

# **RAPID TESTING TO SUPPORT RETURN TO SCHOOL**

## **Information for Local Authorities**

5 March 2021

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# 1. Introduction

# 1.1 PURPOSE OF THIS DOCUMENT



The purpose of the pack is to support Local Authorities in their local comms about the launch of Lateral Flow Devices Collect and Home delivery for households with primary, secondary and college age children and young people, including childcare and support bubbles.

This pack provides Local Authorities communications teams with information about the new offering, approved key messages that follow national guidance, and a Q&A including answers you can use when responding to enquiries.

If you have any queries about any content in this document, or would like to discuss your communication approach, please contact Oliver Lacey ([Oliver.Lacey@dhsc.gov.uk](mailto:Oliver.Lacey@dhsc.gov.uk)) or the Testing Comms Team: [masstestingcomms@dhsc.gov.uk](mailto:masstestingcomms@dhsc.gov.uk)

## 1.2 RAPID TESTING TO SUPPORT RETURN TO SCHOOL



Twice-weekly testing using lateral flow tests has been extended to the full households with primary, secondary and college age children and young people, including childcare and support bubbles to help find more Covid-19 cases and break chains of transmission.

Under the new system, all households with primary and secondary school and college age children, and childcare and support bubbles, will be encouraged to start regular twice-weekly testing from March 8 with tests available for adults in these household to collect on 1 March. As with student testing, this is encouraged but not mandatory.

A secondary PCR test will be required for positive lateral flow tests which are taken at home, either through at home PCR testing or at a local PCR testing site. The expanded regular testing offer for people without symptoms will be delivered through:

- **Assisted testing** via **workplace testing** (Workplace testing) and / or **Community Testing** via asymptomatic testing site
- **Collection points (Self-test collect)** via a Regional Test Site (drive-through test site), Local Test Site (walk-through test site), or Mobile testing units (limited availability) during specific test collection time windows
- **Online ordering for self-test.** Order test on-line for delivery to test yourself at home

NHS Test and Trace has rapidly expanded its network of testing sites and has more than 500 test sites that will provide LFD tests to eligible individuals as part of community collect.

Residents will be able to find their nearest site by visiting <https://find-covid-19-rapid-test-sites.maps.test-and-trace.nhs.uk/>

## 1.3 ELIGIBILITY AND DELIVERY CHANNELS

### Eligibility criteria

Any individuals who have sustained contact with school children will be eligible, including households of school children, members of support bubbles, childcare and those in related occupations.

### Delivery channels

The following delivery channels will be launched to provide eligible members of the public with access to self-test LFD kits:



Assisted  
LFD test

#### ASSISTED TESTING

Workplace Testing and  
Community Testing via  
asymptomatic testing site



Self-test  
LFD kit

#### COLLECTION POINTS (SELF-TEST COLLECT)

- Regional test site (drive-through site)
- Local test site (walk-through site)
- Mobile testing units (limited availability)

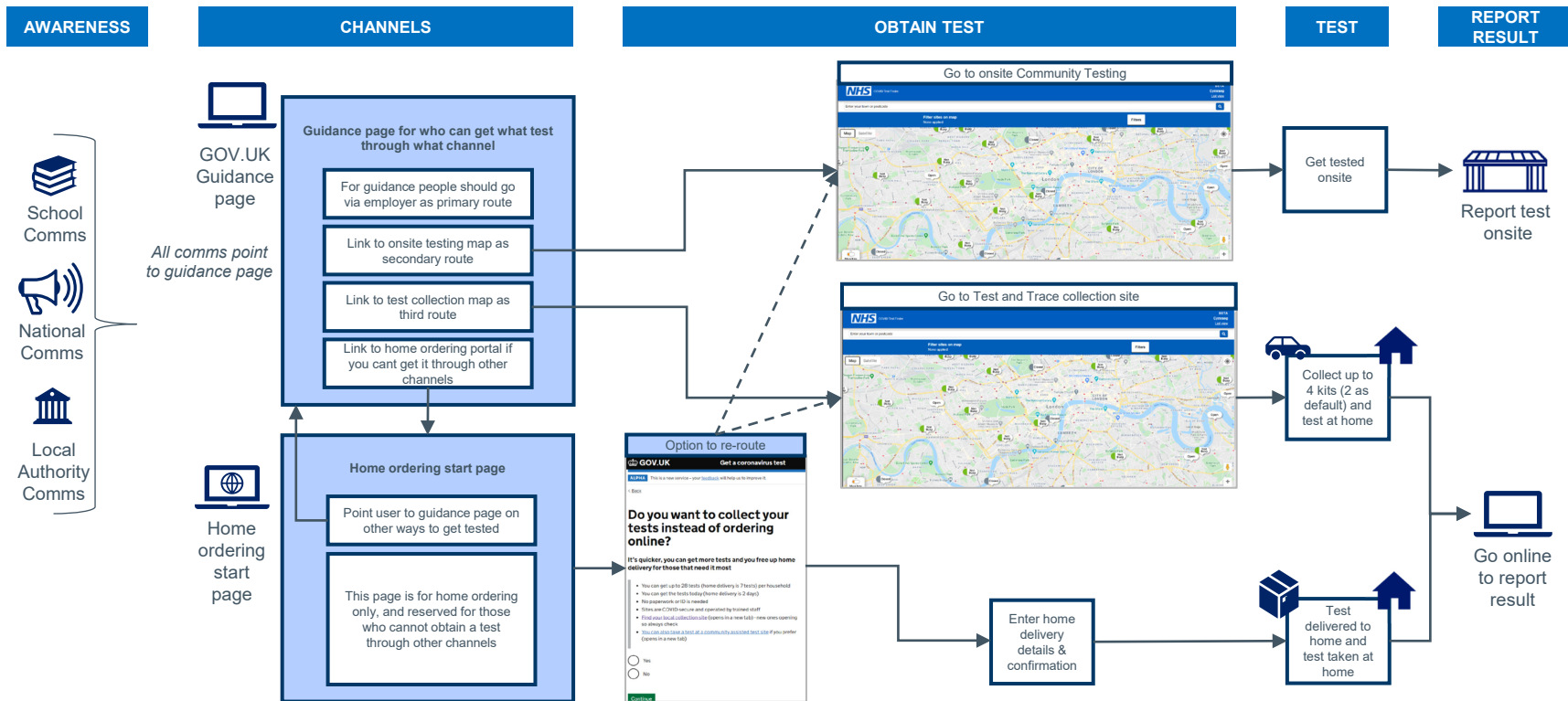


Self-test  
LFD kit

#### ONLINE ORDERING FOR SELF-TEST

Order test on-line for delivery to  
test yourself at home

# 1.4 ROUTING OF THE SELF-TEST SERVICE



## **2. COMMS APPROACH**



## 2.1 KEY PRINCIPLES

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[National comms.](#) **Communications to support citizens get in the habit of regular testing.**

- An announcement on surge testing was made on 28 February and is available [here](#)
- DHSC / NHS Test and Trace led communications to increase awareness of the importance of twice weekly asymptomatic testing, encouraging wider take up and new habit-forming behaviours

[Locally-led comms.](#) **Promote the habit of regular testing to your key audiences.**

Local Authority Comms teams are encouraged to target their key local audiences to achieve the following:



**Drive up demand to fulfil twice-weekly testing using lateral flow tests** for those in the schools community: including parents, support bubbles, and staff



Raise awareness and understanding of the **importance of new habit-forming behaviours**, including getting tested regularly, reporting your test and following the rules of Hands, Face, Space



Raise awareness and understanding of **how to access the regular testing offer** to support the return to school

## 2.2 LOCALLY-LED ACTIVITIES



There are number of activities you may consider to promote rapid testing offer to support the return to school, including:

- **Press notice** – please draw from the approved top line messaging and the national press statement if you are planning to issue a local release. We recommend including the available quotes from Health and Social Care Secretary Matt Hancock and Professor Yvonne Doyle, Medical Director at Public Health England in your local statement (please find quotes on slide 12). Final versions should be shared in advance for fact-checking and awareness. This will ensure accuracy from a national policy, clinical and technology perspective.
- **Social media** – we recommend promoting the rapid testing initiative to support the return to school on **your own social media channels**. Please find available social media assets on slide 27.
- **Media** – please inform [masstestingcomms@dhsc.gov.uk](mailto:masstestingcomms@dhsc.gov.uk) if you would like to arrange a **media visit** to a Collection Point (Regional Test Site / Local Test Site / Mobile Testing Units) as we will need to ensure any comms and media activity is aligned.
- NHS Test and Trace should be consulted in advance of **production of any new materials** which will require clinical or technology validation relating to this rapid testing initiatives.
- All media enquiries about the national mass testing programme should be directed to DHSC press office. DHSC media centre contact information is available [here](#), including details of out of hours contacts.

## 2.3 NATIONAL PRESS RELEASE (1/3)



### **All households with children of school age to get 2 rapid COVID-19 tests per person per week**

Whole families and households with primary school, secondary school and college age children, including childcare and support bubbles, will be able to test themselves twice every week from home as schools return from 8 March.

Testing will continue to be a vital part of our response to coronavirus (COVID-19), supporting the roadmap set out by the Prime Minister earlier this week. As we cautiously ease restrictions in England, starting with the return of schools and moving towards more social mixing at the end of March, we need to be sure that each COVID-19 case is found as quickly and as easily as possible. Although cases are declining, everyone needs to play their part to keep the virus under control while keeping children and young people in school.

As laid out in the roadmap, secondary school and college students will now be tested twice a week, receiving three initial tests at school or college before transitioning to twice weekly home testing. Primary school children will not be regularly asymptotically tested due to low levels of transmission between younger aged children but will continue to need to come forward for tests if they have symptoms.

In addition to this, the government has confirmed twice-weekly testing using rapid lateral flow tests will be given for free to all families and households with primary, secondary school and college aged children and young people, including childcare and support bubbles, to help find more COVID-19 cases and break chains of transmission.

With about a third of individuals with coronavirus showing no symptoms and potentially spreading it without knowing, targeted, regular testing will mean more positive cases within households are found and prevented from entering schools and colleges, helping to keep educational settings safe.

Rapid testing detects cases quickly – in under 30 minutes – meaning positive cases can isolate immediately. This can be the difference between children being able to stay in school, or a class being sent home due to an outbreak. It could also be the difference between a workplace having to close for a period, or being able to stay open and running.  
site.

## 2.3 NATIONAL PRESS RELEASE (2/3)

**Note:** We recommend including the quotes from Health and Social Care Secretary Matt Hancock and Professor Yvonne Doyle, Medical Director at Public Health England in your local statement

### **Health and Social Care Secretary Matt Hancock said:**

*Regular testing of households and childcare support bubbles of primary and secondary school children is another tool we are making available to help keep schools safe. We know that 1 in 3 people with COVID-19 don't have any symptoms, so targeted, regular testing will mean more positive cases are kept out of schools and colleges.*

*As we continue to roll out the vaccine, testing offers us a way forward. Sustained and repeated testing for people without symptoms has a critical role to play as sections of society are reopened by driving down transmission rates.*

*By everyone playing their part and getting tested regularly, vital public services, workplaces and educational settings can stay open and running, and we can move closer to a more normal way of life.*

### **Education Secretary Gavin Williamson said:**

We are getting all children back in the classroom from 8 March, because it will bring huge benefits to their education and wellbeing, and is a hugely important step in helping them recover from the impact of the pandemic.

Testing family members will provide yet another layer of reassurance to parents and education staff that schools are as safe as possible, building on the massive increase in testing for secondary school and college students, and strengthened requirements around face coverings in areas where social distancing cannot be maintained.

### **Professor Yvonne Doyle, Medical Director at Public Health England, said:**

*These rapid tests help uncover hidden cases of the virus and break chains of transmission, stopping outbreaks before they occur.*

*Combined with other protective measures, they are a vital tool to help us lower infection rates and ensure that they stay low.*

*I would encourage all eligible households to take up the offer of twice weekly rapid testing – it's quick and painless and could help save lives.*

All households with primary and secondary school and college age children, and childcare and support bubbles, will be encouraged to start regular twice-weekly testing as schools return. Tests will be available for adults in these households to collect on 1 March. As with student testing, this is encouraged but not mandatory. A secondary PCR test will be required for positive lateral flow tests which are taken at home, either through at home PCR testing or at a local PCR testing site.

## 2.3 NATIONAL PRESS RELEASE (3/3)



Getting a rapid test is quick and convenient. The expanded regular testing offer for people without symptoms will be delivered through:

- testing in-person via workplace testing
- local authority test sites
- collection at a local PCR test site during specific test collection time windows
- a new home ordering service, which once launched on 1 March will allow people to order lateral flow tests online to be delivered to their home

The expansion of asymptomatic testing is already well underway for those who need to leave home for work. Workplace testing has already scaled up, with both private and public sector employers signed up to provide rapid testing at asymptomatic testing sites, along with a self-test option for those that cannot access a workplace testing site. This includes the UK's largest employer – the NHS, adult social care, education staff and a wide range of other sectors.

All local authorities in England have now enrolled in the community testing programme. As a partnership between national and local government, community testing offers asymptomatic testing for local public services, small businesses, self-employed people and communities that have been disproportionately affected by the virus.

Testing in education settings is now well established, with 600,000 tests done at universities since last year and more than three million rapid COVID-19 tests conducted in schools and colleges in England since 4 January, including tests for those students who have already returned and regular testing for all staff.

Rapid, regular testing for new groups is one of a range of new measures designed to minimise the spread of COVID-19 and support the successful return of more learners to face-to-face education and childcare settings. Testing is an additional tool, working in conjunction with other protective measures that are in place in schools to help protect staff and students including social distancing, handwashing and face covering. Schools and colleges will not be expected to provide the test kits to families or administer the family testing process.

Anyone with symptoms of COVID-19 should book a test online or by calling 119.

## 2.4 APPROVED TOP LINE MESSAGES

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- To help keep life moving, we all **must play our part in keeping the number of people with coronavirus down**
- Vaccines offer us hope with longer term protection, but it is still some months until they are offered to the whole adult population and to know how they will impact the rates of infection or transmission
- In the meantime, up to one in three people with COVID-19 do not have symptoms and could be spreading the virus without knowing it
- As lockdown restrictions gradually ease **we all need to play our part to keep each other safe and have a steady return towards a more normal way of life**
- As the country gradually opens up we must continue to prioritise protecting the NHS and saving lives. We will need to adopt a range of preventative and protective measures for some time to come.
- **Regular testing for those without symptoms is a critical tool to safeguard the population and stop the spread of the virus** as sections of society is opened up. It is already in place for millions of people across workplaces, the NHS, and schools.
- As part of the roadmap out of lockdown, **regular twice weekly testing will become available for more people, starting with all those in the schools community**: including parents, support bubbles, and staff. Secondary schools students will be tested as they return to school.
- **Regular testing will help to find cases that would otherwise have gone undetected**. Testing, alongside staying at home, following the rules of Hands, Face, Space, getting a test if you have COVID-19 symptoms, and self-isolating if that test is positive all remain critical behaviours to keep reducing the rate of infection and protect one another.
- **Tests are free, fast and easy to use**. And you can **easily report test results online**.
- Visit [gov.uk/coronavirus](https://gov.uk/coronavirus) to find out how to access your test.
- If you are a member of a household, childcare bubble or support bubble of staff or a pupil you can **get a twice-weekly test through**: your **employer if they offer testing to employees**; the **Community Testing Sites** in your area; by collecting a **home test kit from a Collection Point** (RTS / LTS / MTU); by **ordering a home test kit online**.

## 2.5 APPROVED Q&A (1/8)

<b>How Reliable/effective are LFD kits used at home without a trained professional?</b>	<p>Lateral Flow Device (LFD) tests have been widely and successfully used to detect COVID-19 in asymptomatic individuals. Crucially, when levels of virus are at their highest and people are most likely to pass on the disease, lateral flow tests can detect the vast majority of cases</p> <p>No test is perfect, but the speed and convenience of LFD tests supports detection of the virus in asymptomatic individuals who would not otherwise be tested. Each positive case identified can help prevent many additional people becoming infected over time. LFD tests are crucial in the fight against the virus.</p> <p>Extensive clinical evaluation has been carried out on the lateral flow tests. Evaluations from Public Health England and the University of Oxford show these tests are accurate and sensitive enough to be used by individuals in the community.</p> <p>LFD tests identify the most infectious individuals. These individuals tend to spread the virus to many people and so identifying them remains important. We believe the ability to self-test at home makes rapid testing even more convenient, accessible and further increases the speed at which people can self-isolate.</p> <p>It is important to remember that these tests are an additional health protection measure in addition to face coverings, social distancing etc.</p>
<b>If these tests are so effective why do people need a confirmatory PCR test after doing the test at home?</b>	<p>In line with clinical advice, confirmatory PCR testing will remain in place for individuals that are testing at home, in order to minimise the risk that incorrectly reported positive results are registered.</p>
<b>Has the MHRA approved this? I thought it hadn't.</b>	<p>The MHRA have authorised the Lateral Flow Device self-test kits for use at home.</p>

## 2.5 APPROVED Q&A (2/8)

<b>Will testing replace self-isolation (Daily contact testing)?</b>	<p>No. This testing does not replace isolation. Daily contact testing (where daily testing can replace isolation) is still under evaluation and does not form part of this testing.</p> <p>Accordingly, individuals with a positive LFD result along with close contacts will need to self-isolate immediately in line with the stay-at-home guidance. Individuals need to report all test results, positive, negative or voids to NHS Test and Trace as soon as the test is complete, as set out in the test kit instructions and self-report gov.uk page. This will enable NHS Test and Trace to monitor the spread of the virus. They should also inform their educational setting of their result so the setting can identify close contacts, who will also need to self-isolate.</p> <p>They must book a confirmatory PCR test online, then continue to isolate for 10 days if the PCR test result is positive. The individual should also inform their educational setting of a positive PCR result.</p>
<b>What if people don't have access to internet/digital – how will they report results?</b>	<p>People in England can report results via telephone by calling 119 (free from mobiles and landlines) - Lines are open every day, 7am to 11pm.</p>
<b>Will there be training to help individuals do the test properly?</b>	<p>All of the information needed to allow an individual to participate in testing will be included in the instructions. Detailed information on how to self-swab and use the at home LFD tests can be found in the following resources:</p> <ul style="list-style-type: none"><li>• 'instructions for use' handbook (v 1.3.2)</li><li>• 'how to' guide</li><li>• YouTube video series covering a 'step to step guide to covid-19 self-testing'</li></ul>
<b>How will households and childcare/support bubble members receive the home tests?</b>	<p>We are encouraging households and childcare/support bubble members to get asymptomatic tests twice a week, which can be done through the following channels:</p> <ul style="list-style-type: none"><li>• Individuals who are households/support bubbles of children and also cannot work from home, may have access to onsite workplace testing and should enquire with their employer.</li><li>• Attend their local community testing site, which can be found via their council website or the <a href="https://www.gov.uk/find-covid-19-lateral-flow-test-site">gov.uk</a> postcode checker: <a href="https://www.gov.uk/find-covid-19-lateral-flow-test-site">https://www.gov.uk/find-covid-19-lateral-flow-test-site</a></li><li>• Rapid lateral flow self-test kits can be collected from more than 500 local and regional test sites. Find the nearest at <a href="https://www.find-covid-19-rapid-test-sites.maps.test-and-trace.nhs.uk">www.find-covid-19-rapid-test-sites.maps.test-and-trace.nhs.uk</a> Test sites are open for the collection of tests from 13:30-19:00, seven days a week.</li><li>• For those who cannot access these options a new online ordering service has a supply of test kits for home delivery. visit <a href="https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests">www.gov.uk/order-coronavirus-rapid-lateral-flow-tests</a></li></ul>



## 2.5 APPROVED Q&A (3/8)

<b>How will school staff and pupils get access to tests?</b>	<p>Primary staff are able to collect home tests from their schools to enable them to test twice weekly.</p> <p>Secondary staff are able to get twice-weekly testing in school at the moment, but will be able to collect test kits for home testing in the coming week</p> <p>Secondary pupils will have access to on site testing on their return to school. After 3 tests 3-5 days apart, they will be supplied with home test kits to continue twice weekly testing at home.</p>
<b>How can the tests be returned?</b>	<p>The vast majority of tests used are lateral flow devices which give a result in around 30 minutes minutes. As such, there is no need to return these devices. Once a test is complete, the device can be disposed of as domestic waste.</p> <p>Where a confirmatory PCR test is delivered by post, you should ideally post the completed test kit through a priority post-box no later than 1 hour before last collection. Weekend collection times may differ from weekdays. Do not take your test on a bank holiday, take it on the following day instead, so it can be collected on time.</p> <p>To check collection times at your nearest Royal Mail priority postbox:</p> <ol style="list-style-type: none"><li>1. Go to <a href="#">Royal Mail: services near you</a></li><li>2. Click the 'Show my nearest priority postboxes' tickbox</li><li>3. Enter the postcode of where you're staying and select the address</li><li>4. View priority postboxes near you and check the collection times</li></ol> <p>If you're unable to get to a priority postbox without using public transport, or unable to follow the government's social distancing guidelines, are shielding, classed as vulnerable, or too unwell to leave your home, call us for guidance on when to take your test and how to book a courier collection: People in England can call 119 (free from mobiles and landlines) - Lines are open every day, 7am to 11pm.</p>
<b>What if there are no local community testing sites? Isn't this a postcode lottery?</b>	<p>As of 26 February, 296 out of 314 Lower Tier Local Authorities (LTLAs) have started testing, with the remainder due to commence shortly. The programme has been expanded until at least the end of June. The current focus of community testing is on people who need to leave home for essential reasons, such as those who are unable to work from home, during the national restrictions so that we can protect their safety and wellbeing. This enables Local Authorities to focus on the right people in their areas and decide how the testing is best delivered.</p>

## 2.4 APPROVED Q&A (4/8)

<b>What about false negatives/positives?</b>	<p>Lateral Flow Device (LFD) tests have been widely and successfully used to detect COVID-19 in asymptomatic individuals. Crucially, when levels of virus are at their highest and people are most likely to pass on the disease, lateral flow tests can detect the vast majority of cases.</p> <p>No test is perfect, but the speed and convenience of LFD tests supports detection of the virus in asymptomatic individuals who would not otherwise be tested. LFD tests are either CE marked or approved by the Medicines and Healthcare products Regulatory Agency (MHRA) and are crucial in the fight against the virus.</p> <p>Evaluations from Public Health England and the University of Oxford show these tests are accurate and sensitive enough to be used in the community.</p> <p>All tests have false negatives and false positives to some degree. If an individual with a negative result goes on to develop symptoms, they must self-isolate and book a test as per the government guidelines.</p>
<b>Will there be a helpline/support for households and childcare/support bubble members?</b>	People in England can call 119 (free from mobiles and landlines) - Lines are open every day, 7am to 11pm.
<b>When can households and childcare/support bubble members start getting a test?</b>	Asymptomatic testing for household and childcare/support bubble members will be made available to eligible individuals from 1st March.
<b>If someone else in my household/bubble tests positive but I test negative do I still need to isolate?</b>	Yes
<b>If I test positive does my primary school aged child need to have a test?</b>	As a close contact of a positive case, they should self-isolate for 10 days
<b>If the parent of a child in my class tests positive does the whole class have to isolate?</b>	Only close contacts of the positive case need to self-isolate. This will be determined for those in school, by the school. It will be determined for those outside of school by NHS Test & Trace.

## 2.5 APPROVED Q&A (5/8)

<b>My child has been tested at school and is positive, should I have a test using one of these home kits or go to a PCR testing site?</b>	If someone in your household tests positive for COVID-19. Stay at home and self-isolate. Do not go to work, school or public areas and do not use public transport. If you develop symptoms while you are isolating, arrange to have a COVID-19 PCR test. If your result is positive, follow the advice for people with COVID-19 to stay at home and start a further full 10 day isolation period. You don't need to take a test if you don't have symptoms but you still need to self-isolate.
<b>There are multiple adults living in my household, can I order home testing kits for all of them as one request or does this need to be done separately?</b>	During the online ordering process, you will be guided through a series of questions to help you access the most appropriate testing channel based on your household situation. If you are directed to collect tests from a local test site you will be provided with 2 boxes that contain 7 tests each (14 tests) based on your household taking twice weekly tests. If you have a larger household, or are also collecting for your childcare bubble you may be eligible to collect up to 4 boxes (28 tests).
<b>My child has a cough/fever/loss of smell or taste – should I use one of these tests to check if I have coronavirus?</b>	Anyone who displays symptoms of coronavirus (COVID-19) can and should get a PCR test. You can find your nearest test centre through the online booking portal: <a href="https://www.gov.uk/get-coronavirus-test">www.gov.uk/get-coronavirus-test</a> . Tests can also be booked online through the NHS website or ordered by telephone via NHS 119 for those without access to the internet.
<b>Can you please supply a list of the occupations associated with schools that will also have access to testing?</b>	<ul style="list-style-type: none"><li>• Rapid LFD testing is available for staff at state-maintained, private, voluntary and independent nurseries, primary and secondary schools and colleges</li><li>• All primary schools, school-based nurseries and maintained nursery schools are receiving supplies of home testing kits to offer to all their staff – staff are will be asked to take their kits home and self-swab twice a week.</li><li>• All school staff will be eligible for testing.</li></ul>
<b>How does this testing programme fit with the vaccine programme?</b>	<p>This testing forms part of our roadmap out of lockdown, with primary and secondary schools returning to classrooms from 8 March. It is imperative we continue to test to help identify people with COVID-19, including up to one in three people who have no symptoms, while the vaccine rollout progresses. Thus far we have vaccinated over 17million people from the most at risk groups in the UK.</p> <p>Testing should continue even for those who have been vaccinated. Clinical trial evidence demonstrates that the vaccine reduces clinically severe infection and severe disease. The impact of the vaccine on preventing transmission remains unknown and individuals who have been vaccinated may still carry and be able to transmit the virus. We advise anyone who has been vaccinated to continue to observe national restrictions and engage with the asymptomatic LFD testing.</p>

## 2.5 APPROVED Q&A (6/8)

Why is it needed?	Up to one in three people who have COVID-19 do not have symptoms and could pass on the virus without knowing. As we begin on our roadmap out of lockdown it is important we provide testing to identify potential outbreaks and help break the chains of transmission. The asymptomatic testing expansion will help to break the chains of transmission of coronavirus (COVID-19) in education settings by identifying asymptomatic positive cases. Those who test positive will then self-isolate, helping to reduce transmission of the virus. The asymptomatic testing programme does not replace the Government's current testing policy for those with symptoms. Staff and pupils across FE Colleges, Secondary Schools, Primary schools, school-based nurseries and maintained nurseries who experience symptoms of Covid-19 should self-isolate immediately and arrange a test.
Why are we not testing primary school children?	Public Health England have advised that as the rates of COVID amongst primary school pupils broadly reflect the wider community prevalence, and serious COVID related illness is rare in children, regular testing would be very unlikely to keep schools open. In addition, there is no clear indication that any benefit gained by testing this group would outweigh the negative impact on a child's wellbeing with regular swabbing.
Who is eligible?	This testing is available for households and childcare or support bubbles of primary and secondary school age children, as part of plans for schools reopening.
What counts as a bubble?	<p>A support bubble is a support network which links 2 households. Once you're in a support bubble, you can think of yourself as being in one 'household'. It means you can have close contact with the other household in your bubble as if they were members of your own household. To check if you meet certain eligibility rules, follow the guidance <a href="#">on Making a support bubble with another household</a>.</p> <p>A childcare bubble is where one household links with one other household to provide informal childcare to anyone under 14. All adults in both households must agree to this arrangement. 'Informal' childcare means it is unpaid and unregistered. Members of either household can provide childcare in a home or public place. This includes overnight care. You can only have one childcare bubble with one other household. This means no household should be part of more than one childcare bubble. You can only use a childcare bubble for childcare. You cannot use a childcare bubble to mix with another household for other reasons.</p>
How many tests am I allowed to pick up from a test site?	During the online ordering process, you will be guided through a series of questions to help you access the most appropriate testing channel based on your household situation. If you are directed to collect tests from a local test site you will be provided with 2 boxes that contain 7 tests each (14 tests) based on your household taking twice weekly tests. If you have a larger household, or are also collecting for your childcare bubble you may be eligible to collect up to 4 boxes (28 tests).

## 2.5 APPROVED Q&A (7/8)

How can I find a collection site?	There are over 500 local and regional test sites offering a collection service. Find your nearest at <a href="https://find-covid-19-rapid-test-sites.maps.test-and-trace.nhs.uk/">https://find-covid-19-rapid-test-sites.maps.test-and-trace.nhs.uk/</a>
How do I report my results?	<p>Individuals with a positive LFD result will need to self-isolate immediately in line with the stay-at-home guidance. They should report their results to NHS Test and Trace as soon as the test is complete, as set out in the test kit instructions and self-report gov.uk page. This will enable NHS Test and Trace to monitor the spread of the virus.</p> <p>They should also inform their educational setting of their result so the setting can identify close contacts. They must book a confirmatory PCR test online, then continue to isolate for 10 days if the PCR test result is positive. The individual should also inform their school, college or nursery of a positive PCR result.</p> <p>If you have a negative PCR test following a positive LFD test, you and your household can stop isolating as per the NHS stay at home guidance.</p>
How long will we need to do this testing for?	Rapid and regular testing will be available throughout the term time and the two-week Easter holiday.
Where do multigenerational families access asymptomatic testing?	<p>We encourage multigenerational families to get asymptomatic tests through the following channels:</p> <ul style="list-style-type: none"><li>• Attend a Community Testing site available in their area;</li><li>• Collect a home test kit from a Collection Point (RTS / LTS / MTU);</li><li>• Order a home test kit online.</li></ul>
Where do families with one partner childminding and another unable to work from home access asymptomatic testing?	<p>We encourage families with one partner childminding and another unable to work from home to get their asymptomatic tests through the following channels:</p> <ul style="list-style-type: none"><li>• Attend a Community Testing site available in their area;</li><li>• Collect a home test kit from a Collection Point (RTS / LTS / MTU);</li><li>• Order a home test kit online.</li></ul>
Should children of primary school age get tested twice a week?	Children of primary school age (and below) without symptoms are not being asked to take a test.

## 2.5 APPROVED Q&A (8/8)

What is the main booking website for parents and support bubbles to order test kits?	For those who cannot access test through any other route a new online ordering service has a supply of test kits for home delivery. Visit <a href="https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests">www.gov.uk/order-coronavirus-rapid-lateral-flow-tests</a>
When people are collecting kits from a local or regional test site to they need to book?	There is no need to book. The sites are open for the collection of test kits from 13:30-19:00, seven days a week.
Is it going to be possible in some instances to switch off the collections if more time is needed for the PCR sites to have people with symptoms booking?	Yes. The priority for the sites is for provision of PCR testing. Whilst demand for PCR testing is low, there is a clear underutilised capability to provide additional services. However, if demand for PCR testing increases markedly, time will be reallocated to testing operations.
Will there be monitoring in place to ensure that symptomatic cases do not rise with a restriction in available hours for PCR testing?	<p>Yes. Our priority remains PCR testing, and should there be a rise in case rates in any geography, we would revert to provision of testing.</p> <p>PCR sites (RTS / LTS / MTU) will continue to accept customers for symptomatic PCR tests between 0800 – 1200 and will be closed for deep cleaning between 1200 – 1330. The Lateral Flow Devices collection windows will be between 1330 – 1900. <b>Note:</b> There is a strict cleaning regime for all test sites which means that facilities are cleaned multiple times a day to ensure very high standards of hygiene. Waste is removed on a regular basis.</p>
Will there be a ramp up in PCR testing to support the need to support confirmatory tests in schools?	There is adequate capacity at the moment to cover any requirement for confirmatory PCR testing.

## 2.6 MEDIA VISIT GUIDANCE

Careful consideration should be given to media visits during lockdown.

**However, media engagement is a useful tool to drive rapid testing uptake.**

Please inform DHSC National Testing Programme (NTP) communications team ([masstestingcomms@dhsc.gov.uk](mailto:masstestingcomms@dhsc.gov.uk)) if you would like to arrange a media or VIP visit to any rapid testing collection points (RTS / LTS / MTU).

Site access and photography	Media visits
<p>Please confirm the following details and we coordinate all necessary approvals for you.</p> <ul style="list-style-type: none"><li>• Name of the test site / location</li><li>• Proposed date / time</li><li>• Purpose of the visit</li><li>• Visitors</li><li>• Do you intend to do any filming / photography on site? How is the footage going to be used?</li><li>• Who will be taking the picture / videos, i.e. name of the agency?</li><li>• Do you need anything from the operational staff on site?</li><li>• Please confirm there will be no media presence.</li></ul> <p>After clearances, the DHSC NTP Comms Team will liaise with the site team to finalise logistics arrangements.</p>	<p>Please confirm the following details and we coordinate all necessary approvals for you:</p> <ul style="list-style-type: none"><li>• Name of the test site / location</li><li>• Proposed media outlet</li><li>• Proposed date / time</li><li>• What is the angle of the media package?</li><li>• Who are your spokespeople? What would they cover?</li><li>• Would you like a quote from DHSC?</li></ul> <p>After clearances, the DHSC NTP Comms Team will liaise with the site team to finalise logistics arrangements.</p>

## 2.6 MEDIA VISIT GUIDANCE



- Numbers of media attendees and length of media visits should be limited to avoid disrupting testing operations. The visits are typically limited to be 30-60mins (max).
- For visits to other testing sites, the media have used a sign at the entrance of the site asking people if they were comfortable being interviewed or photographed and, if so, explaining that a camera would follow and film them and then do a short interview.

### Instructions for invited media:

- **Permissions** – Please ensure that before agreeing filming, you have the permission of the site, and all organisations with staff on the ground.
- **Spokespeople** – They can only talk about their role and aspects of the local activity they are involved with. Any other questions about the national mass testing programme should be directed to the DHSC press office.
- **Those tested** – Please protect those being tested and their identities if they have not granted permission for filming. Please avoid faces and number plates unless permission has been given.
- **Safety protocols** – Please follow all safety guidance, including maintaining two metre distance and wearing a face mask at all times
- **Operational staff** – Please be respectful of the teams on site and their time. They are working extremely hard and their focus is on completing tests safely and quickly.



## 3. Resources

## 3.1 WEBPAGE COPY

Please share the information below with schools in your localities:

**From 1 March 2021, if you're a member of a household, childcare bubble or support bubble of staff or a pupil you can get a twice-weekly test:**

- through your employer if they offer testing to employees
- at a local Community Test Site (Link to LA web page on community testing)
- by collecting a home test kit from a test site (regional and local test site)
- by ordering a home test kit online.

### **Get a test through your employer**

Your workplace may offer rapid lateral flow testing to you. Contact your employer to find out more.

### **Take a test at a rapid lateral flow test site**

You can take a rapid lateral flow test at a local Community testing site. Testing at these sites is assisted, which means you will swab yourself under the supervision of a trained operator. You may need to book an appointment. [Link to local Community Testing page](#)

### **Collect test kits**

You can collect 2 packs of home test kits at a local collection point. Each pack contains 7 tests. Anyone 18 or over can collect. Most collection points are open from 1.30pm to 7pm. You can check online if the location is open or busy before you go. You do not need to make an appointment. Do not visit a collection point outside opening hours, as it may be used to test people with coronavirus symptoms outside these times. [Find your nearest home test kit collection point.](#)

### **Order home test kits online**

If you cannot get tested at your workplace or are unable to go to a test site or collect test kits, you can order a home test kit online. Do not order online if you can get a test through other methods. This frees up home delivery for those who need it most. [Order rapid lateral](#)

[flow home test kits](#)

**What twice-weekly testing involves.** You will be asked to:

- take a test twice a week (every 3 or 4 days apart)
- report every result to NHS Test and Trace on the same day you take the test
- [Report your test result online](#) or by calling 119.

If anyone tests positive or gets coronavirus symptoms, they should tell the school and: self-isolate immediately

- get a PCR test to confirm the result
- follow the [stay at home guidance for households with possible coronavirus infection](#)

A negative result means the test did not find signs of coronavirus. But this does not guarantee you do not have coronavirus, so you should keep following all [coronavirus advice](#) including:

- regular handwashing
- social distancing.

## 3.2 EXAMPLE LETTER TO SCHOOLS

Please share the information below with schools in your localities:

Dear [insert name],

As you will be aware, NHS Test and Trace announced earlier this week, that all adults in households with school and college age children without symptoms can now access regular rapid coronavirus (COVID-19) testing.

Test kits can either be collected or ordered online, as set out below. You should not give test kits to parents, carers or household members and should not order more test kits for this purpose. Secondary school and college students will continue to access testing through their school or college.

Please share the information below with your parent networks to help answer any questions they may have:

Undertaking regular, rapid coronavirus (COVID-19) testing helps reduce transmission of the virus. Parents and other adults in households with children at school or college, who do not have symptoms, can now access regular, rapid coronavirus (COVID-19) testing. This includes childcare and support bubbles.

Tests are fast, easy and completely free. There are different ways for a household, childcare or support bubble to collect their test to take at home, twice-weekly:

- an employer if they offer testing to employees;
- Community Testing via asymptomatic testing site;
- by collecting a home test kit from a Collection Point (RTS / LTS / MTU);
- by ordering a home test kit online

If you have any queries about the tests, and you live in England, please call 119 (free from mobiles and landlines). Lines are open every day from 7am to 11pm.

Children of primary school age (and below) without symptoms are not being asked to take a test.

Testing is voluntary, but strongly recommended to all who are eligible. Alongside the vaccine, washing hands, wearing face coverings, and maintaining social distancing, rapid testing plays a vital role in reducing transmission rates. Getting into the habit of regular testing as part of our everyday lives will help us all to play our part and do what we can to protect each other.

## 3.3 SOCIAL MEDIA ASSETS

We recommend reinforcing the following messages on your own channels:

- All households with children of school age to get 2 rapid COVID-19 tests per person per week. Click here to learn more [\[insert link\]](#)
- Regular testing will help to find cases that would otherwise have gone undetected. Get your test at [\[insert site options\]](#)
- Rapid tests are free, fast and easy to use. Visit [\[insert link\]](#) to find out how to access your test.
- Rapid tests are free, fast and easy to use. Get your test at one of the Collection Points [\[insert link to the site finder\]](#)
- Support the return to school: Protect each other with a simple swab test that takes around 30 minutes. Report your test online. Click here to learn more [\[insert link\]](#)
- Help keep schools safe: Regular testing available for households and childcare support bubbles of primary and secondary school children. Visit [\[insert link\]](#) to find out how to access your test
- Support the return to school: Get tested twice weekly at work, if available, a test site or at home. Click here to learn more [\[insert link\]](#)

**ADDITIONAL SOCIAL MEDIA ASSETS IN PRODUCTION**

## **4. Accessibility considerations: Targeting underrepresented groups**

## 4.1 EQUALITY, DIVERSITY AND INCLUSION (EDI)

1

Communication activity should be planned specifically for digitally excluded people; so we get better at reaching them:

1. Increasing physical signposting through traditional and printed media (*e.g. newspapers, borough leaflet drops*) and ensuring these are targeted and multi-language
2. Leveraging trusted community organisations *e.g. GP surgeries, faith centres etc*

2

The rationale and the importance of regular testing must be clearly communicated, as:

- Digitally-excluded users are unlikely to do weekly testing unless mandated
- The difference between *symptomatic* and *asymptomatic* testing is confusing to users
- Users need to know how they are going to get tested and what this will involve

3

In addition, digitally excluded people are often also vulnerable and need additional assurance around:

1. The assistance provided in going through the testing process, the reliability of the test and effectiveness of self-testing
2. The reasons why personal data is collected and how it is used
3. The security measures in place at test sites and pick-up locations to enable social distancing

## 4.2 CONSIDERATIONS FOR UNDERREPRESENTED GROUPS



### Lack of or limited digital access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



### Reliance on family and friends

Users tend to rely on family and friends to support them with tasks that require reading and sense-making, but not all users have access to that support



### Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



### Familiar settings and staff

Testing in familiar places could reduce feelings of fear when it comes to testing and may increase uptake



### Guidance is confusing and does not land with the community

Guidance is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



### Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand



### Multigenerational households and financial responsibilities makes isolation difficult

Having to self-isolate and being taken out of the workforce, also prevents people from wanting to get tested



### More support is needed for those isolating, especially the elderly and those who live alone

More support for the elderly who have had to isolate and haven't been able to attend the Temple as usual, as well as for those who live alone and may require assistance



### Stigma associated with testing positive for coronavirus

People avoid getting tested and do not discuss when they have been tested due to the fears of being labelled as someone who has tested positive



### Fear and uncertainty exists around contact tracing

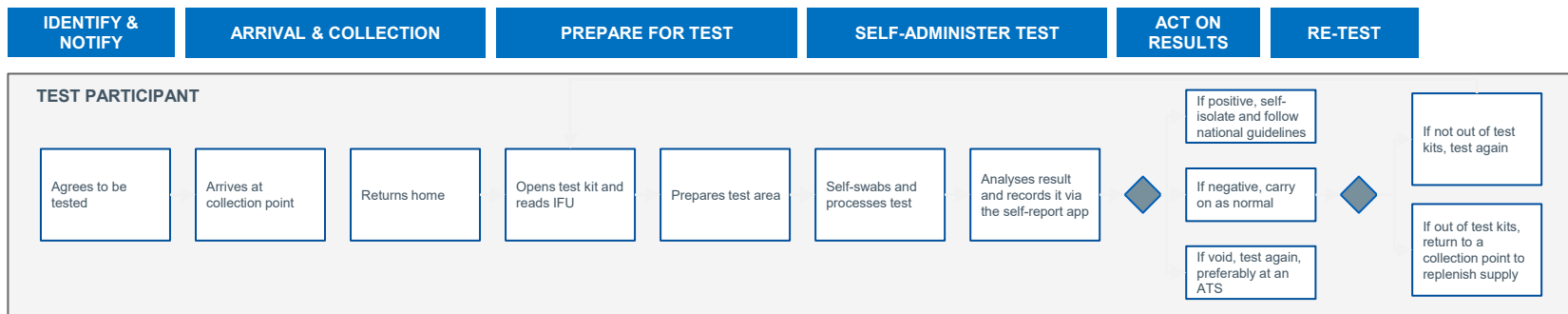
There is fear in the community around contact tracing and people are reluctant to give their information or those of others and do not want to participate

## **5. APPENDIX**



## 5.1 USER JOURNEY (1/2)

We provide an existing digital capability via self-test to allow the public to report test results at home:



- Members of the public acquire a test kit and take it home, reading the Instructions for Use (IFU), preparing their test area and checking their test kit contents
- Members of the public swab themselves, process their test sample, and then report the test result to the NHS via <https://www.gov.uk/report-covid19-result> - an easily accessible website capturing the user details and test result
- When members of the public register their details online, they are asked to give consent for NHS T&T to process their data and contact them with their results
- For self-reporting test results, the legal duty to self-isolate and tracing period is triggered by a positive confirmatory test result

# 5.1 USER JOURNEY (2/2)

## High level user journey: Soft Eligibility

If users have symptoms, they are directed to the PCR journey

**GOV.UK** Get a coronavirus test

ALPHA This is a new service – your [feedback](#) will help us to improve it.

< Back

### Does anyone in the household have coronavirus symptoms?

The main symptoms of coronavirus are:

- a high temperature
- a new, continuous cough
- a loss or change to your sense of smell or taste

Most people with coronavirus have at least one of these symptoms.

☐ Yes, one of us currently has at least one of these symptoms

☐ No, none of us currently have any of these symptoms

Continue

This service is only available in England

**GOV.UK** Get a coronavirus test

ALPHA This is a new service – your [feedback](#) will help us to improve it.

< Back

### What country do you live in?

☐ England

☐ Scotland

☐ Northern Ireland

☐ Wales

Continue

If user continues without account they will be asked details at the end

**GOV.UK** Report your COVID-19 test result

ALPHA This is a new service – your [feedback](#) will help us to improve it.

< Back

### Would you like to sign in or create an account to save your details?

☐ Sign in or create an account  
We'll save your details each time you report a test result. Creating an account only takes 2 minutes and you'll save 5 minutes when reporting each test result.

☐ Continue without an account  
Your details won't be saved for future tests and all information will have to be re-entered.

Continue

# 5.1 USER JOURNEY (3/3)

## High level user journey: Find a collect or onsite location

GOV.UK

Get a coronavirus test

ALPHA This is a new service – your [feedback](#) will help us to improve it.

< Back

### Do you want to collect your tests instead of ordering online?

It's quicker, you can get more tests and you free up home delivery for those that need it most

- You can get up to 28 tests (home delivery is 7 tests) per household
- You can get the tests today (home delivery is 2 days)
- No paperwork or ID is needed
- Sites are COVID-secure and operated by trained staff
- [Find your local collection site](#) (opens in a new tab) - new ones opening so always check
- [You can also take a test at a community assisted test site](#) if you prefer (opens in a new tab)

☐ Yes

☒ No

Continue

GOV.UK

Get a coronavirus test

ALPHA This is a new service – your [feedback](#) will help us to improve it.

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### Thank you for helping to free up home delivery

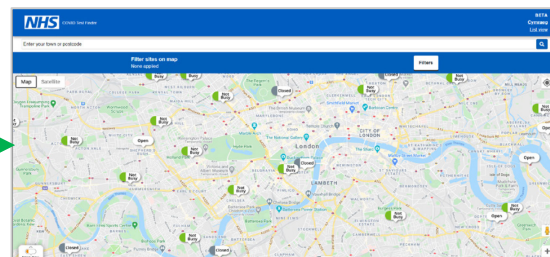
Collecting your tests

- You do not have to book an appointment
- You do not need any paperwork or ID
- You do need to wear a face covering (unless you're exempt)
- You do need to follow social distancing
- You must be 18 or over to collect tests
- You can get up to 4 packs of tests (there are 7 tests in a pack) depending on the size of your household

[Find your local collection site and get your tests today](#)  
[You can also take a test at a community assisted test site](#) if you prefer.

!

Do not go if you have coronavirus symptoms or you're been told to self-isolate. [Find out what you must do and how to get tested.](#)



GOV.UK

Get a coronavirus test

ALPHA This is a new service – your [feedback](#) will help us to improve it.

< Back

### What is your name?

First name

Last name

Continue

## Get in touch

For questions about anything in this guidebook or to discuss your communications plans please get in touch: [masstestingcomms@dhsc.gov.uk](mailto:masstestingcomms@dhsc.gov.uk)