**Covid-19 Treatments Communications Toolkit**

**Context:**

People who live in north east London and have a health condition that puts them at the highest risk of becoming seriously ill if they catch Covid-19 may be [eligible for Covid-19 treatments](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nhs.uk%2Fconditions%2Fcoronavirus-covid-19%2Fself-care-and-treatments-for-coronavirus%2Ftreatments-for-coronavirus%2F%23%3A~%3Atext%3DNirmatrelvir%252C%2520ritonavir%252C%2520remdesivir%2520and%2520molnupiravir%2Crisk%2520of%2520becoming%2520seriously%2520ill&data=05%7C01%7Cbethanyneal%40nhs.net%7C471052c41be54f5870df08dbf6765f06%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638374760472139316%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Rd8ptmf1xddoO2%2BX3MhK9l77Xze%2BHhTmAjjE1ouo3ww%3D&reserved=0). It’s important that these treatments are provided as quickly as possible to be effective.

**Objective:**

To raise awareness that Covid-19 treatments are available to people at the highest risk of becoming seriously ill if they catch Covid-19.

**Key messages:**

* Those eligible to be made aware of the steps to take to access Covid-19 treatments and that they can self-refer.
* It is important people know that these treatments need to be provided as soon as possible to reduce the risk of becoming seriously unwell.
* Those eligible to be made aware that they can pick up free Covid-19 test kits from their local pharmacy.
* Share details of the NHS NEL webpage containing information on how to access treatments: <https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/>

**Who is eligible?**

People living in north east London are eligible for Covid-19 treatments assessment if they are:

* at highest risk of getting seriously ill from Covid-19
* aged 12 or over
* have symptoms of Covid-19
* have tested positive for Covid-19

**Our audience:**

* People eligible for Covid-19 treatments
* Local council
* GPs
* Pharmacy
* Community

**Call to action:**

1. People who are eligible to pick up a free Covid-19 test kit so that they have a test on hand if they get symptoms.
2. If positive, to self-refer (or be referred) for Covid-19 treatments assessment.
3. If eligible they will receive Covid-19 treatments.

**Comms included in this toolkit:**

* Social media assets and copy
* Web copy
* Poster for Pharmacies
* Poster for Community
* Poster for GP screens

**Social media assets and copy**

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|  | If you live in north east London and are at the highest risk of becoming seriously unwell if you catch Covid-19, you could be eligible for Covid-19 treatments.Find out more👇<https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/>  |
|  | At the highest risk of becoming seriously unwell if you catch Covid-19?Make sure you have Covid-19 test kits on hand. Speak to your pharmacist to find out if you can get these for free.Find out more👇<https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/> |
|  | Live in north east London and at the highest risk of becoming seriously unwell if you catch Covid-19?You may be eligible for Covid-19 treatments. If you catch Covid-19, getting treated quickly can stop you becoming seriously ill.Read more 👇<https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/> |

**Social media – Eligibility carousel assets and copy**

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|  | At the highest risk of becoming seriously unwell if you catch Covid-19?You may be eligible for Covid-19 treatments if you have certain conditions that put you most at risk.Find out more👇<https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/> |
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**Public facing Web/newsletter/email bulletin copy**

If you have a health condition that puts you at the highest risk of becoming seriously unwell if you catch Covid-19, you may be [eligible for Covid-19 treatments.](https://www.nhs.uk/conditions/covid-19/treatments-for-covid-19/#:~:text=Nirmatrelvir%2C%20ritonavir%2C%20remdesivir%20and%20molnupiravir,risk%20of%20becoming%20seriously%20ill)

Getting these treatments as soon as possible if you catch Covid-19 can help prevent serious illness.

If you are eligible for Covid-19 treatments, you can pick up free Covid-19 rapid lateral flow test kits from your local pharmacy. The pharmacy may ask you about your medical history.

If the test is positive contact your GP or refer yourself immediately by calling **020 3196 3239** or email NEL.CMDUReferral@nhs.net as soon as possible.

Find out more by visiting <https://northeastlondon.icb.nhs.uk/your-health/coronavirus-covid-19/>

**Poster for Pharmacy**

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**Poster for community**

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**GP screen**

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