



COVID-19 Stakeholder and Influencer Toolkit

Overview

As the festive season approaches and winter arrives, more people will be gathering together for activities so it is especially important we do all we can to protect each other from COVID-19.

Vaccines are a key way we can all help protect our friends and loved ones and ourselves. Booster jabs can now be booked online by those aged 40 and over via the [National Booking Service](#). People aged 16 to 17 can also now book their second jab online.

Medical experts have urged pregnant women to get their jabs as soon as possible after new evidence confirms that the vaccine is safe and effective for them.

Key messages

- People aged over 40, and those aged 16 and 17, can book their boosters and second doses [online via the NHS](#).
- [New evidence](#) confirms the safety of jabs for pregnant women.
- Following safer behaviours can help keep COVID-19 from spreading in the run up to the festive season.





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Winter and the festive season

Booster jabs will protect the progress we've made through our successful vaccination programme, helping to reduce the spread of COVID-19 in the run up to Christmas.

New evidence on the [effectiveness of booster vaccines](#) by the UK Health Security Agency shows top-up jabs boost protection back up to over 90% against symptomatic COVID-19 in adults aged over 50. Boosters and third doses will appear on the [COVID Pass](#), making it easy for people to show their vaccine status when travelling abroad.

This means people who have had their booster vaccine by 11 December will have very high protection against COVID-19 by Christmas Day. More than 16 million people in the UK have already received their booster vaccines, giving protection ahead of the winter.

How you can help

- Post a link to the [NHS booking service](#) to your networks.
- Post [information about the booster programme](#) on your social media channels.
- Post a link to the [new evidence](#) confirming the safety of jabs for pregnant women to your networks.





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COVID-19 and flu vaccines

By having both the COVID-19 booster vaccine and the flu vaccination, you are helping to protect yourself and others in your community.

Flu vaccination is important because:

- more people are likely to get flu this winter as fewer people will have built up natural immunity to it during the COVID-19 pandemic.
- if you get flu and COVID-19 at the same time, you're more likely to be seriously ill.
- getting vaccinated against flu and COVID-19 will provide protection for you and those around you for both these serious illnesses.

How you can help

- Use the asset on this page on your social media channels or [download more](#).
- Post a link to the [flu jab booking](#) information to your networks.





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The importance of testing

It is important to get regularly tested for COVID-19, to protect yourself, your family and your community.

You may wish to take a rapid lateral flow test if you are due to be in crowded and enclosed spaces, or before visiting people who are at higher risk of severe illness if they get COVID-19.

One in three people with COVID-19 do not show any symptoms, so even if you are vaccinated, you could still catch the virus and pass it on. Testing is a vital way to check.

How you can help

- Continue to use the NHS COVID-19 App, which is the fastest way to know if you've been exposed to COVID-19.
- Use the image on this page on your social media channels to encourage people to keep testing.
- Post a [link to guides on how to do a rapid lateral flow test in different formats and languages](#) to your networks.





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Types of tests

There are two types of COVID-19 tests:

A polymerase chain reaction (PCR) test which can use if you have symptoms of COVID-19. Your sample is sent off to a lab to get a result. If you receive a positive PCR test result, you must self-isolate immediately for ten days from that test result day.

A lateral flow test which you can use if you do not have COVID-19 symptoms and is quick. If you receive a positive lateral flow test result, please self-isolate immediately and order a PCR test.

How you can help

- Let your networks know that rapid tests are available by calling 119, via the NHS COVID-19 app, or [the NHS website](#).
- Post a [link to guides on how to do a rapid lateral flow test in different languages](#) to your networks.

Rapid Covid-19 tests



Covid-19 is also called Coronavirus. It is an illness that is spreading around the world. It can affect your lungs and breathing.

A **rapid Covid-19 test** is a quick way to test at home for Covid-19 if you don't feel ill.



Have you caught Covid-19?

Around 1 in 3 people with Covid-19 don't feel ill at all.

They could be spreading the illness without knowing it.



Keep testing regularly

You can find out if you have caught Covid-19 by doing a rapid Covid-19 test at home.



If you find out you have Covid-19 you can stop spreading it.



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Safer behaviours

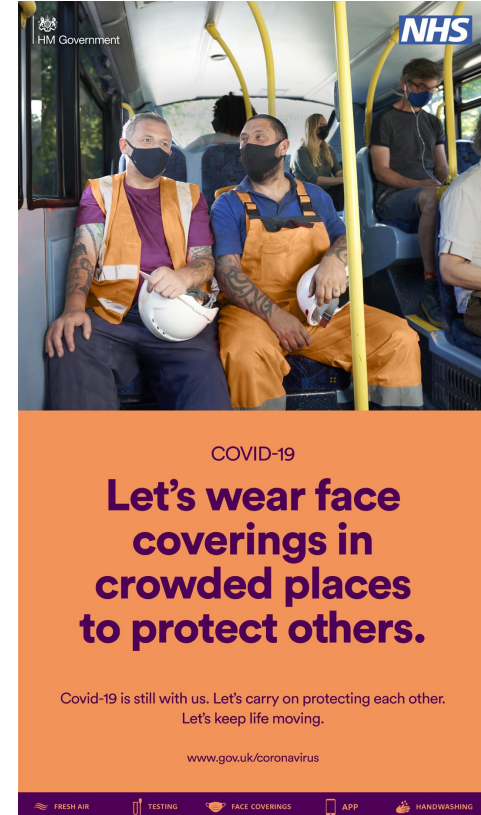
The best way to protect yourself and others from COVID-19 is to get fully vaccinated. People that are fully vaccinated should continue to follow behaviours and actions [set out in the guidance on how to help limit the spread of COVID-19](#).

To help combat COVID-19 you should follow safer behaviours and actions that include: Use face coverings in crowded indoor places. Wash your hands regularly. Test regularly. Stay at home when you feel unwell. Use the COVID-19 NHS App.

Simple and straightforward behaviours such as letting in fresh air, for 10 minutes regularly, whilst indoors can help save lives. By following these safer behaviours you are helping to protect yourself and others from catching Covid-19.

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.
- Post information and [assets in community languages](#) to your networks and in your newsletters.





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Social media assets

You can find a whole range of assets online to help communicate advice about the vaccine, testing and safer behaviours.

How you can help

- Download and use assets from the [COVID-19 Resource Centre](#) to help with messages.
- Post information and [assets in community languages](#).

