



COVID-19 Stakeholder and Influencer Toolkit

Overview

The [Prime Minister has announced new rules](#) to help protect ourselves and others from a new COVID-19 variant called Omicron.

We **must** all wear face coverings in shops and similar businesses such as banks and hairdressers, as well as on public transport. People will face fines if they do not follow the rules. People with certain [medical conditions are exempt](#).

[Travel rules](#) have changed [to prevent new cases from abroad](#). And all adults in England, aged over 18, will be offered a booster vaccine.

Key messages

- We must all wear a face mask in shops and on public transport, unless exempt.
- Travel rules have changed for those coming into the UK.
- You must self-isolate if you are in contact with someone who has the new variant.



**You must wear a face covering
on public transport and in shops,
unless exempt.**



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Face coverings

By covering your nose and mouth with a face covering, you'll reduce the spread of droplets and aerosols carrying the virus when you talk and breathe, helping to protect others.

You must wear a face covering inside shops and on public transport [unless you are exempt](#). People can be exempt due to health conditions which include hidden conditions such as anxiety or panic disorders, autism, breathing difficulties, dementia, reduced vision or if you are with someone who relies on lip reading to communicate. If you wish to use an exemption card or badge, you can [download a template](#).

How you can help

- Post a link to the [face coverings guidance](#) to your networks.
- Download similar assets from the [Coronavirus resource centre](#) to help with COVID-19 messages.





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Vaccines

Vaccines are the best way to protect yourself, friends and family from winter viruses so you can enjoy the festive season.

Flu and COVID-19 can both be life-threatening, and spread more easily in winter. If you suffer with a long term health condition you are more at risk and will need a Flu and COVID-19 booster vaccine.

People who have had their booster vaccine by 11 December will have very high protection against COVID-19 by Christmas Day.

The interval between vaccines for [booster jabs has now been halved from six months to three months](#) to speed up the programme and will be open for all aged over 18.

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.

HM Government

NHS

Boost your immunity this festive season.

Book your free flu or COVID-19 vaccine on 2 December so you have maximum protection when you're with your loved ones this festive season.

Check your eligibility and find out how to book at nhs.uk/wintervaccinations

BOOST DAY



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Boost Day - December 2

There will be a lot of messages on communications networks tomorrow, December 2, to encourage people to get the jab. Please play your part.

Book your winter vaccines on 2 December for maximum protection while spending time with loved ones this festive season.

Six million booster jabs will be available in England alone over the next three weeks. The [interval between vaccines for booster jabs has now been halved from six months to three months](#) to speed up the programme.

[All those over 18 will be able to get a booster.](#)

How you can help

- Download and use other [Boost Day assets](#) on your social media channels.



The poster features a dark blue background with colorful bokeh lights. At the top left is the HM Government logo, and at the top right is the NHS logo. The main text reads 'Get your COVID-19 and flu boosters today.' Below this is a calendar icon showing 'DECEMBER 2'. Further down, it says 'Get your winter vaccines on 2 December for maximum protection while spending time with loved ones this festive season.' At the bottom, it encourages checking eligibility at nhs.uk/wintervaccinations and features a large 'BOOST DAY' button with a yellow border.

HM Government

NHS

**Get your COVID-19
and flu boosters today.**

DECEMBER
2

Get your winter vaccines on 2 December for maximum protection while spending time with loved ones this festive season.

To check your eligibility and find out more, visit nhs.uk/wintervaccinations

BOOST DAY



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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 behaviours or actions you are helping to protect yourself and others from COVID-19.

How you can help

- Download assets from the [Coronavirus 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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Travel

[New rules](#) have been introduced for people travelling in and out of the UK.

All travellers arriving into the UK will be required to take a polymerase chain reaction (PCR) test by the end of the second day and self isolate until they have received a negative test result. These PCR tests can be purchased from private providers.

A number of countries have been added to the [red list](#). UK residents arriving from these countries must isolate in a [government-approved hotel](#) for 10 days and take a PCR test on day two and day eight of their stay.

How you can help

- Post a link to the new [travel rules](#) on your social media channels.
- Post this [step by step guidance on travelling abroad](#)



All international arrivals entering the UK **must take a day 2 PCR test** by the end of the second day and self-isolate until they receive a negative result.



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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 [Coronavirus resource centre](#) to help with messages.
- Post information and [assets in community languages](#).

