

# COVID-19 update for Community Champions

Wednesday 22 December 2021



# Key Messages for Christmas

## **Take a test before meeting others**

Remember to take a Lateral Flow test before meeting up with others. Report your result and if it's positive, self-isolate immediately and take a PCR test.

## **Let in fresh air when meeting indoors**

Letting in fresh air can help reduce the spread of COVID - opening doors and windows regularly, even for 10 minutes when you are meeting indoors can help you and your loved ones stay safe.

## **You must wear a face covering in certain settings**

It is now a legal requirement to wear face coverings on public transport, in shops and in other places like hairdressers. A full list is available on [gov.uk](https://www.gov.uk).

## **Being vaccinated is the best way to protect yourself against catching COVID.**

You should get vaccinated as soon as you can and, if you haven't had a third booster dose, you should do so as soon as you are invited



# Vaccinations

## 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.
- Never too late to have your 1st / 2nd dose
- Still best protection. Data suggests that vaccine protection is substantially reduced against Omicron with just two doses, but a third dose boosts protection to over 70%

ACTION - Think about how to get those out to the most vulnerable

## How you can help

- Make every contact count.
- Send a link to the NHS booking service to your networks.
- Post information about the booster programme on your social media channels.

HM Government

**NHS**

**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.

**GET YOUR BOOSTER NOW**  
**NHS.UK/COVIDVACCINATION**

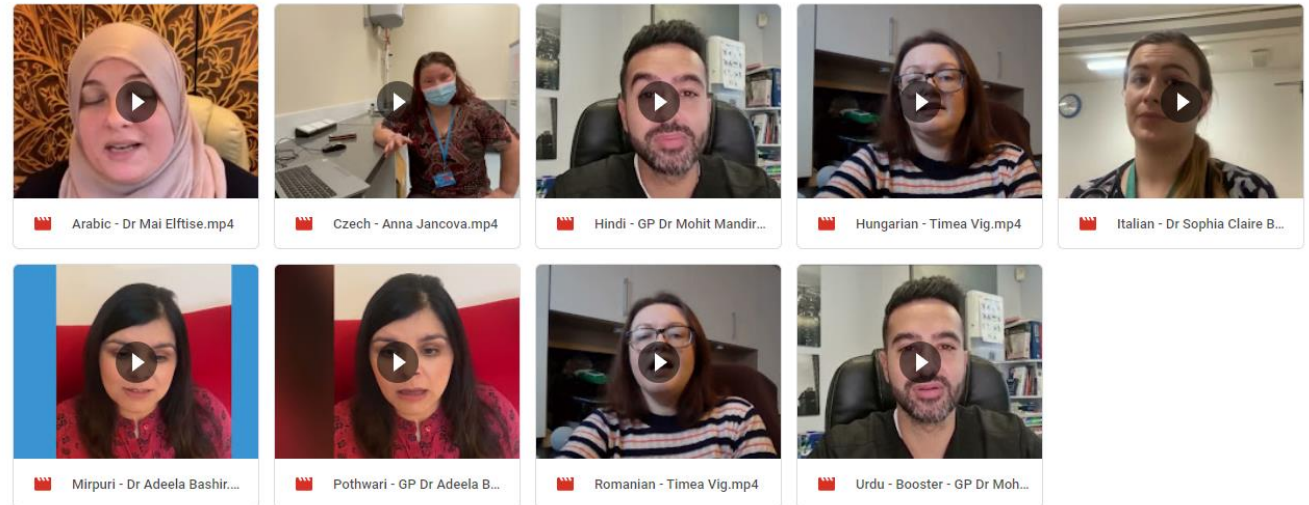
# Vaccinations

## New resources from NHS Midlands

A range of videos have been created in a range of languages for use to promote the booster vaccine and inform the public of the benefits in their own language.

More languages will be added soon.

Please share the relevant videos to help spread the message to audiences about the important of the COVID-19 vaccine programme. Please find all the videos to use in [this folder](#).



# Links to resources

- **Covid-19 Vaccine**
  - [Emergency Booster – Social Media Assets](#)
  - [Emergency Booster Digital Screens](#)
  - [Emergency Booster Posters](#)
  - [Emergency Booster Web Banners](#)
  - [Emergency Booster TV Advert](#)
  - [16 – 17 Year Olds Social Animations](#)
- **Covid-19 Response**
  - [Plan B Social Media](#)
  - [Plan B BSL Explainer Video](#)
- **Health Behaviours**
  - [Social Statics](#)
  - [Digital Screens](#)
- **University Students**
  - [Christmas Social Animations](#)
- **Community Testing**
  - [Daily Testing for Covid-19 Contacts](#)
- **Pharmacy Collect**
  - [Social Statics](#)

