



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 8 April 2021

This week the [Prime Minister announced](#) that the second step on the [road map](#) back to a more normal life can take place on Monday, 12 April. Let's take this next step safely.

This means [non-essential retail can reopen](#), including hairdressers, and hospitality venues, like restaurants and pubs, can open outside. Gyms will also reopen.

The number of visitors allowed to visit their loved ones in care homes will increase from one to two.

Everyone in England will be able to access [free, regular, rapid coronavirus COVID-19 testing](#) from Friday, 9 April.

Remember! To help control the virus, we can only meet outdoors in a group of six people, or with members of up to two households. We should all minimise travel and stay local.



Key messages

- Everyone in England will be able to access free, regular, rapid coronavirus testing from 9 April.
- Non essential retail, hairdressers and gyms can reopen from Monday, April 12. Hospitality venues can open, outdoors.
- Remember to follow the [Hands, Face Space, Fresh Air](#) guidance.

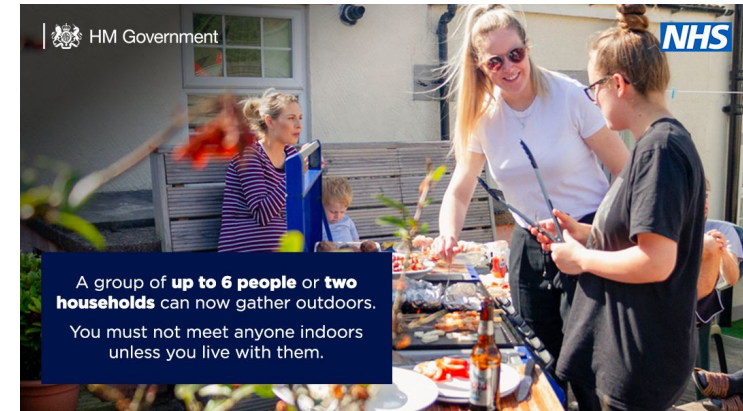


We must continue to follow the [Hands. Face. Space and Fresh Air](#) rules to prevent the virus from spreading as we return to a more normal life.

[Washing our hands more often for 20 seconds](#), and following other safety advice is making a difference. It is helping to stop the spread of COVID-19.

How you can help

- Use all your channels and networks to remind people to keep following the [Stay at Home](#) rules. The assets (right) will help.
- Download more assets from the [Public Health England resources centre](#) to support your COVID-19 campaign.





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Testing

In a significant step forward, which paves the way for businesses and society reopening, [anyone will be able to access free, rapid lateral flow tests](#) for themselves and their families to use twice a week.

One in three people with Coronavirus do not show symptoms. People who do not have symptoms can get a test.

Get a test if you develop any of the [COVID-19 symptoms](#):

- a high temperature
- a new, continuous cough
- a loss or change to your sense of smell or taste

How you can help

- Tell your networks that anyone will be able to get free, rapid lateral flow tests for themselves and their families twice a week.
- Tell your networks that they can book a test by calling 119, using the NHS COVID-19 app or via [the booking page on the NHS website](#).
- Use the image to the right to raise awareness of testing.





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Vaccines

The vaccine is safe. Please take up the invitation to have your vaccination when it arrives.

You must [follow the rules even after your COVID-19 vaccination](#).

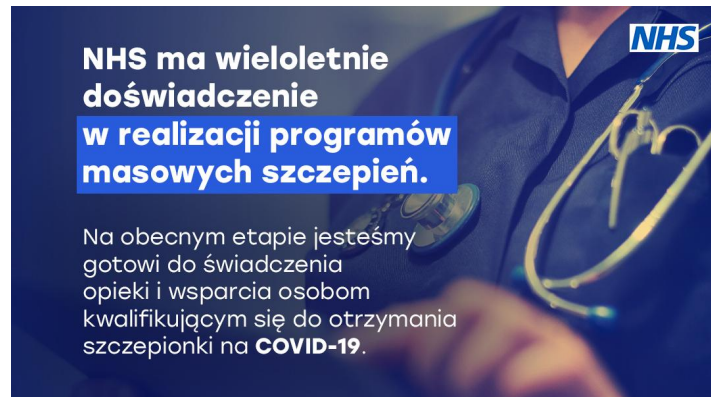
Remember: Wash your hands. Cover your face. Keep your distance. Maintain good ventilation.

How you can help

- Retweet the messages to the right and share them via your channels, including Whatsapp.
- Send the text message below to your networks.
- Use the [translated messages from the NHS](#) to let your networks know about the benefits of the vaccine.

Text message

The vaccine is safe. The NHS will get in touch when it is your turn. You still need to follow the rules after you've had the COVID-19 vaccination.





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Festivals

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

- Post the assets to the right about how to celebrate Ramadan safely.
- Let your networks know people can still not meet other households inside.
- Remind your networks that they can only meet up to six people outside.





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Roadmap: social media images for your channels

How you can help

- Use these images on your social channels or send them out via Whatsapp.
- Download assets from the [Public Health England resources centre](#) to help with COVID-19 messages.



**From 12 April,
all non-essential
retail can reopen.**

For more information please visit [gov.uk](https://www.gov.uk)



A group of **up to 6 people** or **two households** can now gather outdoors.
You must not meet anyone indoors unless you live with them.



**From 12 April, groups of 6 people
or 2 households will be able
to enjoy table service at
outdoor hospitality venues.**