

New hard-hitting national TV ad urges the nation to stay at home

- New emotive TV ad challenges the public to think about the impact their actions might have by asking: “Can you look them in the eyes and tell them you’re helping by staying at home?”
- The TV advert will launch on ITV and Channel 4 this evening and further advertising will run across radio, out of home, digital and across social media from Saturday evening
- Someone is admitted to hospital every 30 seconds with the virus, and a quarter of those are under the age of 55

There are currently over 38,000 beds taken up in England by COVID-19 patients.

Everyone across the UK is being asked “Can you look them in the eyes and tell them you’re helping by staying at home?” in a new government advertising campaign which will act as a stark reminder to the public of the ongoing impact of COVID-19 and the extreme pressures facing frontline workers.

The powerful new campaign will run across TV, radio, press, digital, out-of-home advertising and social media, looking into the eyes of NHS staff and COVID-19 patients and documenting their emotions. It will air for the first time on Friday evening (22 January 2021) on ITV and Channel 4.

With a shift in tone to previous adverts, the new campaign features raw footage and testimonials from patients who have COVID-19, as well as the NHS staff who are working around the clock to look after them at Basingstoke and North Hampshire Hospital.

The impact of the second wave is still being seen in hospitals across the country with someone admitted every 30 seconds with the virus, and a quarter of those are under the age of 55. There are currently over 38,000 beds taken up in England by COVID-19 patients.

The adverts are designed to remind everyone, including those who have had the vaccine, of the ongoing need for caution when on public transport, or shopping, and to make sure they only use these services when it is essential to do so and to adhere to the principles of hands, face and space. The campaign challenges the public to question their actions, and asks if they can look frontline workers in the eyes and tell them they are helping to stop the spread by following the rules and staying at home.

Health and Social Care Secretary, Matt Hancock, said:

The NHS is under intense pressure. They are relying on all of us to follow the rules.

I know how long the last few months have felt, and I know the vast majority of people are following the rules, but we have come too far to let up now.

Every day we are closer to beating this virus, and already over 5 million people across the UK have been vaccinated. But right now more than ever we need to stick together to protect our NHS and to keep saving lives.

The message couldn't be clearer – stay at home.

Chief Medical Officer, Professor Chris Whitty, said:

The impact of the current wave is still putting significant pressure on hospitals across the country and many patients are very sick.

Vaccines give clear hope for the future, but for now we must all continue to play our part in protecting the NHS and saving lives.

Latest COVID-19 stats show the UK has seen the highest number of deaths recorded from COVID-19 since the start of the pandemic, with over 1,000 people dying per day for the last 10 days.

The vast majority of people are staying at home and, as a result, the number of COVID-19 cases has reduced, but infections remain high and there are signs of a plateau. Everyone must continue to play their part to ensure rates reduce even further.

The new strain of the virus is around 50% to 70% more transmissible than the strain circulating in 2020. Additionally, it is now estimated around 1 in 3 people with COVID-19 do not have symptoms and are spreading it without knowing. The actions of a few people who are ignoring or bending the rules are putting everyone at risk and placing further pressure on doctors, nurses and NHS staff across the country.

The government guidance remains clear – stay at home unless absolutely essential.

To support the message, an additional short film has been developed featuring one-on-one interviews with the hospital staff from Basingstoke and North Hampshire Hospital. and patients from both Basingstoke and St George's hospital in London who feature in the new advertising campaign. Within the interviews you hear about the daily lives of these hospital staff and the impact COVID-19 has had on them and calls on the public to take the message seriously and stay at home to help stop the spread.

Alex Whitfield, Chief Executive of Hampshire Hospitals NHS Foundation Trust, whose hospital the advert and film was created in, said:

We are going through the biggest national health emergency that many of us will see during our lifetime. COVID-19 is serious, lives are at risk and the pressure the NHS is under to provide care is real. Our staff, and other NHS staff across the country are working around the clock to provide vital care for those with COVID-19 and other health conditions.

We are pleading with the public to stay at home in order to look after each other and support our NHS staff so we can ultimately all play a part in saving lives. We hope that by having a film crew in here to hear how much pressure our hospital and staff are under, the public will get an understanding of what happens here every day. The threat is very real to us all.

Dr Emeka Okorochoa, Accident and Emergency Doctor, East London Hospitals, comments:

The past year has been tough on everyone and I know that lockdown has been so frustrating for so many of us. However, life is really tough on the frontline at the moment, so ask yourself, is it worth breaking the rules to go and meet friends?

Lives are being lost and the strain on my colleagues is clear. We're all exhausted but we are still here fighting the good fight against this horrible disease. We are asking everyone to stay safe, protect themselves and help us out by just staying at home and following the government guidelines – it is the easiest way that you can help.

[View the TV advert](#)

[View the PR short film](#)

[Coronavirus vaccine for UK nationals living in the Czech Republic](#)



Residents of the Czech Republic who have public health insurance, including British nationals, are eligible to receive the vaccine through the Czech national vaccination programme in accordance with their rollout plan. If you are currently eligible for a vaccine, i.e. you have residency in the Czech Republic and are 16+, you can now register for a vaccine.

British residents who have private health insurance can register for a vaccine within the Czech health system from 11 June. Workers who are posted to the Czech Republic by their UK employer are eligible for a vaccine if they request an S1 certificate. More information on the form and how to apply is available on the [Your Europe website](#).

We are aware that some British nationals have experienced issues when trying to register for a COVID-19 vaccine in the Czech Republic. These were mostly caused by the fact that the online booking system originally required a "birth registration number" (rodné číslo), which is something not all UK nationals living in the Czech Republic have.

The Czech Ministry of Health has recently updated the online booking system and UK nationals can now register for a vaccine by using their health insurance number instead of a birth registration number. The health insurance number is provided by your Czech health insurance company and can be found on the insurance card issued by the company in the box called "číslo pojištění", as shown on the picture below.

Please use the number in the "číslo pojištění" box when registering for a vaccine.

Details of the national vaccination programme and the online booking system are available on the [Ministry of Health website](#). You can find more information on COVID-19 measures in the Czech Republic in our [Travel Advice](#).

Published 22 January 2021

Last updated 16 June 2021 [+ show all updates](#)

1. 16 June 2021

Updated information on privately insured UK nationals now being able to register for a vaccine within the Czech health system.

2. 4 June 2021

Updated information on more age groups being eligible for a vaccine – people 16+ can register for a COVID-19 vaccine in the Czech Republic from 4 June 2021.

3. 26 May 2021

Updated information on more age groups being eligible for a vaccine – people 30+ can register for a COVID-19 vaccine in the Czech Republic from 26 May 2021.

4. 19 May 2021

Updated information on age groups being eligible for a vaccine – people 40+ can now register for a COVID-19 vaccine in the Czech Republic. Posted workers with private health insurance can also access vaccines through an S1 certificate.

5. 11 May 2021

Updated information on more age groups being eligible for a vaccine – people 45+ can register for a COVID-19 vaccine in the Czech Republic from 11 May 2021.

6. 28 April 2021

Updated information on more age groups being eligible for a vaccine – people 55+ can register for a COVID-19 vaccine in the Czech Republic from 28 April 2021.

7. 1 March 2021

Coronavirus vaccine for UK nationals in Czech Republic: Anyone over 70 can register for a vaccine from 1 March 2021.

8. 23 February 2021

Information for UK nationals living in the Czech Republic about registering for a vaccine using their health insurance number.

9. 22 January 2021

First published.

[Prime Minister's statement on](#)

coronavirus (COVID-19): 22 January 2021

Since the beginning of this pandemic, we have tried to update you as soon as possible about changes in the scientific data or the analysis.

So, I must tell you this afternoon that we have been informed today that, in addition to spreading more quickly, it also now appears that there is some evidence that the new variant – the variant that was first identified in London and the South East – may be associated with a higher degree of mortality, and I'm going to ask Patrick in a minute to say a bit more about that.

Because it is largely the impact of this new variant that means the NHS is under such intense pressure, with another 40,261 positive cases since yesterday.

We have 38,562 COVID patients now in hospital, that's 78 per cent higher than the first peak in April and, tragically, there have been a further 1,401 deaths.

So, it is more important than ever that we all remain vigilant in following the rules and that we stay at home, protect the NHS and thereby save lives.

But I also want to answer a key question that I know will be uppermost in your minds.

All current evidence continues to show that both the vaccines we are currently using remain effective both against the old variant and this new variant.

And so, you will also want to know that our immunisation programme continues at an unprecedented rate.

5.4 million people across the UK have now received their first dose of the vaccine and over the last 24 hours we can report a record 400,000 vaccinations.

In England one in ten of all adults have received their first dose, including 71 per cent of over-80s and two thirds of elderly care home residents.

Having secured orders for hundreds of millions of doses, the U.K. government has supplied vaccines to the Devolved Administrations, according to population size.

First doses have been administered now to 151,000 people in Northern Ireland, 358,000 in Scotland and 212,000 in Wales.

And I am glad that the whole of the U.K. is able to assist the Devolved Administrations in deploying the vaccine and I know everyone across the

country is grateful for the logistical skill of the British Army.

There is much more to do, and the target remains very stretching indeed, but we remain on track to reach our goal of offering a first dose to everyone in the top four priority groups by the middle of February.

And I want to thank all the doctors and nurses, especially at the GP-led sites who are vaccinating at a phenomenal rate, as well as, as I say, all those in our armed forces, our local authorities, our pharmacies and volunteers, who are making this extraordinary national effort possible.

And I want to thank all of you who have come forward to get your jabs, because, by doing that, you are protecting yourselves, your communities and, of course, our NHS.

And I say to everyone, when that letter arrives, please don't hesitate to book that appointment and get this life-saving protection, because this is the best and fastest way for us all to defeat this virus and get our lives back to normal.

[Door supervisor who gave his SIA licence to a family member is given 32 weeks' suspended sentence](#)

On Monday 11 January 2021 Muyiwa John Adegbola, a door supervisor based in Manchester, pleaded guilty to fraud for allowing his brother-in-law to use his Security Industry Authority (SIA) licence. He was sentenced at Manchester Minshull Street Crown Court to 32 weeks' imprisonment, suspended for 12 months. The SIA also prosecuted Adegbola for failing to provide information as part of its investigation.

On 7 June 2019, when SIA investigators were carrying out licensing checks with Cheshire Constabulary, they visited the Revolution Bar in Wilmslow and found a door supervisor who had an SIA licence bearing the name M Adegbola. However, when he was asked to confirm his address as part of the checks, he was unsure of those details. When questioned further, he admitted that he was not Adegbola, but his brother-in-law.

SIA investigators seized the SIA licence. Further enquiries revealed that Adegbola was employed as a door supervisor but claimed to have lost his SIA licence during Christmas 2018. He was sent a replacement, which was the licence his brother-in-law used in June 2019. Having uncovered that Adegbola had provided his SIA licence to another, the SIA suspended it on 12 June 2019.

A week later, Adegbola contacted the SIA to dispute the suspension of his licence. He claimed to have lost his wallet with his SIA licence inside it and had reported this to the police. He also stated that he was on sick leave, implying that he could not have been working in June 2019.

The SIA contacted Adegbola again to request further information. However, he failed to respond, which is an offence under the Private Security Industry Act (PSIA) 2001.

Nathan Salmon, the SIA's Criminal Investigations Manager, said:

Mr Adegbola facilitated an unlicensed person undertaking a role as a Door Supervisor without the required training or verification. He did this by providing his own licence and continuing to receive remuneration, which he then passed on. This is a totally inappropriate and fraudulent course of action.

While Adegbola thought he could lie and get away with it, the court saw through this and we are pleased with the result.

In addition to the 32 weeks' suspended sentence, Adegbola has been ordered by the court to complete 20 days of rehabilitation activity and 80 days of unpaid work. In addition, he was ordered to pay costs of £200, a victim surcharge and his SIA licence has been revoked.

The SIA is prosecuting Adegbola's brother-in-law separately.

Notes to editors:

- by law, security operatives working under contract must hold and display a valid SIA licence
- [read about SIA enforcement and penalties](#)
- the offence relating to the Private Security Industry Act (2001) that is mentioned in the above news release is: Section 19 (failing to provide information relating to an investigation)
- [read the Private Security Industry Act \(2001\)](#)
- the offences relating to the Fraud Act (2006) that are mentioned in the above news release are: Section 1 (aiding and abetting by false representation); Section 7 (supplying an article for use in fraud) (his SIA licence)
- [read the Fraud Act \(2006\)](#)

Further information:

- The Security Industry Authority is the organisation responsible for regulating the private security industry in the United Kingdom, reporting to the Home Secretary under the terms of the Private Security Industry Act 2001. Our main duties are: the compulsory licensing of individuals undertaking designated activities; and managing the voluntary Approved Contractor Scheme.
- For further information about the Security Industry Authority visit

www.gov.uk/sia. The SIA is also on [Facebook](#) (Security Industry Authority) and [Twitter](#) (SIAuk).

- Media enquiries only please contact: 0300 123 9869, media.enquiries@sia.gov.uk

[Armed Forces now working in hospitals, vaccine centres, and testing across all four nations](#)

- Over 5,000 Armed Forces personnel are now deployed on the largest ever peacetime resilience operation, across all four of the home nations and focused on three strands of the Covid response – testing, vaccines and clinical support for the NHS.
 - 20 Vaccine Quick Reaction Force teams have now been deployed and a further 21 are standing-up to double the Armed Forces support available for vaccinating.
 - A further 800 defence medics are joining NHS workers on the front line of hospitals across the UK
 - 2400 personnel continue to support community testing across England, representing nearly half of the deployed force

Vaccines

As efforts to vaccinate all priority groups continue, 20 Vaccine Quick Reaction Force teams have now been deployed in support of the NHS. These mobile teams have deployed to help administer vaccines wherever requested, including Ashton Gate in Bristol and Southend University in Essex.

The number of teams available to provide short notice vaccine support to the NHS has now increased from 20 to 41 in order to ensure further support can be immediately provided if required by the NHS as it continues to accelerate the vaccine rollout.

Vaccine quick reaction force teams are supporting the NHS to roll out the vaccine across England. Crown copyright.

This is in addition to the 28 military planners that the MoD has deployed to assist the Vaccine Task Force in Skipton House – including Brigadier Phil Prosser, Commander 101 Logistic Brigade – and a further 200 personnel working across the UK to support organisational and logistical components of the Vaccine Deployment Programme.

In Scotland 88 soldiers from the Royal Scots Dragoon Guards are building 80 new vaccine centres for NHS Scotland, and in Wales 90 personnel are deployed

to support Health Boards rapidly establish and operate vaccination centres.

Defence Secretary Ben Wallace said:

Defence medics are now deployed on the homefront in the highest numbers during peacetime, supporting the NHS in testing, vaccinating, and hospitals.

Earlier this week, I spoke with Armed Forces personnel deployed in all four corners of the United Kingdom, helping communities across the country to combat the effects of this virus. They are working hard alongside colleagues in the NHS and local authorities, but are ready to do more if and when the call comes.

Hospitals

Hundreds of defence medics are deploying to NHS hospitals across the UK to work in intensive care units and other patient facing roles, providing vital care alongside NHS professionals, and supported by general duties personnel to fulfil non-clinical roles and help relieve pressure on NHS colleagues wherever they are needed most.

A further 800 medics will join the 1,600 already embedded within the NHS, in a number of locations where support has been requested, including:

- 110 defence medics deploying to support the Department of Health in Northern Ireland
 - Over 100 defence medics supporting hospitals in the East of England and Kent
 - Over 200 defence medics supporting five hospitals in London
 - Around 120 working in NHS hospitals in the Midlands
 - Over 100 defence medics supporting hospitals in the South West
 - Around 30 defence medics supporting the North West Nightingale hospital
 - Driving ambulances for Welsh Ambulance Service NHS Trust and supporting the vaccine rollout in Wales
 - Over 600 general duties personnel are supporting these deployments in non-clinical roles, providing logistics and administrative support to NHS colleagues.

The majority of the 800 defence medics supporting hospitals are trained as Combat Medical Technicians, who in their day job deploy on overseas operations and exercises as medics, work in defence medical centres and provide medical training to fellow Service Personnel.

The standing up of hundreds of defence medics is being achieved without drawing on those personnel who are already working in NHS trusts and with minimal impact to Defence activities, including training and supporting the recovery of military personnel.

Health Secretary Matt Hancock said:

With over 4.9 million people vaccinated so far across all four corners of the UK, we're on track to meet our target of offering a vaccine to the most vulnerable groups by February 15th.

Everyone can play a part in our fight against the virus and I'm grateful to the extraordinary efforts of our armed forces who are doing their bit to help deliver the biggest medical deployment this country has ever seen.

Working alongside our healthcare heroes and local partners, they will help support the roll out of the vaccine as quickly as possible across the UK.

Testing

Deployments continue in support of community testing across England, with 2,400 military personnel deployed on tasks in Greater Manchester, Lancashire, Derbyshire, Yorkshire and Kent. The testing programmes are drawing on lessons from last year's Liverpool pilot, helping to identify asymptomatic cases in specific cohorts and break chains of transmission, helping to keep key workers safe and able to undertake their essential jobs in support of the wider community.

The military have also helped schools and colleges set up testing processes to keep safe the staff, vulnerable children and the children of key workers. There are also c.320 military personnel who are supporting the Department for Transport to test hauliers. Armed Forces personnel have helped to keep millions of tonnes of freight moving between the UK and the continent.