available at www.nhs.uk/get-tested

HOW YOU CAN SUPPORT TWICE-WEEKLY TESTING



- In order to encourage as many people as possible across all parts of society to take up the offer of twice-weekly rapid testing, we need support.
- From local authorities, employers and faith groups, through to trade unions, local councillors and voluntary groups, the connections you have to your workers, members and local communities will be key in raising awareness of the testing offer and encouraging people to take it up.
- We have included an extensive Q&A, draft social media posts and marketing assets for you to use. The full set of promotional material and technology explainers is available in the resource centre: [Coronavirus Resources - Coronavirus Resource centre \(phe.gov.uk\)](#)
- This pack is updated when there are changes to national policies or messaging, or when new assets have been created.
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LATERAL FLOW TESTING CORE MESSAGING

The following key messages about Lateral Flow Devices follow national guidelines:

- Rapid tests, or lateral flow tests, are a vital tool in helping to identify cases of coronavirus we would otherwise not find. With 1 in 3 people with coronavirus showing no symptoms and potentially spreading it without knowing, rapid lateral flow tests (LFDs) enable us to find these cases and prevent the spread of infection.
- LFDs are easy to use and can give results in 30 minutes. After a positive LFD result, you and everyone you live with must self-isolate immediately for 10 days. You should arrange your confirmatory PCR immediately by booking online or via 119.
- What's most important is that as many people as possible take up the offer of twice weekly rapid testing, whichever route they use. There are several routes available to make it as easy as possible for everyone to access tests. If you already get tests through your workplace or school, this is still the best route for you
- Extensive clinical evaluation has been carried out on the lateral flow tests. Evaluations from Public Health England and the University of Oxford show these tests are accurate and sensitive enough to be used in the community for screening and surveillance purposes.
- Recent analysis by NHS Test and Trace shows lateral flow tests (LFD) have a specificity of at least 99.9%. This means that for every 1,000 lateral flow tests carried out, there is fewer than one false positive result.
- A positive test result is a red light, but a negative result is not a green light.
- We have always been clear that anyone receiving a negative test should recognise that no test is 100% accurate and further reduce the risk of onwards transmission by continuing to follow the social distancing guidelines for their area, following Hands, Face, Space, and avoiding risky behaviours.

Q&A (1/6)

Question	Answer
When does this start?	9 April
Who can be tested?	Everyone in England without symptoms. Secondary and college students can access tests from schools and colleges
Why do I need to do this when so many people have already been vaccinated?	<p>The vaccine is offering tremendous hope that an easing of national restrictions may soon be possible – over 30m people have received their first dose of the vaccine and roll out continues at pace. Vaccines will protect us in the longer term, and clinical trial evidence demonstrates that the vaccine reduces clinically severe infection and severe disease, but it's still too soon to know how the vaccine will impact rates of infection, transmission, or variants of concern. And it will be several months before the vaccine has been offered to all adults.</p> <p>Not all those offered the vaccine will take it up and there are some groups, such as children, for whom the vaccine is not yet authorised. Even when vaccinated, there is still a chance people can contract the virus and pass it on. No vaccine is 100% effective.</p> <p>Around 1 in 3 people with coronavirus don't have symptoms, don't realise they're infected, and are therefore unlikely to get tested or self-isolate. This means they can spread the virus around workplaces without knowing it. Regular, rapid testing plays a critical role in safer working, stopping the spread of the virus, and is key to breaking the chains of transmission.</p>
How will you incentivise people to participate in twice-weekly testing?	<p>Greater testing turnout will increase the likelihood that twice-weekly testing will reduce the prevalence of the disease.</p> <p>The government is working to show the benefits of testing for those without symptoms in the workplace and to encourage everyone to take up the twice-weekly testing offer to help deliver a safer environment. NHS Test and Trace is working with local authorities, organisations, education settings and pharmacies to help make testing accessible for all.</p>
Will people be required to take a test?	No. Rapid testing is voluntary but strongly encouraged as an extremely important way to protect yourself, loved ones, colleagues and your community. Acting like you've got the virus and testing twice weekly will help provide peace of mind and enable the return to a more normal way of life. For rapid testing to be effective it will need to become a regular habit, as a negative result only gives a picture of today.
Will people be paid to take tests?	No.

Q&A (2/6)

Question	Answer
Do these tests work for people without symptoms?	Lateral flow tests are validated technology, it is safe, inexpensive and the results are trusted. Extensive clinical evaluation from Public Health England and the University of Oxford show Lateral Flow Tests (LFTs) are specific and sensitive enough to be deployed for mass testing, including for asymptomatic people.
What will this test tell me?	If you get a positive result, it is likely that you were infectious at the time the test was taken. The antigen test cannot detect very low levels of coronavirus in a sample, so if you have only recently been infected, are in the incubation period, or if you have mostly recovered, the test may not give a positive result.
How long does it take to do the test?	It takes less than 15 minutes to administer the test.
How long does it take to get the result?	The test produces a result within 30 minutes.
How will I get my LFD result?	<p>The LFDs take 30 minutes or less and are point of care tests, so don't need to go to a lab to be processed. If you take your test at a testing site your result will be sent to you via SMS and/or e-mail. Results will be communicated at longest within a day of the test. If you take your test at home you will need to follow the instructions in the kit.</p> <p>If your result is positive, you will be told to book a confirmatory test via gov.uk. You can also call 119 to book a test.</p>
What happens if someone tests positive?	<p>In England, after a positive LFD result, you, and everyone you live with must self-isolate immediately for 10 days.</p> <p>Only leave home for your follow-up test. You will be asked to self-isolate and confirm this result via a confirmatory test. You should arrange your confirmatory PCR immediately by booking online or via 119. If the PCR test is positive, they must follow the standard self-isolation rules. If the PCR test is negative, it overrides the LFD test. If you do not take the confirmatory test within 2 days, you and the people you live with will need to self-isolate for the full 10 days.</p> <p>If you live in a Devolved Nation, the guidelines around confirmatory PCR Testing will differ – health is a devolved matter, and you should abide by your nation's rules.</p>

Q&A (3/6)

Question	Answer
How do people report tests?	For tests taken on-site results are automatically reported by the site operative. For home tests each test comes with instructions for how the individual needs to report a test result via Gov.uk. If positive, employees will be expected to inform their own employer and dispose safely of the test.
If I test positive, do I need to take a confirmatory test?	Yes. You must book a PCR swab test to confirm your positive LFD result. You must do so immediately. For the fastest result, we suggest you book a test at a test site at gov.uk/get-coronavirus-test . You can also book a home test online or call 119 to book a test. Individuals who test negative from their LFD will not need to isolate or take a confirmatory test.
Will people be eligible for the £500 self-isolation payment?	Individuals who have carried out an LFD at an asymptomatic testing site through community testing or workplace testing will be able to claim the Test and Trace Support Payment (subject to eligibility criteria) after receipt of a positive LFD result.
What happens if a PCR confirmatory follow up test to a home positive LFD is negative?	Following a LFD positive test, a confirmatory PCR test must be booked online or via 119. If the PCR test is negative, it overrides the LFD test, and you and your close contacts no longer need to self-isolate.
Can I order tests for my children/family/neighbours too?	The universal offer is available to anyone in England and people can order additional boxes for family members. If your place of work or study provides an on-site testing service, we recommend continuing to use this, as it is the most convenient route for many.
Can I use any route, whenever I want?	Yes, but if your place of work or study provides an on-site testing service you should continue to use this. However, other testing routes will be available (including ordering online) and you should consult gov.uk to find out what is available in your area. What's most important is that as many people as possible take up the offer of twice weekly rapid testing, whichever route they use. There are several routes available to make it as easy as possible for everyone to access tests. If you already get tests through your workplace or school, this is still the best route for you.
Will you let the public know if there is an issue accessing certain routes?	Yes, please check on gov.uk to find out which routes are available.

Q&A (4/6)

Question	Answer
Will people who test positive on one of these rapid tests face fines if they do not self-isolate?	You must self-isolate from the receipt of a positive LFD result. Contact tracing will be triggered by a positive LFD result but will be stopped automatically after receipt of a negative confirmatory PCR, if the PCR was taken within 2 days of the LFD.
Who will provide training for people to do the home self-tests?	Home tests don't require training – they come with written instructions and supporting online materials to guide individuals through taking the test.
What do people do with the used tests?	Tests are disposed of by the individual once completed using the plastic waste bag provided and disposing with their general household waste.
What happens if I test negative?	<p>You should continue to follow the preventative measures currently recommended for stopping the spread of the virus.</p> <p>To protect yourself and others, you must remember: Hands. Face. Space. Fresh Air.</p> <ul style="list-style-type: none">· Hands – wash your hands for 20 seconds with soap and water often, and as soon as you get home - use hand sanitiser gel if soap and water are not available.· Face – wear a face covering in indoor settings where social distancing may be difficult, and where you will come into contact with people you do not normally meet.· Space – stay at least 2 metres away from anyone you do not live with, or who is not in your support bubble.
What should someone do if they have coronavirus symptoms?	If you have symptoms of coronavirus – high temperature, continuous cough or loss of / change in taste or smell – please book a test at nhs.uk/coronavirus or by calling 119 in England and Wales, or 0300 303 2713 in Scotland and Northern Ireland.
Are lateral flow tests less accurate than PCR tests?	<p>Lateral flow and PCR tests have different characteristics and different uses. PCR tests have higher specificity and sensitivity but require a laboratory to process results and are therefore slower and more expensive. They are therefore well suited to specific use cases, such as those with Covid symptoms.</p> <p>While lateral flow tests have lower sensitivity than PCR, they deliver results far faster and do not require a lab, making them more scalable. As such, they allow us to test far larger numbers of asymptomatic people and get them their test result faster than with PCR technology. This will enable us to capture a large percentage of people who are infected and infectious, but not showing symptoms and unaware of the fact that they are possibly spreading Covid.</p>

Q&A (5/6)

Question	Answer
Why should employers continue to offer testing now that the universal testing offer has been launched?	<p>The rapid testing offer is designed to ensure everyone can access testing. Workplace Testing is one of several routes for people to access testing via supervised testing sites in the workplace or collection sites for people to carry out self-testing at home. By providing tests to your workers via one of the workplace testing routes, you are helping to ensure that testing is available to groups who may not access testing otherwise.</p> <p>Providing rapid testing for your workers is essential to help stop the virus spreading between workers, customers and your wider communities. By offering your workers tests to complete in the workplace or collect and use at home, you are making it as easy as possible for them to test and report twice a week</p> <p>Testing is vital to the resilience of your organisation, as it allows cases to be caught early before they spread, impacting the health and wellbeing of your workforce. As employers, encouraging your workforce to take up the offer of twice weekly workplace testing, is one of several measures that can help give you the confidence that you are providing a safe and secure workplace that protects the health of your workers and customers. By implementing regular testing, you can ensure business continuity and limit any future impact of infection outbreaks.</p> <p>Offering workplace testing will build confidence among employees when returning to the workplace and demonstrate to them that you are committed to supporting their safe return to the workplace. We see huge benefits in allowing employers greater access to home testing and we recognise that all employers' and employees' situations are unique and different. Therefore, we want to provide employers with greater choice of testing that is right for their business and their people.</p>
Why don't I just give everyone tests to do at home instead of maintaining a testing site?	<p>Collect options are additional routes to support you where it isn't practical to set up a rapid testing site. We're clear that on site testing will continue to be a primary testing channel, and encourage you to set up workplace testing sites where possible. However, home testing is accurate and effective at detecting the virus in people without symptoms.</p> <p>Tests performed at a testing site are more accurate as the tests are performed under supervision, while contact tracing for on-site testing is started immediately unlike for self-testing. The testing regime and rules are observable, which provides others with assurance that testing has been carried out. The data can also be captured directly, in a more reliable fashion and in a shorter time frame rather than requiring each person to register their own test results.</p>

Q&A (6/6)

Question	Answer
If I live in Scotland, Wales or Northern Ireland, can I be tested as part of the universal testing offer?	The universal offer is currently for England only. Health is a devolved matter, and the Devolved Administrations make their own policy decisions around testing. If an individual lives in a Devolved nation, their guidelines around testing will differ, and the individual should follow testing guidance issued by their nation.
How will this help those most at risk?	The universal testing offer will also focus on making testing available to those most at risk and who struggle or can't access our current offers. We want to support testing across groups where prevalence of the virus remains high, vaccine uptake is lower, and there is an increased risk of growth in transmission, increasing health inequalities and potential new variants emerging and spreading.
How will those people and groups most at risk access the free testing offer?	The national testing programme will; continue to collaborate with local authorities and the Directors of Public Health via the Community Testing Programme; cooperate with MHCLG Community Champions; ensure all communications and messaging are targeted and culturally sensitive; continue outreach and engagement to increase trust within communities, including working with community groups, faith leaders and the voluntary sector; ensure that all documentation is easy to read, translated where necessary and is accessible in BSL, Braille, and Easy Read.
How can I get more information on the routes available?	All the information is available at www.nhs.uk/get-tested

SOCIAL ASSETS

Example social media post

From 9 April, free rapid #COVID19 testing will be available for everyone in England.

Testing will be offered twice a week and will help:

- *Suppress the spread of the virus*
- *Return to a more normal way of life*

Find out more

[Twice weekly rapid testing to be available to everyone in England - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

DOWNLOAD RESOURCES

[Coronavirus Resources - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk)

Announce Assets available from 9 April (afternoon)

Encourage assets available from 13th April



The announcement card is downloadable in multiple sizes: [Universal offer - Google Drive](#)

Marketing Campaign

DOWNLOAD RESOURCES

[Coronavirus Resources - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk)

Announce Assets available from 9 April (afternoon)

Encourage assets available from 13th April

Campaign Summary

Our campaign has been designed to **drive awareness of universal eligibility for regular rapid testing** through large scale broadcast media. Emphasising the **ease and speed of the tests** and showing the motivation to **protect loved ones**. It kicked off with a big PR moment with an announcement from the PM on the 5th April and a **launch (Announce) weekend starting from the 9th April** of heavyweight paid for media, followed by a **longer-term programme (Encourage)** of ongoing targeted reminders.

Marketing will focus on **quickly reaching a large audience** through media channels (TV, Radio, Print, Social Media, Digital Groups) and **using trusted voices to help spread our story** (Media Medics, Multi-cultural Health Care Professionals, Paid Editorials, Podcasters, Influencers).

Announce

The Announce phase creative will go live on **Friday 9th and run until 12th April**. Assets include:

- **TVC** (30') – 16x9, 1x1 and 9x16
- **Print** – 342x540
- **DOOH** – 6\$ and 48\$
- **Social animations** – 16x9, 1x1 and 9x16
- **Display** – Standard IAB formats

Encourage

The Encourage phase has more **targeted messages** for different groups centred on the desire to **protect loved ones, friends, work mates and customers**. Creative will go live from the **12th April and onwards**. Assets include:

- **TVC** (30' & 20' cutdowns) – 16x9, 1x1 and 9x16
- **Print** - 342x540
- **DOOH** – 6\$ and 48\$
- **Social animations** – 16x9, 1x1 and 9x16
- **Display** – Standard IAB formats

Partner and Alternative Assets

Email signatures
Social statics
Editable Posters A4/A5

Translations
BSL
Accessible formats

(available shortly)

Announce assets available from 9th April (afternoon)
Encourage assets available from the 13th April
[Coronavirus Resources - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk)

Example Marketing Assets

DOWNLOAD RESOURCES

[Coronavirus Resources - Coronavirus Resource centre \(phe.gov.uk\)](https://www.phe.gov.uk)

Announce Assets available from 9 April (afternoon)

Encourage assets available from 13th April

Announce

Encourage

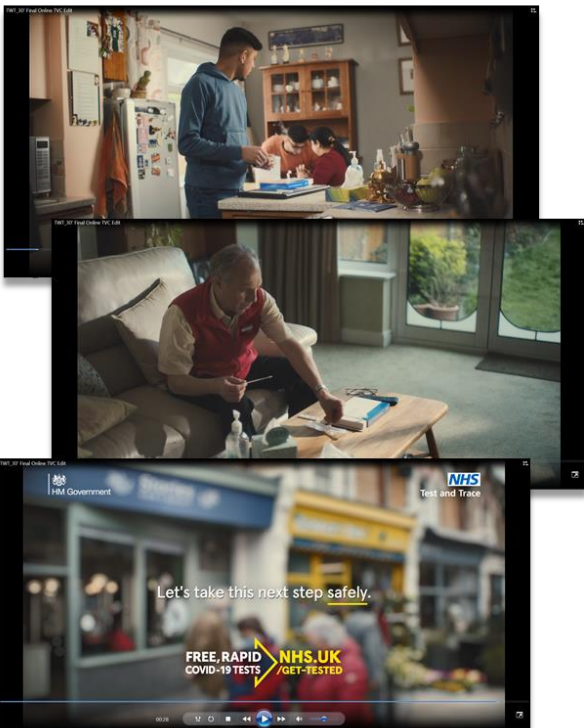
Partner Assets

TV Ad: 30'

DOOH: 6 Sheet

Editable Poster: A4

Print: 342x540



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