



COVID-19 Stakeholder and Influencer Toolkit

Overview

As we head into winter, be aware that colder weather leads to increased transmission of viruses including flu, which will be challenging for the NHS.

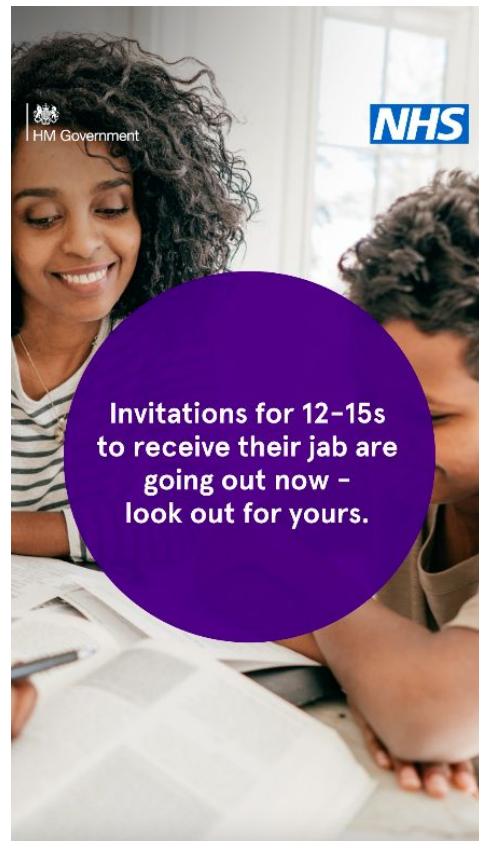
More than eight million people have now received their COVID-19 booster jab, which can be given to certain vulnerable people sooner than six months after their second dose.

[New research](#) shows the risk of death from COVID-19 is 32 times greater in unvaccinated people than in those fully vaccinated.

Follow safer behaviours to combat COVID-19. Let fresh air in. 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.

Key messages

- The risk of dying from COVID-19 is 32 times higher among unvaccinated people than those double jabbed.
- Children aged 12 to 15 can get their jabs at walk in centres.
- If you are eligible, get your booster jab as soon as you can.





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Vaccines

Some 98% of people live within 10 miles of a vaccination centre in England and vaccinations are taking place at sites including mosques, community centres and football stadiums.

People eligible for a booster will be invited for the jab when it's their turn. If they have not been contacted within a week of reaching six months since their second jab they can call 119, book online or walk into various sites across the country.

Although the vaccine efficacy against severe disease remains high, a small reduction in efficacy have a major impact on hospital admissions. For example, a change in efficacy from 95% to 90% against hospitalisation would lead to doubling of admissions in those vaccinated.

How you can help

- Post [information about the booster programme](#) on your social media channels.
- Use the asset on this page on your social media channels or [download more](#).
- Share a link to the [NHS booking service](#).





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Vaccinating 12 to 15 year olds

The NHS is [rolling out the COVID-19 jab to children aged 12 to 15](#), as part of the biggest vaccination drive in UK history. Vaccines can now be [booked online](#) for those aged between 12 and 15.

The booking service will provide an additional option for parents to book a vaccine for their child. This is alongside the schools programme, which has already vaccinated nearly half a million young people and visited thousands of schools.

How you can help

- Share the [information for parents](#) from the NHS with your networks.
- Share a link to the [NHS booking service](#).
- Post [videos on vaccines for 12 to 15 year olds](#) to your networks.

Coronavirus (COVID-19)

Vaccination programme for children and young people

Guidance for parents

This autumn all young people aged 12 to 15 years are being offered the first dose of the Pfizer COVID-19 vaccine. COVID-19 is a very infectious respiratory disease caused by the SARS-CoV-2 virus. Very few healthy children and young people with COVID-19 infection go on to have severe disease.

Why should I have my child vaccinated?

The UK's Chief Medical Officers all agree that while COVID-19 is typically mild or asymptomatic in most young people, it can be very unpleasant for some and one dose of the vaccine will provide good protection against severe illness and hospitalisation.

Vaccinating 12 to 15 year olds should also help to reduce the need for young people to have time-off school and reduce the risk of spread of COVID-19 within schools.

The COVID-19 secondary schools vaccine programme should therefore provide protection to young people and reduce the disruption to face to face education. This will help to keep young people emotionally well and happier and this was an important consideration for the Chief Medical Officers.

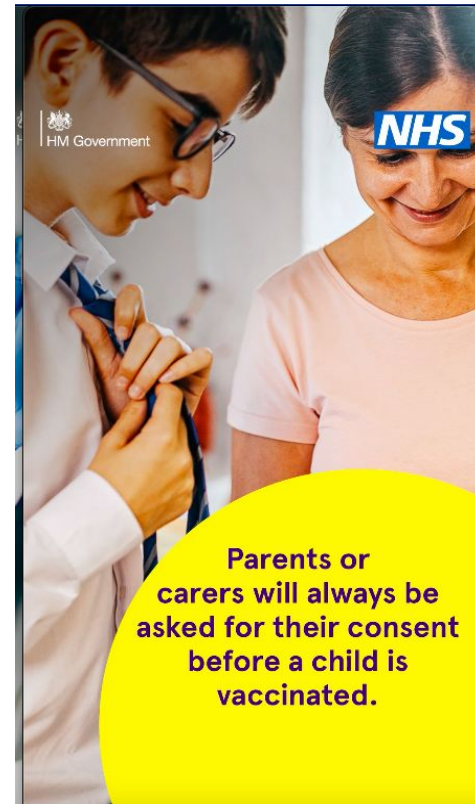


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Vaccines - 12 to 15 video assets

How you can help

- Post the explainer videos on this page to your networks. The videos explain the benefits of the vaccine, consent and the rollout of the programme.
- Download them [here](#) and post them to your networks on social media.





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Protecting you against flu

Those [eligible for the free flu vaccine](#) and a [COVID-19 booster jab](#) are urged to book their appointments as soon as possible.

People who get COVID-19 and flu at the same time are twice as likely to die, said Dr Jenny Harries, Chief Executive of the UK Health Security Agency.

Eligible people can book an appointment for their flu jab at their GP practice or local pharmacy. Pregnant women should ask for their free flu jab at their local maternity service.

How you can help

- Post a video called [Winter Vaccines Explained](#) by Dr Amir Khan, Dr Dawn Harper and Dr Karan Ranj to your networks. It covers both the flu and COVID-19 vaccines.
- Share a link to your networks on [NHS flu advice information](#) and who is eligible for the flu jab.





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Festivals

Diwali is a festival of lights and one of the major festivals celebrated by Hindus, Jains, Sikhs and some Buddhists.

Bonfire Night is a festival where we sometimes meet people we don't normally.

It is important to follow safer behaviours when we meet others we don't regularly meet.

How you can help

- Share the images on this page with your networks.
- All COVID-19 messaging assets can be downloaded from the [Coronavirus resource centre](#)





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Testing

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

That's why it is important we keep testing to protect ourselves, the people we love, and our communities.

How you can help

- Post a [link to guides on how to do a rapid lateral flow test in different formats and languages](#) to your networks.

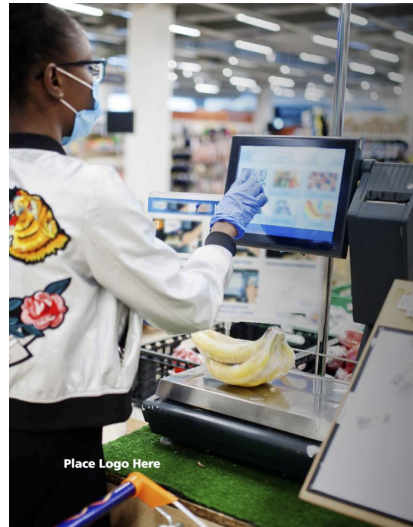


NHS
Test and Trace

**Thanks for
testing regularly.
It's helping keep
everyone safer.**

Testing helps protect you and everyone at work. So keep doing it – and making a real difference.

Place Logo Here



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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](#).



Rapid Covid-19 testing twice a week will help us stay ahead of the virus

Report your test result each time, whether it's positive, negative or void.

Test at home, report online and keep life moving.

www.gov.uk/report-covid19-result

