



COVID-19 Stakeholder and Influencer Toolkit

Overview

COVID-19 has not gone away, so we must remain vigilant to reduce the impact on lives and livelihoods.

The Prime Minister has set out the Government's [plan](#) for containing COVID-19 and protecting the NHS from unsustainable pressures this autumn and winter.

This includes a [vaccine booster programme](#) starting next week for those at greatest risk. This includes people aged over 50, as well as frontline NHS and care workers. [Children aged 12 to 15 in England will be offered one dose of the Pfizer/BioNTech COVID-19 vaccine](#), following advice from the four UK Chief Medical Officers.

Key messages

- The autumn winter plan sets out how England will tackle COVID-19.
- Children aged 12 to 15 will be offered one jab of the vaccine.
- The vaccine booster programme starts next week for those at greatest risk.

The infographic is titled "COVID-19 Response: Autumn 2021" and features the NHS logo and HM Government branding. It states: "The country is learning to live with COVID-19, and the main line of defence is vaccination." Below this, it lists practical steps: "The following safer behaviours and actions are practical steps you can take to help protect yourself and others." A central section titled "Safer behaviours and actions" contains six icons with corresponding text: 1. A syringe icon with "Get vaccinated". 2. An open window icon with "Meeting outdoors is safer. If you meet indoors, let fresh air in". 3. A face mask icon with "Wear a face covering in crowded and enclosed settings where you come into contact with people you do not normally meet". 4. A test tube icon with "Get tested, and self isolate if required". 5. A person in bed icon with "Try to stay at home if you are unwell". 6. A hand being washed icon with "Wash your hands". 7. A smartphone icon with "Download and use the NHS COVID-19 App". At the bottom, a blue button says "For more information, visit gov.uk".



COVID-19 Stakeholder and Influencer Toolkit

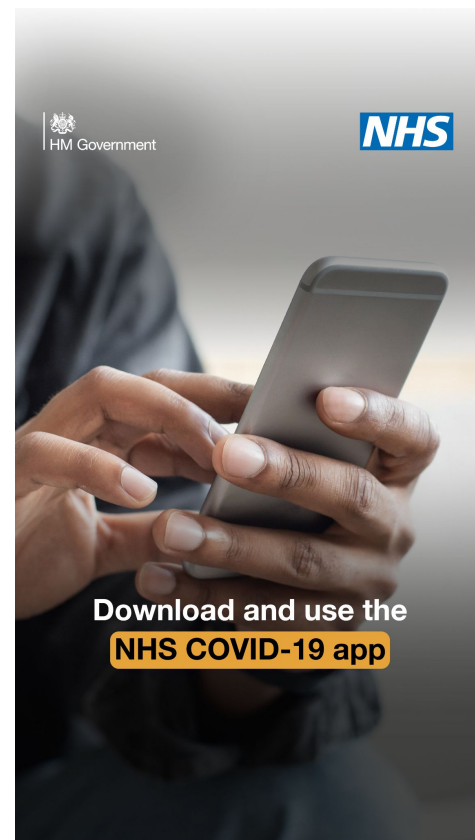
The Autumn Plan

We are now learning to live with COVID-19. We have replaced rules and regulations with practical steps on how you can manage the risk to yourself and others. The Autumn Winter plan aims to:

1. Build on the progress the country has made.
2. Ensure the NHS does not come under unsustainable pressure.
3. Avoid future lockdowns.

This will be achieved by:

1. **Building our defences through vaccine and treatments.**
2. **Identifying and isolating positive cases to limit transmission.**
3. **Supporting the NHS and social care.**
4. **Advising people on how to protect themselves and others.**
5. **Pursuing an international approach: helping to vaccinate the world and managing risks at the border.**





COVID-19 Stakeholder and Influencer Toolkit

The Autumn Plan - Assets

How you can help

- Share a link to the [Autumn and Winter Plan](#).
- Share the [explainer video](#) to the right.
- Use the assets on this page to communicate key safer behaviour messages.
- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.



Through Autumn and Winter, we plan to continue the progress the country has made while ensuring the NHS does not come under unsustainable pressure.



Download and use the **NHS COVID-19 app**



Wear a **face covering** in crowded and enclosed settings where you come into contact with people you do not normally meet



Wash your hands regularly to help limit the spread of COVID-19



COVID-19 Stakeholder and Influencer Toolkit

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 safer behaviours and actions set out in the guidance on how to help limit the spread of COVID-19.

The behaviours and actions encouraged to prevent the spread include:

- **Let fresh air in if you meet indoors.** Meeting outdoors is safer;
- **Wear a face covering** in crowded and enclosed settings where you come into contact with people you don't normally meet;
- **Get tested, and self-isolate if required;**
- **Try to stay at home if you are feeling unwell.**
- **Wash your hands** with soap and water or use hand sanitiser regularly throughout the day.
- **Download and use the NHS COVID-19 app** to know if you've been exposed to the virus.

Information and [assets are available in community languages](#).

How you can help

- Download assets from the [Public Health England Resource Centre](#) to help with COVID-19 messages.





COVID-19 Stakeholder and Influencer Toolkit

Back to University

Students are encouraged to get tested for COVID-19 before they travel back to university, either through their local community testing programme or by ordering a test online.

On arrival at university, students should take two LFD tests either using home test kits or at an on-site testing facility (3-4 days apart). They should then test twice a week through September, either using home test kits or at an on-site facility. This is to reduce the risk of transmission following the movement of students across the country.

It is very important that, when testing at home, test results are reported online to NHS Test and Trace whether positive, negative or void.

Detailed information about students returning to university, COVID-19 testing, and the Covid-19 vaccine is on the [Student Guide to Coronavirus page on the Office For Students website](#).



Make the most of uni life

It's an exciting new term. But Covid-19 is still with us. Here are 3 things you can do to help keep you and your friends safe:

- Keep testing regularly - rapid lateral flow tests are free, quick and easy
- If you're not fully vaccinated, grab a jab
- Use the NHS COVID-19 app to find out if you've been exposed to the virus

And whenever you take a rapid test, report all your results online or by calling 119

Order your tests at nhs.uk/Get-Tested
Book your jab at nhs.uk/covidvaccine
Download the NHS COVID-19 app





COVID-19 Stakeholder and Influencer Toolkit

Back to University - Assets

How you can help

- Use the assets on this page to share COVID-19 safety advice about going to university.
- Download and share other assets from [Public Health England](#).
- Share the Student Guide to Coronavirus page on the [Office for Students website](#).



HM Government

NHS
Test and Trace

Make the most of uni life

It's an exciting new term. But Covid-19 is still with us. Here are 3 things you can do to help keep you and your friends safe:

- Keep testing regularly - rapid lateral flow tests are free, quick and easy
- If you're not fully vaccinated, grab a jab
- Use the NHS COVID-19 app to find out if you've been exposed to the virus

And whenever you take a rapid test, report all your results online or by calling 119

Order your tests at [nhs.uk/Get-Tested](#)
Book your jab at [nhs.uk/covidvaccine](#)
Download the NHS COVID-19 app



HM Government

NHS
Test and Trace

Make the most of uni life

It's an exciting new term. But Covid-19 is still with us. Here are 3 things you can do to help keep you and your friends safe:

- Keep testing regularly - rapid lateral flow tests are free, quick and easy
- If you're not fully vaccinated, grab a jab
- Use the NHS COVID-19 app to find out if you've been exposed to the virus

And whenever you take a rapid test, report all your results online or by calling 119

Order your tests at [nhs.uk/Get-Tested](#)
Book your jab at [nhs.uk/covidvaccine](#)
Download the NHS COVID-19 app





COVID-19 Stakeholder and Influencer Toolkit

Vaccines

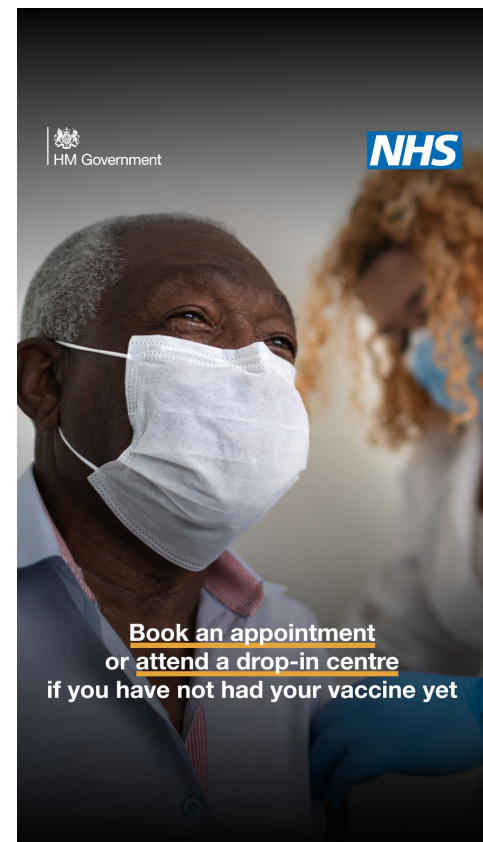
More than 43 million people have been fully vaccinated (80.1%) and more than 48 million people have received their first dose (88.8%).

There is evidence that vaccine protection can reduce over time, so the vaccine booster programme will start protecting those at greatest risk. The [booster vaccine for the most vulnerable](#) will be for those aged over 50, frontline NHS and care workers.

The Government is working with the NHS to make it as easy as possible to get a vaccine. People aged 16 and over, in England, can now find their nearest centre through the 'grab a jab' [NHS online walk-in finder](#).

How you can help

- Let your networks know [all adults can now book a vaccine](#).
- Signpost 16 and 17 year olds to ['grab a jab' here](#)
- Share information about the [vaccines for 12 to 15 year olds](#).





COVID-19 Stakeholder and Influencer Toolkit

Testing

One in three people who catch COVID-19 will not show any symptoms.

It is important we keep testing to protect ourselves, the people we love, and our communities.

People with symptoms should [book a laboratory test called a polymerase chain reaction \(PCR\) test](#).

How you can help

- Use the images on this page 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.

