



COVID-19 Stakeholder and Influencer Toolkit - Overview

Cabinet Office

Updated: 7 January 2021

The Prime Minister has announced a [national lockdown in England](#). This means that, with only [a few exceptions](#), we must all stay at home. This will help to prevent further spread of the virus and protect the NHS.

Vulnerable children or children whose parents are critical workers may still go to school, but everyone else will learn remotely.

We know this will be difficult for many people, but we must continue to follow the rules and protect each other. Some people will feel particularly lonely and isolated, and we should do all we can to keep in touch and support one another.

There is good news. More than 1.3 million people in the UK have already received the vaccine, and every time someone receives the vaccine we are all a bit safer.

Alongside this, the government continues to support business. The Chancellor has announced extra support in a [grant package of £4.6 billion](#) to support business and protect jobs.

Key messages for this week

- We must all stay at home, so that we can control the virus and protect ourselves and the NHS.
- The vaccine helps to make us all safer - everyone should get the vaccine when they are asked to.
- Keep in touch with family and friends, look after each other and stay safe.

Calls to action

- Please share the information in this toolkit.
- Use the content and messages on your social media channels and in your newsletters.



We must all stay at home. This will be difficult for many of us and will make life feel harder, but it is the best way to contain the virus, save lives and make sure that we protect the NHS.

You may leave home in some circumstances:

- Shop for necessities for you or for someone who is vulnerable.
- Go to work, if you cannot work from home.
- Exercise with people you live with or your [support bubble](#) (no more than once a day).
- Get medical help or to avoid injury or the risk of harm, including domestic abuse.
- Go to school or childcare provision, if eligible.



Calls to action:

- Signpost to [information explaining the new lockdown rules](#) on your social media channels.
- Make sure your networks are aware of the rules for forming [a support bubble](#).



Nurseries and other early years settings can stay open, but most children and students will stay at home and learn remotely until February half term.

Look on gov.uk for helpful [information about helping children learn from home](#) including about the delivery of laptops and tablets for those who need them the most. Food parcels or vouchers will be offered to families entitled to free school meals.

University students who are studying some courses that need face-to-face learning, can return to university but must isolate there for 10 days and be tested twice a week after that. All other university students should study remotely online until the middle of February.

If a child is vulnerable or has at least one parent/carer who is a critical worker, they are allowed to go into school. Critical workers can find [information about what this means](#) on gov.uk

STAY AT HOME

- ▶ All primary and secondary schools and colleges will move to remote provision from tomorrow
- ▶ Children of key workers and vulnerable children can still attend school and colleges
- ▶ Early years, nurseries, alternative provision and special schools will remain open
- ▶ We will work with Ofqual to consult on putting in place alternative arrangements for this summer's exams

Find the latest guidance and exemptions at gov.uk/coronavirus

STAY HOME > PROTECT THE NHS > SAVE LIVES

Call to action

- Check the [guidance about going to school, college and university](#) on gov.uk for more information about the changes.
- Signpost networks to the BBC's online [educational programmes to help children learn at home](#).



COVID-19 Influencer Toolkit

Vaccinations

The NHS now provides two vaccines, the Oxford and Pfizer vaccines. There are over 730 vaccination centres and more than 1.3million people have received the vaccine in the last month - approximately 1 in 50 people.

The Oxford vaccine is easier to distribute. This means that it can be administered more quickly and that we can vaccinate priority groups sooner.

With two vaccines now approved, we will be able to vaccinate a greater number of people who are at highest risk, protecting them from the virus and the NHS from further strain.

Please have a vaccination when you are asked to.



Calls to action

- Post this [video which explains how the vaccine works](#) from Professor Andrew Pollard, Director of the Oxford Vaccine Group.
- Use these videos about the COVID-19 vaccine in [Punjabi](#) [Arabic](#) [Hindi](#) and [Farsi](#) in your social media activity or newsletters.



COVID-19 Influencer Toolkit

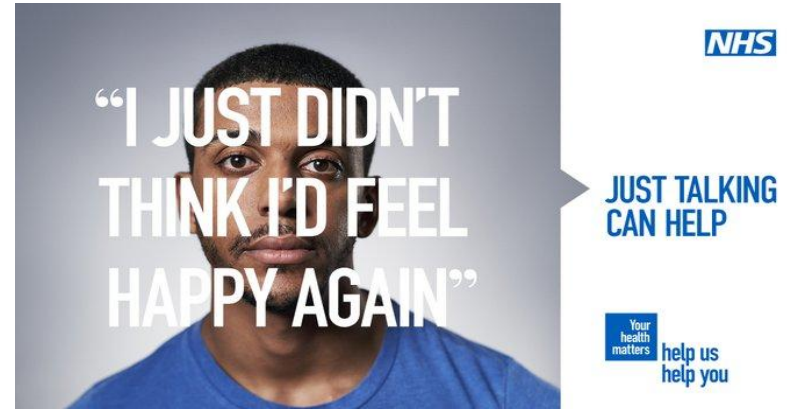
Looking after each other

At the best of times winter can be a lonely time for many people. Now more than ever, we must look after ourselves and others.

If you are isolated or need help, you can form a support bubble.

You must follow [the rules](#) if you do decide to form a bubble.

It is important to keep in touch with people, especially those who live alone, and encourage your networks to do the same.



Calls to action:

- Signpost people to support and find more information via the [Every Mind Matters campaign](#).
- Point your networks towards [information about NHS talking therapies services](#).



COVID-19 Influencer Toolkit

Business support

Lockdown will have a [significant impact on many businesses](#). All non-essential retail, hospitality and personal care services must close, although restaurants can continue delivery services.

This is why the Chancellor has [announced one-off top-up grants for businesses](#) in the retail, hospitality and leisure sectors. These grants are worth up to £9,000 per property and are there to help businesses through lockdown.

Check the [business support page](#) on gov.uk for more information. There is also a handy tool to find out what support you are entitled to on the [Coronavirus Support Finder](#).

HM Treasury

PLAN FOR JOBS

£4.6 BILLION IN NEW LOCKDOWN GRANTS

- ◆ RETAIL, HOSPITALITY AND LEISURE BUSINESSES CAN CLAIM UP TO £9K PER PROPERTY
- ◆ A £594 MILLION FUND TO SUPPORT OTHER IMPACTED BUSINESSES

ON TOP OF FURLOUGH EXTENSION UNTIL **END OF APRIL 2021**

Call to action:

- Share information about [what the government is doing to support business](#).