



# COVID-19 Stakeholder and Influencer Toolkit

## Overview

The [Prime Minister has announced a huge ramping up of the COVID-19 booster vaccination programme](#) to protect us all from the Omicron variant.

The latest data suggests Omicron is extremely transmissible and will become the dominant variant by mid-December. Cases are now doubling every 2 to 3 days. If Omicron is left unchecked the NHS is at risk of being quickly overwhelmed.

Everyone aged over 18 will be offered a booster vaccine by the end of December.

### Key messages

- Book your booster now.
- A booster jab gives over 70% protection from the new variant.
- The Omicron COVID-19 variant is spreading fast.





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## Booster jobs

New data suggests that vaccine protection is substantially reduced against Omicron with just two doses, but a third dose boosts protection to over 70%.

Adults over 30 can now book online and all over 18s from, Wednesday, 15 December.

Every adult in the country is now being urged to book their jab as soon as possible. The vaccination programme is open to everyone, with first and second doses also available

### 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.

The poster features a woman with dark hair tied back, smiling, against a background of diagonal stripes in yellow, red, and green. In the top left corner is the HM Government logo. In the top right corner is the NHS logo. The text on the poster reads: 'COVID-19 OMICRON EMERGENCY', 'GET BOOSTED NOW', 'Every adult in the country now needs to get a Covid-19 booster vaccine, because two doses of vaccine is not enough to give the level of protection against infection we all need.', and 'GET YOUR BOOSTER NOW NHS.UK/COVIDVACCINATION'.



**GET BOOSTED NOW**

Use the online [NHS booking service](#) first.

Walk-in centres are available as well. You can find a [COVID-19 walk-in vaccination site near you online](#).

### How you can help

- Download and use assets from the [Coronavirus resource centre](#) to help with messages.
- Share a link to the [walk in centre finder](#).



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## Plan B

Moving to Plan B will help to slow the spread of the variant and reduce the chances of the NHS coming under unsustainable pressure, while allowing time to deliver more boosters.

From 14 December, [fully vaccinated contacts of a COVID-19 case should take a daily lateral flow test for 7 days](#) to slow the spread of the virus.

Measures include rules that face masks must be worn in most public indoor venues, other than hospitality, and that people should work from home if they can. Anyone who cannot work from home should continue to go into work. If you need to continue to go into work, consider taking lateral flow tests regularly to manage your own risk and the risk to others.

### How you can help

- Post a link to the [face coverings guidance](#) to your networks.



From 10 December,  
**you must wear a face covering**  
in most indoor settings, including public  
transport, unless exempt.



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## Safer behaviours

To help combat COVID-19 you should follow safer behaviours and actions that include: Use face coverings in most indoor places; Wash your hands regularly; Test regularly; Stay at home when you feel unwell and 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.



From 10 December,  
**you must wear a face covering**  
in most indoor settings, including  
hairdressers, unless exempt.



The last 18 months have affected us all in different ways and it has been a difficult time for everyone. Looking after our mental health is really important and this year is no different.

It is important that you feel able and comfortable to get support and the [Every Mind Matters campaign](#), endorsed by the NHS, is one way to gain support and seek advice to help manage your wellbeing.

Using support services can help us achieve more in our personal and professional lives so if you are feeling low please use the support services on offer.

### How you can help

- Use the asset on this page on your social media channels or [download more](#).





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## Mental health resources

### How you can help

- Share the links below to mental health support services with your networks.

### Where to find support

- [Mind website](#) and Mind's [peer support directory](#) for other local services.
- [Young Minds page](#) including [parents helpline website](#)
- [Papyrus UK website](#)
- [Nightline website](#)
- [Every Mind Matters website](#)
- [Better Health website](#)
- [Suicide prevention support](#)
- [Samaritans website](#) or call 116 123
- [Campaign to End Loneliness](#)
- [Cruse - Bereavement](#) - 0808 808 1677
- [Mental Health and Money advice website](#)





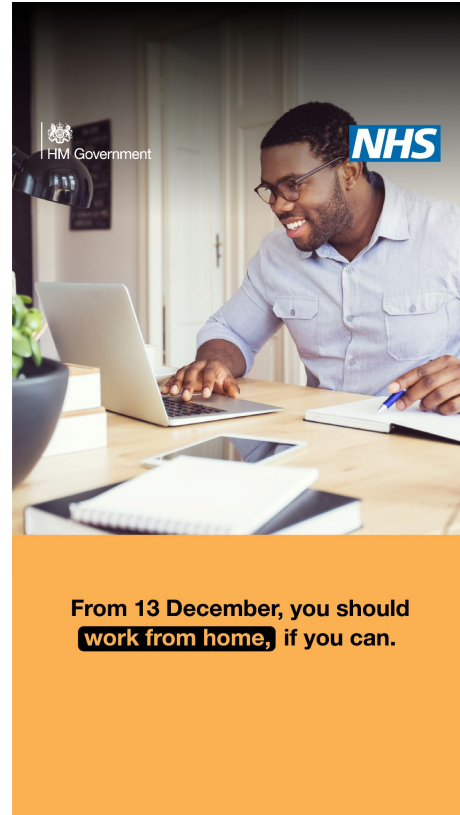
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## Social media assets

### How you can help

Download and use assets from the [Coronavirus resource centre](#) to help with messages.

Post information and [assets in community languages](#).



 A social media asset with a blue background. In the top left is the HM Government logo, and in the top right is the NHS logo. The main text reads: "Plan B The government has announced that England will move to Plan B in response to the risks of the Omicron COVID-19 variant." Below this, it says "This means:" followed by a bulleted list:
 

- From 10 December, you must wear a face covering in most indoor settings unless you are exempt.
- From 13 December, you should work from home if you can.
- From 15 December, you will need to show your NHS COVID Pass in places where large crowds gather, like nightclubs and large stadiums. An NHS COVID Pass is proof of a negative test or full vaccination via the NHS App.

 At the bottom, there are three icons: a face mask, a house, and a smartphone. Below the icons is the text: "Find out more at gov.uk/coronavirus"