Small Business Strategies to Encourage COVID-19 Vaccination

May 11, 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.
Let’s get to know each other

Name, company

Share 1-2 goals / things you’d like to learn from today’s session
San Francisco Chronicle

CORONAVIRUS PANDEMIC

STAY AT HOME

6 Bay Area counties order nearly 7 million people to shelter in place

The New York Times

U.S. LIMITS TRAVEL AFTER W.H.O. CITES PANDEMIC

Trump Suspends Most Flights From Europe for 30 Days, but Excludes the U.K.

The Boston Globe

OUTBREAK NOW A PANDEMIC

As WHO declares pandemic, infectious disease experts issue new warnings, local fees, colleges shift operations

Orlando Sentinel

Guardianship bill goes to DeSantis

SpaceX to hold launch Saturday

Universal plans to shutter park for weeks as well

Chicago Tribune

WHEN SPORTS STOOD STILL

A sudden, real-life test for telecommuting

Parents on edge over health fears

A sudden, real-life test for telecommuting
It’s been a devastating year.

More than 32 million Americans infected.  
Nearly 580,000 deaths due to COVID-19.
There is hope.

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

Vaccinations do.
58% of U.S. adults have been vaccinated with at least one dose.

44.9% of U.S. adults are fully vaccinated.

Source: https://covid.cdc.gov/covid-data-tracker/#vaccinations
White House has set new goal to reach 70% of adults with at least one vaccine dose by July 4.

Roughly 36 million additional adults would need to receive a first dose in the next two months.
Vaccine confidence is growing.

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

16% 8% 11% 63%

NO PROBABLY NO PROBABLY YES YES I WILL / ALREADY DID

“Movable Middle”

Reaching 70% adult vaccination is achievable.

- 8% probably no
- 11% probably yes
- 74% yes I will / already did
- 63% fulfill on their intention. (Make it as easy as possible to get vaccinated.)

There’s growing confidence across racial groups...

“Are you vaccinated or inclined to get vaccinated?”

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>Now</th>
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<tbody>
<tr>
<td>White</td>
<td>67%</td>
<td>72%</td>
</tr>
<tr>
<td>Black</td>
<td>64%</td>
<td>75%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>65%</td>
<td>81%</td>
</tr>
<tr>
<td>Republican</td>
<td>46%</td>
<td>61%</td>
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... but stark disparities in access remain a serious concern.

Source: NPR, February 5, 2021
Percentage of U.S. residents who have received at least one dose of COVID-19 vaccine, by race/ethnicity, across all states with available data.

- **Asian**: 50.60%
- **White**: 39.00%
- **Latino**: 27.20%
- **Black**: 24.90%

Source: APM Research Lab
Partisanship and age shape vaccine hesitancy, with younger Republicans most likely to say they will not get vaccinated

% of U.S. adults who say they will “definitely” or “probably” not get a coronavirus vaccine

14 MONTHS INTO THE PANDEMIC

Source: New York Times as of May 10, 2021
TRANSITIONING BACK TO WORK

45% expect to reopen in Q3 2021

24% expect to reopen in Q4 2021

Source: Gartner “3 Workplace Reopening Guidelines for HR Leaders”
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

Tips for how to make it easier for your employees to get vaccinated
Tips for how to educate and encourage your employees to get vaccinated
Tips for engaging disproportionately impacted workforce populations
Community support strategies
Remove barriers to vaccination.

1. Relieve any concerns about costs for vaccines
2. Offer paid time off for vaccine appointments *
3. Offer paid leave for recovery from potential side effects *
4. Cover out-of-pocket expenses associated with vaccination (transportation, child care, meal vouchers, etc.)
5. Offer modest financial incentive.
6. Offer internet access or language support to help schedule appointments
7. Host on-site vaccination clinic, in partnership with your public health department or a local provider

*A new tax credit makes it easy for small businesses to offer PTO
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% of employees who are still undecided about vaccines say they’d be more likely to get one if their employer offered a $50 incentive.

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Employees Want</th>
<th>Employers Are Doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>PTO for Vaccination &amp; Recovery</td>
<td>85%</td>
<td>34%</td>
</tr>
<tr>
<td>Employer Booking Vaccine Appointment</td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td>for Staff</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Covering Transportation Costs</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Hold Employee Town Hall</td>
<td>80%</td>
<td></td>
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<tr>
<td></td>
<td>18%</td>
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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.

- Emails and/or home mailers
- Vaccine Education with a local expert
- Staff Meetings + Employee Town Halls
- Employee 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.

**Stay away from politics** or political overtones. Respond quickly to misinformation.

**Expect questions,** listen and provide a mechanism for employee feedback.

**Facts about safety** are key, but **emotional triggers** also important.

**Messengers matter.** Find the right person to have the conversation.

**Find ways to celebrate and “normalize” getting vaccinated.**

**Create safe space** for employees who choose not to get vaccinated.
Engage and support disproportionately impacted populations.

- Lead with empathy
- Understand the unique challenges and concerns of specific groups
- Create a safe and supportive workplace culture
- Engage local groups to educate and engage diverse communities
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.

Donating food, water, PPE, other supplies
Tips for Planning Safe Return to Work

**Remain masked**, and follow public health guidance to prevent the spread.

**Monitor worker needs, both physical and emotional.** Strengthen resources to meet the full spectrum of needs.

**Remain flexible.** Create a range of work approaches.

**Collaborate and communicate with employees.** Use multi-disciplinary teams that represent all needs and include employees.

**Acknowledge the unknown.** Admit changes are possible with new information.
Download at healthaction.org/resources
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**.

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

– Peter McGuinness, President & COO of Chobani
CASE STUDY

Cargo Transporters is hosting **onsite** vaccination clinics for drivers twice a week.
Up-Down MKE Milwaukee is offering 20 free game token to anyone who is vaccinated.
A Billings, MT-based pharmacy, Pharm406, is partnering with local Mazevo coffee: **get a vaccine, get a free cup of coffee.**
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.
Oak and Reel, a Detroit restaurant, is offering vaccinated customers 50% off.
Zippy’s restaurants, a Hawaii-based chain, will give its workers digital tokens that can be redeemed for paid time off if they choose to get a COVID-19 vaccine.
FloraCraft partnered with the Mason County Health Department to hold a small vaccine clinic, where it administered 50 doses to workers and their families. FloraCraft provided $50 incentives for each employee that received the shot.
What did you learn today that will help you support employees?

Do you have a best practice to share with the group?

What are some key actions you’ll take as a result of today’s session?

Open Q&A
All these resources and more are available at healthaction.org
Our Resources

Slide Deck & Facilitators Guide

Conversation Guides

Small Business Resources

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

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

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

Download at healthaction.org/resources
VACCINE WORKSHOP
for Diversity Leaders, HR Professionals & Employee Resource Groups

Wed, May 19
3pm EDT / 12pm PDT

Register at healthaction.org
MARK YOUR CALENDAR

NATIONAL RURAL BUSINESS SUMMIT

Strengthening Vaccinations in Rural Communities

Thurs, June 3

Register at healthaction.org
Join us.

Sign up to receive resources
healthaction.org

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