



Background

We want to continue to build on engagement with diverse audiences on Covid-19, 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.

As we continue to fight the Covid-19 pandemic, the Government is encouraging people to go back to some of the things they've missed, as long as they follow the [stay alert guidelines](#). Some of the [changes planned for 1 August have been postponed](#) and wearing face coverings in additional indoor settings, including places of worship, will be mandatory from 8 August. Your support in sharing the latest guidance will help provide reassurance to your communities and ensure everyone has the right information.

If you live in an area that is experiencing **local restrictions**, [different guidance will apply](#) - please consult this guidance and if restrictions are in place in your area, share this with your network.

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 national responsibility to overcome the challenges that affect us all.



Covid-19 Influencer Toolkit (England)

How you can help

We want your help to create a movement

We're seeking your support to share the Government's latest guidance on staying alert and safe across your communication channels and networks. The main **call to action** is to drive your network to Government advice via the following trackable URL: <https://bit.ly/3bj2suV>.

Top messages for this week

- **Face coverings:** The Government now recommends that face coverings are worn (if you are able to) in additional indoor settings where you are likely to come into contact with people you do not normally meet, such as museums, galleries, cinemas and places of worship, and this will become enforceable in law from 8 August.
- **Test & Trace:** NHS Test and Trace has launched a new [Let's Get Back campaign](#) encouraging everyone with Covid-19 symptoms, no matter how mild, to get a free test by calling 119 or visiting NHS.uk. The campaign also encourages responding to the service if you are contacted.
- **Eat Out to Help Out:** To help support businesses, encourage your network to dine out and get a [50% discount at restaurants participating in the scheme](#) from 3 to 31 August.

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 (England)

Suggested Activity

Face coverings

- Create a video/blog about the **importance of wearing a face covering**
- Share the face covering [exemptions](#), encouraging people to be kind and inclusive
- Direct your network to [government guidance](#) on face coverings
- Use **#GotItCovered** where possible with social media content

Test and Trace (Let's Get Back campaign)

- Share [how to get a free test](#) if you have symptoms, no matter how mild, by calling 119 or visiting NHS.uk
- Encourage your network to [respond to the NHS Test & Trace Service](#) if they are contacted
- Use **#LetsGetBack** where possible with social media content

Call to Action

Drive your network to Government advice via the following trackable URL: <https://bit.ly/3bj2suV>



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.



Backing business to reopen safely

As businesses re-open, you can help ensure they have the right information by sharing advice on [how to be covid secure](#) and [customer logging](#).

To access all the latest safer working assets including videos, posters and social media content, visit [Safer Working Campaign](#).

Calls to Action

- Share the business guidance via the trackable URL: <https://bit.ly/2T2TJpD>
- Share the [customer logging guidance](#) in support of NHS Test & Trace
- Encourage businesses to sign up to the [Eat Out to Help Out scheme](#)
- Use **#WorkingSafely** where possible with social media content

Case studies: reopening

Below are links to case studies demonstrating how businesses are reopening safely. Please share these and [the guidance](#) with your networks.

- [Bakery](#)
- [Outdoor market](#)
- [Restaurant](#)
- [Bar](#)
- [Tailors](#)





Face coverings

- It is recommended that face coverings are worn ([if you are able to](#)) in more indoor settings, such as museums, galleries, cinemas and places of worship, where you are likely to come into contact with people you do not normally meet. This will become mandatory from 8 August.
- Have you **#GottCovered**? Do you know when and how to wear a face covering?
- 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

Call to Action

Drive your network to advice on face coverings via the trackable URL: <https://bit.ly/32qLHwe>



Downloadable assets

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



Covid-19 Influencer Toolkit (England)

Messaging: Places of worship

Safe use of places of worship

- Gatherings of more than 30 people are permitted in places of worship, following the [guidance for safe use](#), which is [available in multiple languages](#). Life-cycle events, such as weddings, should be limited to 30 people and safely accommodated with social distancing. Large receptions or parties should not take place.
- Individual prayer should be **2 metres apart or 1 metre with risk mitigation** (where 2 metres is not viable) for those from separate households. From 8 August, face coverings will be required to be worn in places of worship ([if individuals are able to](#)).
- **Do not touch or kiss devotional objects** that are handled communally.
- **Avoid touching** any personal property, such as shoes from separate households.
- **Reusable and communal resource** material should be removed from use.
- **Food or drink** - avoid sharing food and using communal vessels.
- Do not carry out any **washing or ablution rituals** at the place of worship.



Call to Action

Drive your faith network to Government advice:

<https://bit.ly/2CXKNwu>



Covid-19 Influencer Toolkit (England)

Messaging: Social distancing & handwashing

Social distancing

- When you leave your home, you should follow the guidelines on [staying safe outside](#).
- You should continue to avoid close contact and remain socially distant from anyone you do not live with or who is not in your support bubble - even inside other people's homes.
- Keep 2 metres away from people as a precaution or 1 metre when you can mitigate the risk by taking other precautions (i.e. face covering).

Handwashing

- Where available, use sanitiser outside your home, especially as you enter a building and after you have had contact with surfaces. Wash your hands regularly/when you get home.
- Wash your hands more often using soap and water for 20 seconds, and dry them thoroughly. Avoid touching your face.





Covid-19 Influencer Toolkit (England)

Messaging: Mental health & going to work

Mental Health & Wellbeing

- Expert advice and practical tips are available to help you look after your [mental health and wellbeing](#), and tackle [loneliness](#).
- [Information is available to help bereaved families, friends or next of kin](#) make important decisions, including in multiple languages.

Going to Work

- Most businesses can go back to work now. Workplaces should be set up to meet the new [COVID-19 Secure guidelines](#) before opening to keep themselves and customers as safe as possible.
- You should follow [the guidance on self-isolation](#) if you or anyone in your household (or support bubble), shows coronavirus symptoms.
- From 1 August, employers should consult with their employees to determine how to work safely. Working from home is one way to do this, but workplaces can also be made safe by following COVID-19 Secure guidelines.

