



Fictional patient and photography



To support the identification of high-risk patients and conversations on how to be prepared for a positive COVID-19 test we have launched the 'Know Plan Do' awareness campaign. The campaign focusses on three core elements:

Know: Learning if patients have a high risk factor for severe COVID-19.

Plan: Ensuring high risk patients are prepared by being aware of COVID-19 symptoms and knowing when to test.

Do: Patients are aware of what to do in case of a positive COVID-19 test.

Know Plan Do Pharmacy poster

The Pharmacy poster provides messaging on the availability of lateral flow tests within the pharmacy, as well as the **CURRENT** eligible cohort.

Know Plan Do Waiting Room poster

The Waiting Room poster highlights the potential symptoms of a COVID-19 infection, where to obtain lateral flow tests and what to do in case of a positive test.

Know Plan Do Tear-Off pad

The tear-off pad is designed to drive awareness of being at high risk of becoming seriously ill with COVID-19, eligibility for free lateral flow tests, as well as the potential symptoms of COVID-19 infection and what to do in case of a positive test.

These materials are available to order through your Pfizer contact and [medisa.com](https://www.medisa.com)





This material was developed and funded by Pfizer Ltd for individuals who may be at risk of severe COVID-19



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Free COVID-19 lateral flow tests **available here**

For those who have been deemed to be at a **high risk of becoming seriously ill from COVID-19.**

COVID-19 can make anyone seriously ill, but some people may have an increased risk.

You or someone that you care about may be at the highest risk of becoming seriously ill from COVID-19 if you have:

- Down's syndrome or another genetic disorder known to affect the immune system
- Certain types of cancer, or have received certain types of cancer treatment (such as chemotherapy or radiotherapy)
- Certain conditions affecting the blood (including cancers that affect the blood and sickle cell disease)
- Certain kidney diseases
- Certain liver diseases
- Had an organ transplant
- Certain autoimmune or inflammatory conditions (such as rheumatoid arthritis or inflammatory bowel disease)
- Certain lung conditions
- HIV or AIDS and have a weakened immune system
- A condition affecting the immune system
- Certain conditions affecting the brain or nerves (such as multiple sclerosis, motor neurone disease, Huntington's disease, myasthenia gravis, Parkinson's disease or certain types of dementia)

Talk to your pharmacy healthcare team if you have any further questions or concerns about your increased risk of COVID-19 and if eligible, pick up your free tests here.

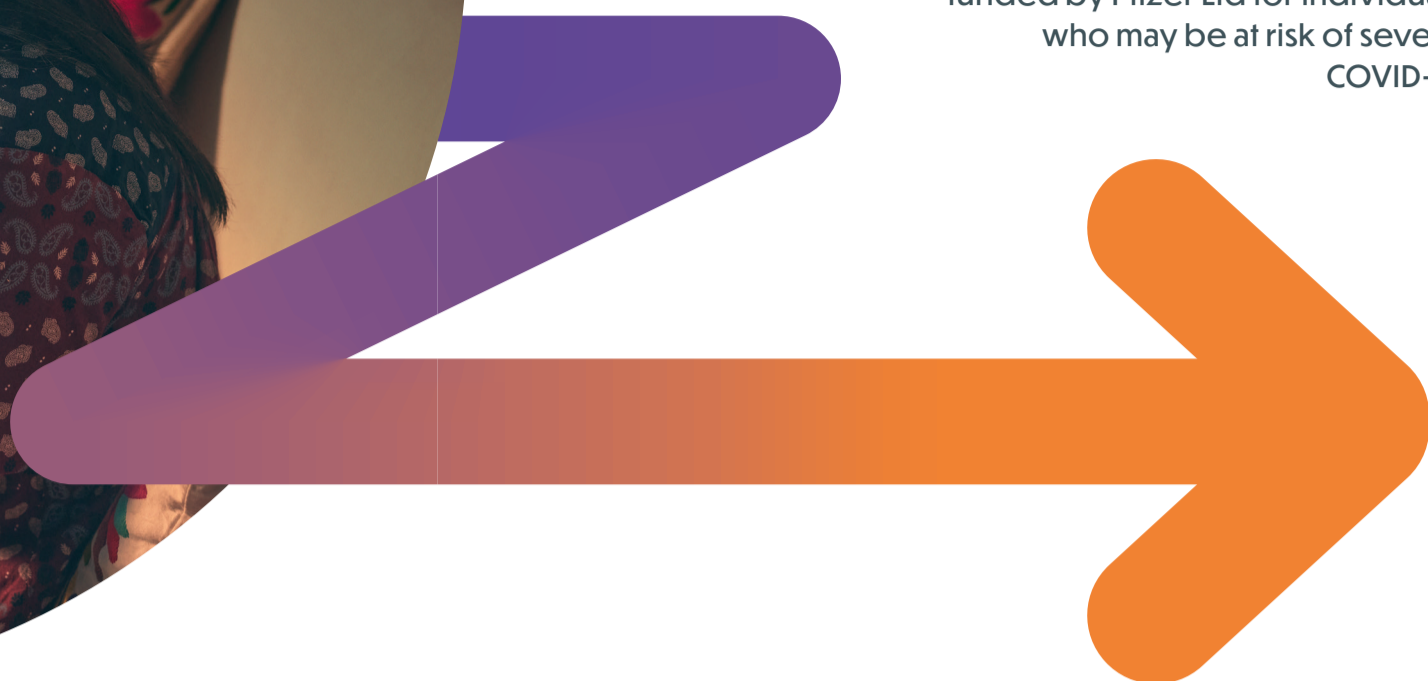
PLAN AHEAD, BE PREPARED TO TEST TODAY.

**Know
Plan
Do** 





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Do you know the symptoms of COVID-19?

COVID-19 can make anyone seriously ill, but some people may have an increased risk.

Know The symptoms to look out for:¹

- High temperature or shivering
- New, continuous cough
- Loss/change to your sense of smell
- Shortness of breath
- Tiredness or exhaustion
- Feeling achy
- Headache
- Sore throat
- Blocked or runny nose
- Loss of appetite
- Diarrhoea
- Feeling/being sick

Plan If your doctor has told you that you may be at high risk of getting seriously ill from COVID-19, be prepared:

Stock up on lateral flow tests

These are available from your community pharmacy



Step 1:

Take a lateral flow test as soon as you experience any symptoms

Step 2:

If you test positive contact your healthcare professional



1. NHS England. COVID-19 symptoms and what to do. Available at: <https://www.nhs.uk/conditions/covid-19/covid-19-symptoms-and-what-to-do/> (Accessed: December 2023).



Patient name

Your COVID-19 action plan

This material was developed and funded by Pfizer for individuals who may be at risk of progression to severe COVID-19.

Know

You are in a category that puts you at high-risk of progression to severe COVID-19 disease.¹ Please list your medical condition(s) below:

Plan

You can be prepared for COVID-19 infection by following these steps:

Stock up on lateral flow tests (LFTs)

You can obtain government-approved LFTs for free from community pharmacies. You can also use tests purchased from a pharmacy or a shop

If you get any symptoms you should take a test –

COVID-19 symptoms may include:

- | | |
|---|--|
| <input type="checkbox"/> Fever | <input type="checkbox"/> Headache |
| <input type="checkbox"/> Cough | <input type="checkbox"/> Sore throat |
| <input type="checkbox"/> Change to your sense of smell or taste | <input type="checkbox"/> Blocked or runny nose |
| <input type="checkbox"/> Shortness of breath | <input type="checkbox"/> Loss of appetite |
| <input type="checkbox"/> Feeling tired | <input type="checkbox"/> Diarrhoea |
| <input type="checkbox"/> Body aches | <input type="checkbox"/> Feeling or being sick |

If your test is negative but you continue to have symptoms, you should take another test on each of the next two days (three tests in total over three days)



Let your healthcare professional know as soon as you test positive for COVID-19. Your GP and specialist contact details are:
