



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 12 February 2021

- More than 13 million have been vaccinated [thanks to an enormous effort by the NHS across the UK](#).
- However, with more than 29,000 people in hospital with COVID-19, pressure on the NHS is still high. This is why we must all continue to [follow the rules and stay at home](#).
- One way to stop the spread of the virus, is for people who have to leave home for essential reasons, like going to work, to get tested regularly. This [postcode checker](#) shows where local testing sites are.
- Across England, [70% of local authorities are now offering rapid, regular testing](#). This means around 42 million people will be able to take a test and find out if they have the virus, even if they have no symptoms.
- In good news, [people living in England aged 70 and over can now book a vaccination directly](#) via the [NHS National Booking Service](#).

Key messages

- Please [stay at home](#), bending the lockdown rules can cost lives.
- If you have to leave home for work or an essential reason [you can get a test](#).
- You can use the [community testing postcode checker to find local testing sites](#).
- If you are aged 70 or over, use the [NHS National Booking Service](#) to book your vaccination.





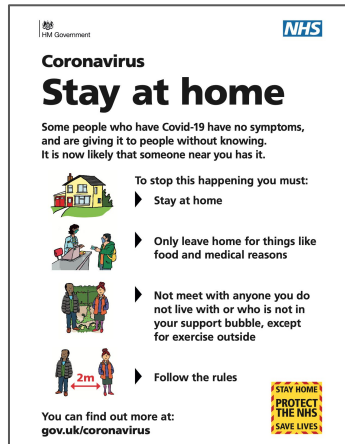
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Stay at Home

We must all [stay at home](#) to protect ourselves and our families and friends, and to reduce the pressure on the NHS.

How you can help

- Use the images on this page and this [video, featuring Frank Bruno and other celebrities sharing stay at home messages](#), on your social media, via WhatsApp or other channels.
- You can also check the Public Health England campaign page for more [Stay At Home](#) resources to post.





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Community testing

- [One in three people with COVID-19](#) does not show any symptoms, although they can still pass the disease on to other people.
- People who cannot work from home can get [rapid, regular testing even if they do not show any symptoms](#).

How you can help

- Tailor the social media assets below to your local area and encourage people to get tested.
- Make a video of you getting a test, post it on your social media channels, and tag @DHSCgovuk #COVID19.
- Retweet this Department of Health and Social Care [message about the postcode checker to find out if your area offers rapid tests](#).
- You can find more resources, including [translated assets](#), on the [PHE campaign website](#).





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Vaccines

- The more people who have the vaccine the safer we all will be, so please have a vaccination when it is offered to you.
- If you live in England and are aged 70, or over, [you can now book a vaccine appointment](#).
- You can use the [NHS National Booking Service](#), call 119 or speak to your local GP practice to book an appointment.
- You can find helpful videos in community languages on the NHS [vaccine information page](#)

How you can help:

- Post these videos on your social channels and websites (click on the image for a link to the video).
- Promote this [Lancashire Council of Mosques vaccination Facebook live session](#) taking place on Friday 12 February at 8pm.
- Share these [vaccine explainer videos](#), which include BSL, with your networks.

Scams and fraud

- You do not have to pay for the COVID-19 vaccine.
- The NHS will never ask you for your bank details to confirm your identity.
- You can report scams via [actionfraud.police.uk](#)
- The government's [SHARE checklist](#) will help you to spot false information online or on social media.





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Celebrations and meeting people

- Festivals are great occasions for communities to come together and meet friends.
- Until more of us are vaccinated and COVID-19 is under better control, we will not be able to celebrate in the usual way.
- Today we celebrate the new Chinese New Year - the Year of the Ox. This year, as we did with so many other festivals last year, we need to celebrate differently so that we all stay safe.
- Please celebrate online or via social media, and do not meet other people outside your household or support bubble.
- The London Chinatown group has some [helpful ways to celebrate Chinese New Year online](#).

How you can help

- Retweet [this message from the Prime Minister](#) wishing everyone happiness and good fortune in the Year of the Ox (click on the image for a link to the video).
- Wish everyone a safe Chinese New Year by posting the image below (left) on your social media channels.

