



# COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 25 February 2021

- The [Prime Minister has announced a 4-step plan](#) for England starting from 8 March. [This roadmap](#) is our route back to a more normal life.
- Each step of the roadmap relies on everyone following the current safety guidance and, for now, [staying at home](#).
- The vaccine programme is a vital part of the journey back to a normal life. More than 18 million people have been vaccinated, and the government has announced a new target to offer a first dose of the vaccine to every adult by the end of July.
- The government also announced [mass testing for secondary pupils as all schools and colleges fully reopen from 8 March](#).

## Key messages

- Please [stay at home](#), to reduce the spread of the virus and the pressure on the NHS.
- If you are aged 64 or over, or have certain health conditions, you can use the [NHS National Booking Service](#) to book your vaccination.
- If you are offered a vaccine please take it, it will help protect you and your friends and family against the disease.

## The Four Tests

### Test 1



The vaccine deployment programme continues successfully.

### Test 2



Evidence shows vaccines are sufficiently effective in reducing hospitalisations and deaths in those vaccinated.

### Test 3



Infection rates do not risk a surge in hospitalisations which would put unsustainable pressure on the NHS.

### Test 4



Our assessment of the risks is not fundamentally changed by new Variants of Concern.

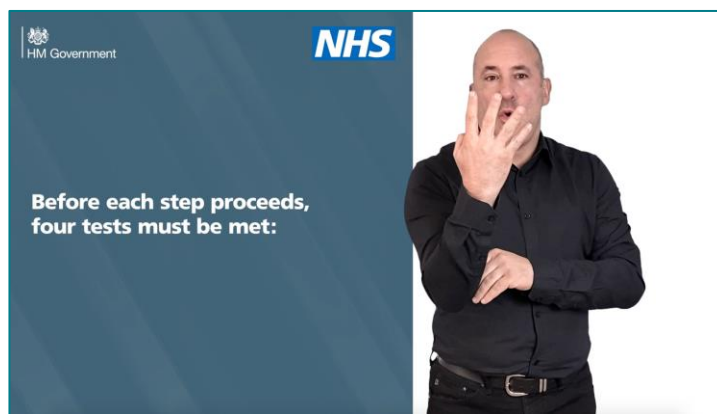


# COVID-19 Stakeholder and Influencer Toolkit Roadmap

Each step will be decided by data rather than the date. There will be a minimum of five weeks between each step: four weeks for data to reflect changes in restrictions and a week's notice for restrictions being eased. We must all continue to follow the safe behaviours.

## How you can help

- Retweet and forward the videos below, via all available channels (click on the image for a link to the tweet).
- Promote and use the images on slides 3 and 4 to explain to roadmap to your networks.



### Safe Behaviours

 Wash hands frequently, for at least 20 seconds.	 Wear a face covering in enclosed environments.	 Maintain space with anyone outside your household or bubble.
 Meet with others outdoors where possible.	 Minimise the number of different people you meet and the duration of meetings, if possible.	 Let fresh air in.
 Download the NHS Test & Trace app.	 Get a test immediately if you have any symptoms.	 Self isolate if you have symptoms, have tested positive, or had contact with someone with COVID-19.



# COVID-19 Stakeholder and Influencer Toolkit

## Roadmap: social media images for your channels

### STEP 1: 8 March



Schools and colleges are open for all students. Practical Higher Education Courses.



Recreation or exercise outdoors with household or one other person. No household mixing indoors.



Wraparound childcare.



Stay at home.



Funerals (30), wakes and weddings (6).

### 29 March



Rule of 6 or two households outdoors. No household mixing indoors.



Outdoor sport and leisure facilities.



Organised outdoor sport allowed (children and adults).



Minimise travel. No holidays.



Outdoor parent & child groups (up to 15 parents).

### STEP 2

At least five weeks after Step 1, no earlier than 12 April.



Indoor leisure (including gyms) open for use individually or within household groups.



Rule of 6 or two households outdoors. No household mixing indoors.



Outdoor attractions, such as zoos, theme parks and drive-in cinemas.



Libraries and community centres.



Personal care premises.



All retail.



Outdoor hospitality.



All children's activities, indoor parent & child groups (up to 15 parents).



Domestic overnight stays (household only).



Self-contained accommodation (household only).



Funerals (30), wakes, weddings, receptions (15).



Minimise travel. No international holidays.



Event pilots begin.



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## Roadmap: social media images for your channels

### STEP 3

At least five weeks after Step 2, no earlier than 17 May.



Indoor entertainment and attractions.



30 person limit outdoors. Rule of 6 or two households indoors (subject to review).



Domestic overnight stays.



Organised indoor adult sport.



Most significant life events (30).



Remaining outdoor entertainment (including performances).



Remaining accommodation.



Some large events (except for pilots) - capacity limits apply.  
Indoor events: 1,000 or 50%.  
Outdoor other events: 4,000 or 50%.  
Outdoor seated events: 10,000 or 25%.



International travel - subject to review.

### STEP 4

At least five weeks after Step 3, no earlier than 21 June.

By Step 4, the Government hopes to be able to introduce the following (subject to review):



No legal limits on social contact.



Nightclubs.



Larger events.



No legal limit on all life events.



# COVID-19 Influencer Toolkit

## Vaccines

More than [18.6 million people have been vaccinated](#). The success of the vaccination rollout is one of the key tests that will pave the way for the safe and gradual lifting of restrictions. Please have a vaccination when you are offered one.

### How you can help

- Retweet the DHSC vaccine journey video and share it via all your available channels including Whatsapp (click on the image for a link to the tweet).
- Encourage your networks to share their vaccine journey to encourage in their communities and networks to get vaccinated.

