



Background

Thank you for your support with the effort to tackle Covid-19. We want to continue to build on engagement with diverse audiences including ethnic minority and faith communities, LGBT, disabled and older people. We know that many of these communities, particularly in times of crisis and uncertainty, will often seek information and reassurance from trusted influencers.

Our goal

- Ensure communities are aware of, understand and follow factual Government advice and support.
- Address and provide reassurance on specific issues that affect harder to reach communities.
- Communicate a sense of collective local responsibility to overcome the challenges that affect us all.

Reporting

Please share your communications activities and results with CV19-ExternalAffairs@cabinetoffice.gov.uk Let us know if you would prefer to provide feedback via another route.





Covid- 19 Influencer Toolkit

Key messages

Call to action: Drive your networks to identify their local alert level in their area using [the postcode checker](#)

Key messages for this week

Local alert levels

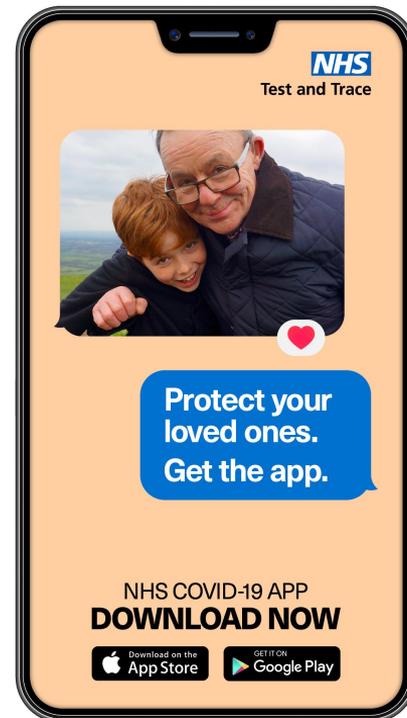
- You should be aware of your local alert level and the associated guidance.

Rule of Six

- Only six people are legally allowed to meet socially, both indoors and outdoors.
- The only exception to this is if everyone who lives in the same household or is in a support bubble totals more than six people.

NHS Test and Trace

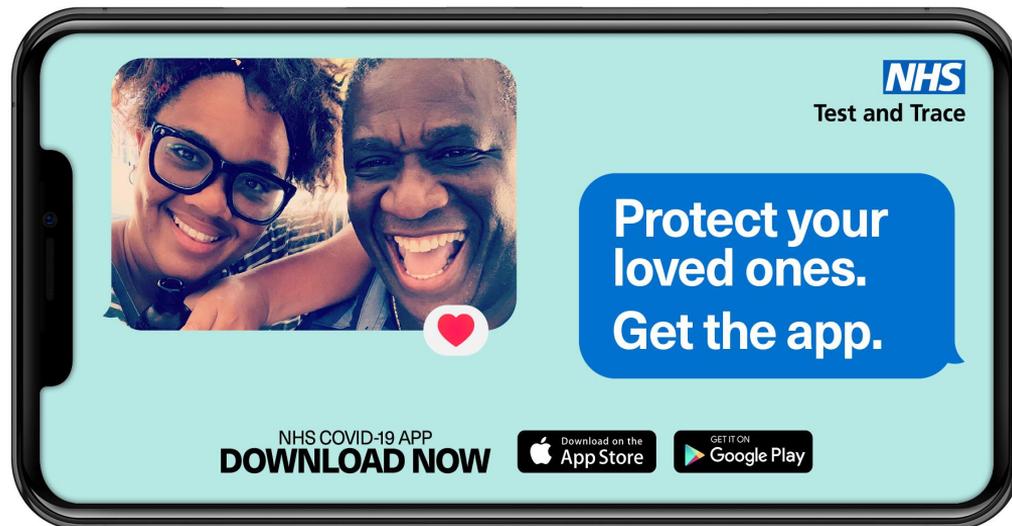
- Download the [NHS Test and Trace App](#) and encourage your friends and family to as well.
- The more rapidly we can identify people who may have been at risk of infection and, if necessary, tell them to self-isolate, the more effectively we can reduce the spread of the virus and maintain transmission at low levels.





Downloadable campaign assets

The campaign assets are available via the [PHE Covid-19 Campaign Resource Centre](#). There are also helpful [infographics](#) available in multiple languages.





Covid- 19 Influencer Toolkit

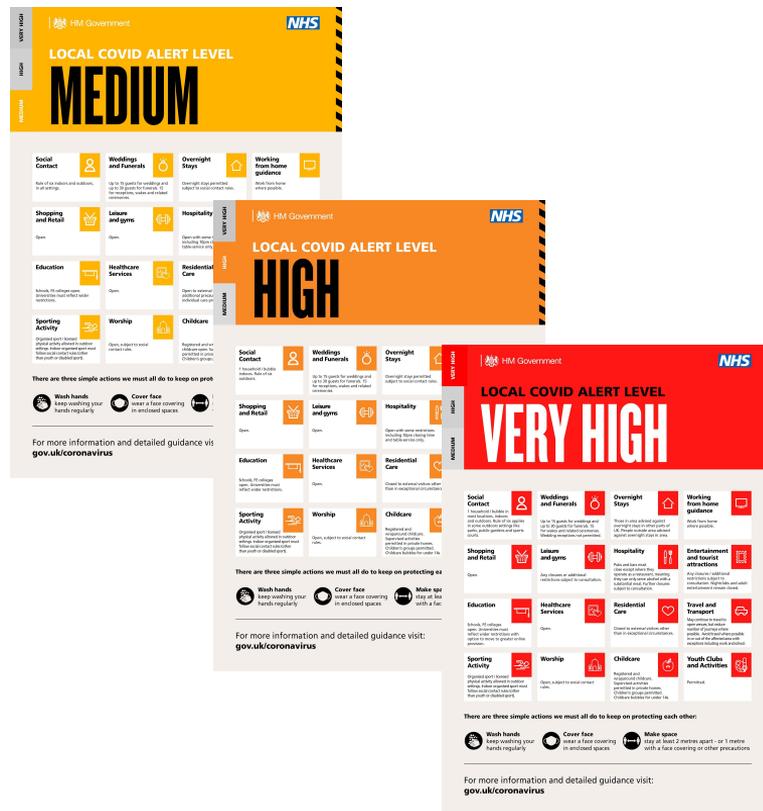
Local alert levels

Call to action: Ensure your audiences get information on their specific area via the [postcode checker](#).

Key messages

- This [postcode checker](#) will show which alert level applies in each area and the NHS COVID-19 app will also direct people to this information.
- The government is providing Local Authorities across England with around £1 billion of new financial support.
- Non-essential retail, schools and universities will remain open in all levels.
- If you or your family are facing challenges due to the pandemic, you can find out what support is available to you [here](#).

The campaign assets are available via the [PHE Covid-19 Campaign Resource Centre](#).





Covid- 19 Influencer Toolkit

Local COVID Alert Levels

Local COVID Alert Levels have been introduced across England so that people can know what restrictions are in place where they live. Please share the the guidance via <https://bit.ly/2Ft1sKa>

Local COVID Alert Level - Medium - rules include:

- Businesses and venues selling food for consumption off the premises can continue to do so after 10pm as long as this is through delivery service, click-and-collect or drive-thru.

Local COVID Alert Level - High - Additional measures are in place including:

- People must not meet anybody outside their household or support bubble in any indoor setting, whether at home or in public.
- People must not meet in a group of more than 6 outside, including in a garden or other space.

Local COVID Alert Level - Very High - Additional measures are in place including:

- Pubs and bars must close and can only remain open where they operate as if they were a restaurant.
- People must not meet with anybody outside their household or support bubble in any indoor or outdoor setting.

You can find a full list of the latest [Local COVID Alert Levels and restrictions](#) on gov.uk.



Covid- 19 Influencer Toolkit

Hands, Face Space

Wash your hands

Washing your hands with soap and water for at least 20 seconds, or using hand sanitizer, regularly throughout the day will reduce the risk of catching or passing on the virus

Cover your face

Face coverings reduce the dispersion of droplets that carry the virus

Making space

Transmission of the virus is most likely to happen within 2 metres. While keeping this exact distance isn't always possible, remaining mindful of surroundings and continuing to make space has a powerful impact when it comes to containing the spread.

You can find assets like these at the [PHE Covid-19 Campaign Resource Centre](#).





Covid- 19 Influencer Toolkit

Face coverings

Call to Action - Drive your network to advice on face coverings via the trackable URL: <https://bit.ly/32qLHwe>, using **#GotItCovered** where possible on social media.

Key messages

- It is mandatory that face coverings are worn, [with some exemptions](#), in more indoor settings where you are likely to come into contact with people you do not normally meet.
- Children under the age of 11, those with respiratory conditions or who are living with a disability do not need to wear a face covering.
- Buying face coverings online or elsewhere? Make sure they are safe to use. Check out [the guide](#) from the Office for Product and Safety Standards

[Share the campaign assets](#), including videos on exemptions, and [infographics](#) in multiple languages.





Covid- 19 Influencer Toolkit

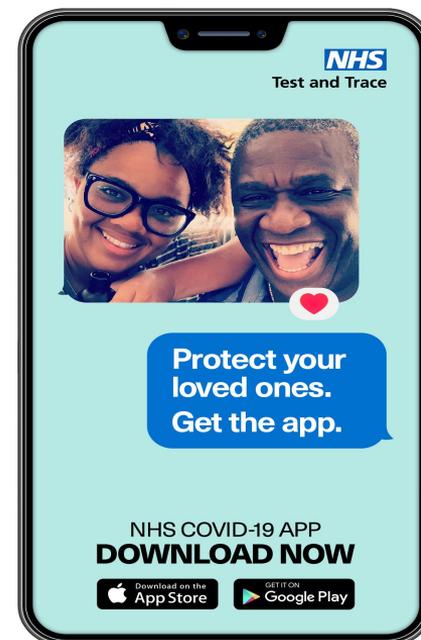
Test and Trace

Calls to action

- Download the [NHS COVID-19 App](#), and encourage your network to do the same.
- Encourage your network to [respond to the NHS Test & Trace Service](#) if they are contacted

Key messages

- Download the [NHS COVID-19 App](#) today, the simplest way to help protect those we love
- The app has a number of tools to protect people, including contact tracing, checking into venues through an in-built QR code scanner, risk alerts by postcode, a symptom checker and test booking.
- The app is part of the NHS Test and Trace service. It alerts people at risk of coronavirus, asking them to isolate before they potentially pass the virus on to others.
- The more people that do the right thing - by using the app, and self-isolating when alerted - the more we keep each other safe and stop infection rates rising





Covid- 19 Influencer Toolkit

Places of worship

Call to Action: Drive your faith networks to Government advice: <https://bit.ly/2CXKNwu>

Key messages

- Places of worship remain open for communal worship, and Covid-19 Secure places of worship will be able to host numbers larger than six, following the [guidance for safe use](#), which is [available in multiple languages](#).
- Life-cycle events, such as weddings, should be limited to 15 people and safely accommodated with social distancing. Large receptions or parties should not take place. Small wedding receptions (up to 15 people at a sit-down dinner) can now take place. For further information, review the [restaurants](#) and [hospitality industries](#) guidance.
- Face coverings are required to be worn in places of worship ([if individuals are able to](#)).
- Avoid touching any personal property, such as shoes, prayer mats from separate households.
- You should also only go to a community centre in a group with one other household, and limit your social interaction with anyone outside this group, even if you know them.
- Public outdoor spaces can also be used for communal worship by more than six people, subject to approval by the relevant local authority or owner.

