



Covid-19 Communications Pack: Higher Education Institutions

Communication messages, guidance and materials for
the End of Term of HEIs in England only in December
2020

Last updated: November 24 2020



Cabinet Office

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Please note that this pack is correct as of November 24 2020. Please check the PHE Resource Centre for updates.



Background

On Wednesday 11 November 2020 the Government announced that most teaching should move online from 9 December and published [Covid-19 guidance on student movement](#) for the end of term.

This guidance outlines a travel window from the 3-9 December for non-commuting students and staff, to ensure this happens as safely as possible for students, staff and the communities they return to. Mass testing form part of these measures with 140 universities providing asymptomatic test sites (ATS) to students and staff from around 30 November. This guidance was published alongside a list of [FAQs](#) by the [Office for Students](#), specifically aimed at students to address their questions and concerns.

There is now an urgent need for students and their parents to be fully aware of what they need to do to keep themselves and their loved ones as safe as possible and help prevent further spread of coronavirus during the next few weeks.

Therefore, we would like assistance from the higher education sector to help reach and engage students across your own social, digital and campus channels with these important messages.

The Government will shortly issue follow-up guidance for students returning to university in the new year.



The key messages for students in England are:

- Students, to protect your loved ones it's important to follow national restrictions to be able to travel home between 3-9 December
- If you have symptoms, self-isolate, book a test and do not travel
- Get a quick and free coronavirus test if it's available at your university
- It's safer if you continue to restrict social contact before you go home

For more information, go to www.officeforstudents.org.uk/coronavirus-end-of-term



Key travel messages for students in England for the end of term:

- Before you travel, plan ahead to avoid busy times and routes. Check your journey to avoid disruptions and follow safer travel advice.
- If driving, only travel with members of your current household or the household you are going to join.
- When using public transport you must wear a face covering, unless exempt, sanitise your hands regularly, use contactless payment and keep a 2m distance where possible.

Rail passengers

- Students who had already booked train tickets to travel home before the announcement of the student travel window can now rebook their tickets to travel between 3-9 December without paying additional fees.
- Students who bought an Advance ticket before 11 November for a date of travel after 9 December can now change their Advance tickets to travel during the window without paying a change of journey fee of up to £10.
- Flexible tickets such as Off Peak or Anytime can already be rebooked to another date without payment of an admin fee.

Coach passengers

- For students who have booked journeys by coach in advance, most passengers should already be able to make changes to their booking for free. Check with your operator for more information.

For more information, go to www.officeforstudents.org.uk/coronavirus-end-of-term



HM Government 

Travel checklist

-  Have you got your face covering?
Exemptions apply
-  Have you packed your hand sanitiser?
-  Have you packed your contactless payment option?
-  Have you planned ahead to avoid busy routes?
-  Protect yourself and others, use the NHS app

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES

  

Group	Messages
International Students	<p>Continue with your own international travel plans, remembering to follow the safer travel guidelines.</p> <p>Before you travel:</p> <ul style="list-style-type: none">- Check the COVID-19 entry requirements for your destination country- Speak to your travel insurer- Check with your carrier for latest developments at your destination- Plan ahead to avoid busy times and routes. <p>UK based students currently studying abroad and travelling back to the UK in December should:</p> <ul style="list-style-type: none">- Speak to your travel insurer- Check GOV.UK for advice on returning to the UK- Plan ahead to avoid busy times and routes- Complete your Passenger Locator Form before you return to the UK

Group	Messages
Students travelling home to Northern Ireland, Scotland and Wales	<p>Follow the guidance in England for travelling home and the safer travel guidelines. Also review the specific advice published for your home country:</p> <ul style="list-style-type: none">- Northern Ireland- Scotland- Wales
Student placements	<p>Students who may be working in a teaching, clinical or other work environments should travel home once their placement has ended, following the safer travel guidelines.</p>
Students with part time jobs	<p>Travel home during the travel window of 3-9 December wherever possible, and restrict your social contact before you return home.</p>
Students remaining in their student accommodation	<p>Students are allowed to stay at university over the Christmas period and should inform their provider of their plans so support is available if required.</p>

Available Content: End of Term Travel

To help share this advice widely, downloadable [assets](#) have been created that summarise the main messages and point the students towards the following resources:

- End of term FAQs from the Office for Students – www.officeforstudents.org.uk/coronavirus-end-of-term
- Full government guidance on student travel – www.gov.uk/dfe/coronavirus-end-of-term

The assets are a range of digital graphics that can be shared across the major social media platforms such as Facebook, Twitter and Instagram, graphics for digital advertising screens around campus alongside artwork for printed materials such as posters and leaflets to be displayed across campus poster sites and student accommodation settings.

The Department for Education is also running campaign activity to reach students. This will include adverts and social media content via channels like the NUS, The Student Room, UniDays and UniBeans. This will be running from 23 November through to mid December.

Covid-19 Communications Pack for HEIs

Available Content: End of Term Travel

We have created a suite of assets to support HEIs with students traveling in December, these include:

Social Media Assets

- Digital screen graphics
- Landscape headers for profiles

Print Assets

- Digital screen graphics
- Poster artwork
- Leaflet artwork.

These assets can be downloaded [here](#).



HM Government **NHS**

TRAVELLING HOME?

Students, to protect your loved ones it's important to follow national restrictions to be able to travel home between 3-9 December

If you have symptoms, self-isolate, book a test and do not travel

Get a quick coronavirus test if it's available at your university

It's safer if you continue to restrict social contact before you go home

Before you travel, plan ahead to avoid busy times and routes. Check your journey to avoid disruptions

If driving, only travel with members of your current household or the household you are going to join

When using public transport you must wear a face covering, unless exempt, sanitise your hands regularly, use contactless payment and keep 2m distance where possible

For more info, search 'end of term Office for Students'

HANDS **FACE** **SPACE**



HM Government **NHS**

TRAVELLING HOME?

Plan now to travel between 3-9 December.

HANDS **FACE** **SPACE**



HM Government **NHS**

This all helps to protect your loved ones.

For more info, search 'end of term Office for Students'.

HANDS **FACE** **SPACE**



HM Government **NHS**

Students, get a free, quick coronavirus test if it's available at your university.

If it's positive or you have symptoms, self-isolate and do not travel.

HANDS **FACE** **SPACE**

Available Content: Testing at University

Mass testing at asymptomatic test sites (ATS) is being made available to students and staff from around 30 November, and is intended to be completed by approx. 9 December, before the student travel window closes. All students are encouraged to attend if they are not displaying symptoms of COVID. If students feel they have symptoms, then these students must attend a local Symptomatic Testing Site (STS), or arrange for a home test to be sent to them from the NHS.

If your university is offering testing, we have created the following assets to support HEIs to reach students with information about testing:

- Digital screen graphics
- Poster artwork
- Leaflet artwork.

These assets can be downloaded [here](#) from 17:00 on Wednesday 25 November.



UNIVERSITY LOGO HERE

NHS
Test and Trace

1 in 3 people with Covid-19 have no symptoms.
Get a quick test for a safer return home.

Students, get a Covid-19 test before returning home to loved ones. Because you can have Covid-19 without having any symptoms, and spread it without knowing.

Testing is free, quick and easy, results within an hour.

Get tested now to help get home safely between 3rd and 9th December for the holidays.

GET YOUR FREE TEST NOW
URL/PHONE NUMBER GO HERE



NHS
Test and Trace

1 in 3 people with Covid-19 have no symptoms.
Get a quick test for a safer return home.

GET YOUR FREE TEST NOW
URL/PHONE NUMBER GO HERE



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University Advice Service Line

What it is: Public Health England has launched a dedicated advice service, managed by a team of trained NHS Business Services Authority advisors, for universities and higher education providers.

Who is it for: The advice service is an optional additional channel of support to provide advice to university coronavirus leads and management teams on the action to take in response to a positive case of coronavirus among staff and students who live in halls of residence or the wider community in private rented or family accommodation. Advisors will work through a risk assessment with you to identify close contacts and then inform you what action is needed based on the latest public health advice.

How to access it: University coronavirus leads and management teams can access the advice service by calling the Department for Education coronavirus (COVID-19) helpline on 0800 046 8687 and selecting option 2. The advice service is open Monday to Friday from 08:00 to 18:00 and 10:00 to 16:00 on Saturdays and Sundays. When calling the advice service, the coronavirus lead should try to have the following information to hand:

- The details of the organisation, including postcode where relevant
- The date of onset of the symptoms and the test for the confirmed case so that the infectious period can be identified
- If the confirmed case is a student, information about their accommodation and details of their university course so that contacts can be identified
- If the confirmed case is a member of staff, information about their role and the times they may have come into contact with others in the university setting so that contacts can be identified

How else can you help?

You may also want to create your own content to help share these messages with students, as we know that peer-to-peer content is often more powerful.

This could be something as simple as a self-filmed video on a mobile phone that is shared through your networks.

If this is something you want to do, make sure that any advice strictly follows the [Covid-19 guidance on student movement](#) and points students towards the [FAQs](#) published by the [Office for Students](#).

We appreciate your work and help to reach and inform students.

If you have any questions regarding this toolkit, or require any more information, please email ian.gardiner@education.gov.uk

Thank you.

