National Safety Council
Preparing Your Workforce for COVID-19 Vaccines
April 15, 2021
We are the Health Action Alliance, unlocking the power of business to help accelerate the COVID-19 response, strengthen vaccine acceptance and rebuild public health.
We are informed by top experts in public health, communications, and business management.
It’s been a devastating year.

Nearly 32 million Americans infected.

Over 562,000 deaths due to COVID-19.
There is hope.

A historic vaccine rollout is already underway.
Vaccines alone don’t save lives.

Vaccinations do.
More than 1 in 3 Americans have been vaccinated with at least one dose. 23% are fully vaccinated.

Source: New York Times
Vaccine confidence is growing.

Will you get a COVID-19 vaccine when it’s available to you?

- **22%** NO
- **22%** MAYBE
- **55%** YES I WILL / ALREADY DID

resistant skeptical, but open

“WAIT AND SEE” ATTITUDE

Source: CBS News / YouGov Poll, March 10-13, 2021
Community immunity is achieved when 3 out of 4 people get vaccinated.

Source: CBS News / YouGov Poll, March 10-13, 2021
There’s growing confidence across racial groups...

Will you get a COVID-19 vaccine when it’s available to you?

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<tr>
<td>YES I WILL</td>
<td>31%</td>
<td>34%</td>
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<td>ALREADY DID</td>
<td>26%</td>
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Source: CBS News / YouGov Poll, March 10-13, 2021
... but stark disparities in access remain a serious concern.

Will you get a COVID-19 vaccine when it’s available to you?

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Source: CBS News / YouGov Poll, March 10-13, 2021
Across the country, Blacks and Hispanics are receiving smaller shares of vaccinations.

In **California**, 21% of vaccinations have gone to Hispanic people, while they account for 55% of cases, 46% of deaths, and 40% of the total population in the state.

In **Washington, DC**, Black people have received 31% of vaccinations, while they make up 49% of cases, 76% of deaths, and 46% of the total population.

In **Georgia**, Black people have received 22% of vaccinations, while they make up 32% of cases, 34% of deaths, and 32% of the total population.
Vaccine hesitancy is linked most directly to partisanship.

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<tr>
<td>Yes / Already Did</td>
<td>71%</td>
<td>47%</td>
<td>51%</td>
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<td>19%</td>
<td>20%</td>
<td>25%</td>
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Source: CBS News / YouGov Poll, March 10-13, 2021
72% of Americans trust their employer, more than any other institution.

Source: Edelman Trust Barometer, 2021
73% of Americans want to work for a company that protects its employees during the pandemic.

Source: Morning Consult
Together, we can create a stronger, healthier future for everyone in America.
What Can Businesses Do to Help Employees Get Vaccinated?

1. Remove barriers to vaccination and make it easier for employees and workers to get vaccinated when it’s their turn.

2. Educate employees and workers about the safety and efficacy of vaccines, and encourage them to get vaccinated.

3. Engage workforce populations that may have unique questions or concerns about vaccines, or who may need extra support accessing them.

4. Strengthen community vaccination in partnership with your local public health department.
Creating your COVID-19 Vaccination Policy and Plan

- Vaccine policy guidance and best practices
- Communications strategies
- Tips for engaging disproportionately impacted workforce populations
- Community support strategies
Remove barriers to vaccination.

- Relieve any concerns about **costs** for vaccines
- Offer **paid time off** for vaccine appointments
- Cover **out-of-pocket expenses** associated with vaccination (transportation, child care, meal vouchers, etc.)
- Offer **modest financial incentive**.
- Offer **internet access** or **language support** to help schedule appointments
- Offer **paid leave for recovery** from potential side effects
- **Extend benefits** and support to your entire workforce, including part-time, seasonal and temporary workers
- Host **on-site vaccination clinic**, in partnership with local provider
Can my company offer on-site vaccinations at our place of business?

Potential benefits to employers:
- Keep the workforce healthy by preventing employees from getting COVID-19
- Reduce absences due to illness
- Improve productivity
- Improve morale

Potential benefits to employees:
- Prevent COVID-19 illness
- Reduce absences and doctor visits due to illness
- Improve morale

CDC has issued new guidance on workplace vaccinations
Should my company require vaccinations for some or all of our workforce?
Will your company continue to require masking, distancing and other preventive measures?

CDC recommends wearing masks:
- in public settings
- at events and gatherings
- anywhere individuals will be around other people

Masks are required on planes, buses, trains, and other forms of public transportation traveling into, within, or out of the United States and in U.S. transportation hubs such as airports and stations.

We encourage you to closely monitor and follow CDC’s public health and prevention guidelines to help prevent the spread.
Employers can help motivate cautious employees through convenience and modest incentives.

- 37% of employees who are still undecided about vaccines say they’d be more likely to get one if their employer arranged for on-site vaccination.
- 30% offered a $50 incentive.

Source: Kaiser Family Foundation COVID-19 Vaccine Monitor, March 30
Employers could better meet the needs of employees

- **PTO FOR VACCINATION & RECOVERY**: What employees want (85%), What employers are doing (34%)
- **EMPLOYER BOOKING VACCINE APPOINTMENT FOR STAFF**: What employees want (83%), What employers are doing (4%)
- **COVERING TRANSPORTATION COSTS**: What employees want (77%), What employers are doing (2%)
- **HOLD EMPLOYEE TOWN HALL**: What employees want (80%), What employers are doing (18%)

Source: McKinsey
COVID-19 Vaccine Policy

A vaccination policy & plan will help clarify and organize your efforts.

GOOD
Promote vaccination by providing your workforce with the latest educational materials and public health guidance.

3 in 4 companies intend to educate employees + strongly encourage vaccination

BETTER
Improve access to approved sites by offering paid leave for travel or arranging free transportation

~1/2 offering PTO for vaccination
1 in 4 offering PTO for recovering from side effects

BEST
Vaccinate all eligible workers on-site and offer paid time off for recovery

<1% are mandating
<20% are considering it

Source: Mercer
COVID-19 Vaccine Policy

A vaccination policy & plan will help clarify and organize your efforts.

Companies Planning to Offer On-Site Vaccination

- **88%** of companies with 10K+ employees
- **55%** of companies between 1K-5K employees
- **30%** of companies with under 1K employees

Source: National Alliance of Healthcare Purchaser Coalitions
Educate workers about vaccine safety & efficacy.

- Executive Communications
- Employee Intranet
- Vaccine Education & Listening Sessions
- Staff Meetings + Employee Town Halls
- Social Media
- Text Messaging
- Blog Posts and Newsletters
- Word of Mouth
- Workplace Flyers and Posters
- Public Service Ads (PSAs)
- In-store radio announcements
6 Key Messages for Employees

1. COVID-19 vaccines can help us get back to the things we love.

2. Vaccines are safe and effective. They protect you and those you love.

3. Get vaccinated as soon as it’s your turn.

4. Which vaccine should you get? The one that’s offered.

5. COVID-19 vaccines provide hope—but we have to keep wearing masks and distancing to protect each other and stop the spread.

6. It’s ok to have questions about vaccines.
Tips for Communications Planning

- Lead with **empathy**.
- **Listen** more than you speak.
- Facts about **safety** are key, but **emotional triggers** also important.
- Find ways to celebrate and “**normalize**” getting vaccinated.
- **Stay away from politics** or political overtones. Respond quickly to misinformation.
- **Expect questions**, listen and provide a mechanism for employee feedback.
- **Messengers matter**. Find the right person to have the conversation.
- **Create safe space** for employees who choose not to get vaccinated.
3. Engage and support disproportionately impacted populations.

- Meaningfully engage in vaccine planning and communications
- Host listening sessions to better understand unique challenges and concerns
- Develop policies that reflect needs and challenges accessing vaccines
- Engage diverse communities in vaccine communications and outreach
- Proactively engage community leaders who may be able to help your company better support employee groups
- Provide special tools and training to your employee resource groups and DEI leaders
INTRODUCING

Vaccine Education Program
Employee Resource Groups & Diversity, Equity and Inclusion Leaders
Support and strengthen community vaccination.

- PTO to employees who volunteer
- Logistical support (setting up vaccine sites, tents, chairs, lines, etc.)
- Offering transportation to community to/from clinics.
- Empty space (offices, parking lots, warehouses) as vaccine sites.
- Language support services.
- Technical / operational support for scaling vaccine sites.
- Donating food, water, PPE, other supplies
- Offer advertising space or marketing dollars to local public health agency.
Instacart is offering its 500,000 in-store shoppers and contractors $25 stipends if they get vaccinated for COVID-19.
Dollar General is offering **4 hours of paid time off** to workers who get vaccinated for COVID-19.
Chobani is offering six paid hours of time off to employees to get COVID-19 vaccines, and is also working with local public health officials to host on-site vaccination clinics as soon as food processing workers are eligible.

“Some people view this as an expense. We look at it as an investment.”

– Peter McGuinness, President & COO of Chobani
Sodexo has launched #GetTheFacts, a campaign to share educational information about COVID-19 vaccines with their employees to help them make informed choices.
Walmart is preparing 5,000 Walmart and Sam’s Club locations to administer vaccines, many in rural areas where access to health care is limited. Additionally, the company is investing in vaccine education so employees and customers feel confident receiving vaccines.
Starbucks is partnering with state officials, public health agencies and other corporations in Washington State to help develop and scale models for vaccination centers that can be standardized and reproduced across the state.
Stop & Shop is providing free, fresh meals to staff at mass-vaccination sites in the markets it serves, including vaccination hubs at Fenway Park and Gillette Stadium in Massachusetts and the Meadowlands sports complex in New Jersey.
All these resources and more are available at healthaction.org
Our Resources

Slide Deck & Facilitators Guide

Fact Sheets
- Black and African Americans
- Hispanic Americans
- American Indian and Alaska Natives
- Asian and Pacific Islanders
- LGBTQAI+ people
- People experiencing disabilities

Conversation Guides

Sample Communications
- CEO communications
- Communications calendar
- Key messages
- Social media tools & graphics
- Videos

Tips for Sharing Information

Employee Resources
- FAQs
- Myths and facts
- Videos
- Materials in Spanish

Download at healthaction.org/resources
A Turning Point: Supercharging Your Company's Vaccine Communications

Tues 4/20, 1-2pm ET

Register at healthaction.org
BECOME A VACCINE CHAMPION

Next Wednesday, April 21
3 pm EDT / 12pm PDT

Vaccine Education Workshop
Employee Resource Groups & Diversity, Equity and Inclusion Leaders

Register at healthaction.org/events
Join us.

Sign up to receive resources
healthaction.org

Questions? We’re here for you.
questions@healthaction.org