



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.

Turner

HealthNEXT

VIACOMCBS

CISCO

synchrony

sodexo



VISA

CVS
Health

MERCER

CIVIS

JPMORGAN CHASE & CO.

BANK OF AMERICA

salesforce

Uber



COMCAST
NBCUNIVERSAL

verizon

WELLS
FARGO

Unilever

amazon

TEMPUS

Humana

PRIZE

Spotify

MARSH & MCLENNAN
COMPANIES

KAISER
PERMANENTE

Walgreens

UNIVISION

BCG

Pfizer

OUTZ
BRANDS



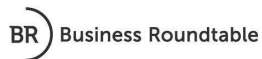
Walmart

UNITED



We are informed by top experts in public health, communications, and business management.

founded by



powered by



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

San Francisco Chronicle Tuesday, March 17, 2020 | CONTAINS RECYCLED PAPER | B100 *****

CORONAVIRUS PANDEMIC

STAY AT HOME

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

By Erin Albay



Six Bay Area counties announced "shelter in place" orders for all residents on Monday — the strictest measure of its kind yet in the continental United States — directing everyone to stay inside their homes and away from others as much as possible for the next three weeks in a desperate move to curb the rapid spread of coronavirus across the region.

The directive was set to take effect at 10 a.m. Tuesday and includes San Francisco, Contra Costa, Alameda, Marin, Contra Costa and Alameda counties — a combined population of more than 4 million. It stays in place until at least April 7, the latest that the Alameda counties — Sonoma, Lake and Napa — did not issue on its own.

Just outside the Bay Area, Santa Cruz County, too, Monday also announced a "shelter in place" order for its residents.

LOCAL & STATE
Guardians bill goes to DeSantis
House passes measure to fix flaws in the program unanimously. B1



BUSINESS
SpaceX to hold launch Saturday
Rocket will be carrying Starlink internet satellites into orbit. A1

TRUSTED, BALANCED, LOCAL.

Orlando Sentinel

FINAL EDITION B1

Friday, March 13, 2020

NATIONAL

Testing lag a 'failing,' top US health official said. Experts still don't have an understanding of spread size. A6

BUSINESS

Deepening crisis sent stocks into another alarming slide, triggering an automatic shutdown in trading. A14

DISNEY WORLD CLOSING IN MIDST OF PANDEMIC



Universal plans to shutter park for weeks as well
By DENAWEK REVEL, CAROLLEE RUSSELL

Throughout its nearly 50-year history, Walt Disney World has

The Boston Globe

THURSDAY, MARCH 12, 2020

OUTBREAK NOW A PANDEMIC

As WHO makes declaration, infectious disease experts issue their warnings, local firms, colleges shift operations

By Jeffrey M. Leach
The World Health Organization on Wednesday declared the coronavirus outbreak a pandemic, the most serious global health crisis since World War II. The declaration, which came as the virus spread to more than 100 countries, was a stark warning that the outbreak could become a global pandemic, a disease that spreads easily between people and across the world.



NBA suspends its season

By Andrew Ross
The National Basketball Association on Wednesday suspended its season, the first time in the league's history that it has done so. The decision came as the virus spread to more than 100 countries, and the NBA's top executives expressed concern for the health of players and fans.



A sudden, real-life test for telecommuting
Directives could increase acceptance of working at home. Pitfalls, however, loom.

Parents on edge over health fears
Public classrooms will be shuttered — for now
By David Thompson

As the state and federal governments grapple with the coronavirus outbreak, parents are on edge over the health of their children. Public classrooms will be shuttered for now, and many schools are preparing for the possibility of a full-scale shutdown.

The New York Times

Latest Edition
Today's news: steady, high in the night, steady rain, low in the morning, steady rain, high in the night, steady rain, high in the night, steady rain in the night.

Vol. CLXIX No. 38,630

© 2020 The New York Times Company

NEW YORK, THURSDAY, MARCH 12, 2020

\$3.00

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



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

By FREDERICK BROWN

WASHINGTON — President Trump on Wednesday night blocked most visitors from outside the United States and warned emergency aid to workers and small businesses as the World Health Organization declared the coronavirus a global pandemic, such measures plunging further and further as people cast themselves off their regular lives. In a 30-minute address from the Oval Office, Mr. Trump issued a series of measures intended to contain the virus and its economic impact as he sought to reassure Americans that he was taking the crisis seriously even as he urged them to stay at home or the outbreak, he said he would have to consider more drastic measures if the situation worsened. He said Congress to support measures like a federal aid act.

The virus was not, he said, a "pandemic" but a "public health emergency." Mr. Trump declared his 10-minute speech, reading from a teleprompter in an audio-transcribed transcript. "This is not a day to panic," he said. "This is a day to act." The president's address came as the virus was spreading across the United States, with more than 100 cases reported in the country. The N.C.A.A. is to be closed down as the virus spreads across the country, and the N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country.

U.S. of Responses, Without Harmony or a Conductor

A Baffling Virus Results in a Leadership Void
The chief executive's actions are a mix of confusion and fear, and the virus is spreading across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country.

Chicago Tribune CHICAGO SPORTS

Chicago Tribune Sports Section, published by the Associated Press Sports Editors

CORONAVIRUS & SPORTS
TEAM EVENTS CANCELLED
NBA TOURNAMENT CANCELLED

When sports stood still



TRACKING AN OUTBREAK
The Centers for Disease Control and Prevention are tracking the spread of the virus across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country. The N.C.A.A. is to be closed down as the virus spreads across the country.

Some Can't Go Home

It's been a devastating year.

More than
32 million
Americans infected.

Nearly
580,000 deaths
due to COVID-19.

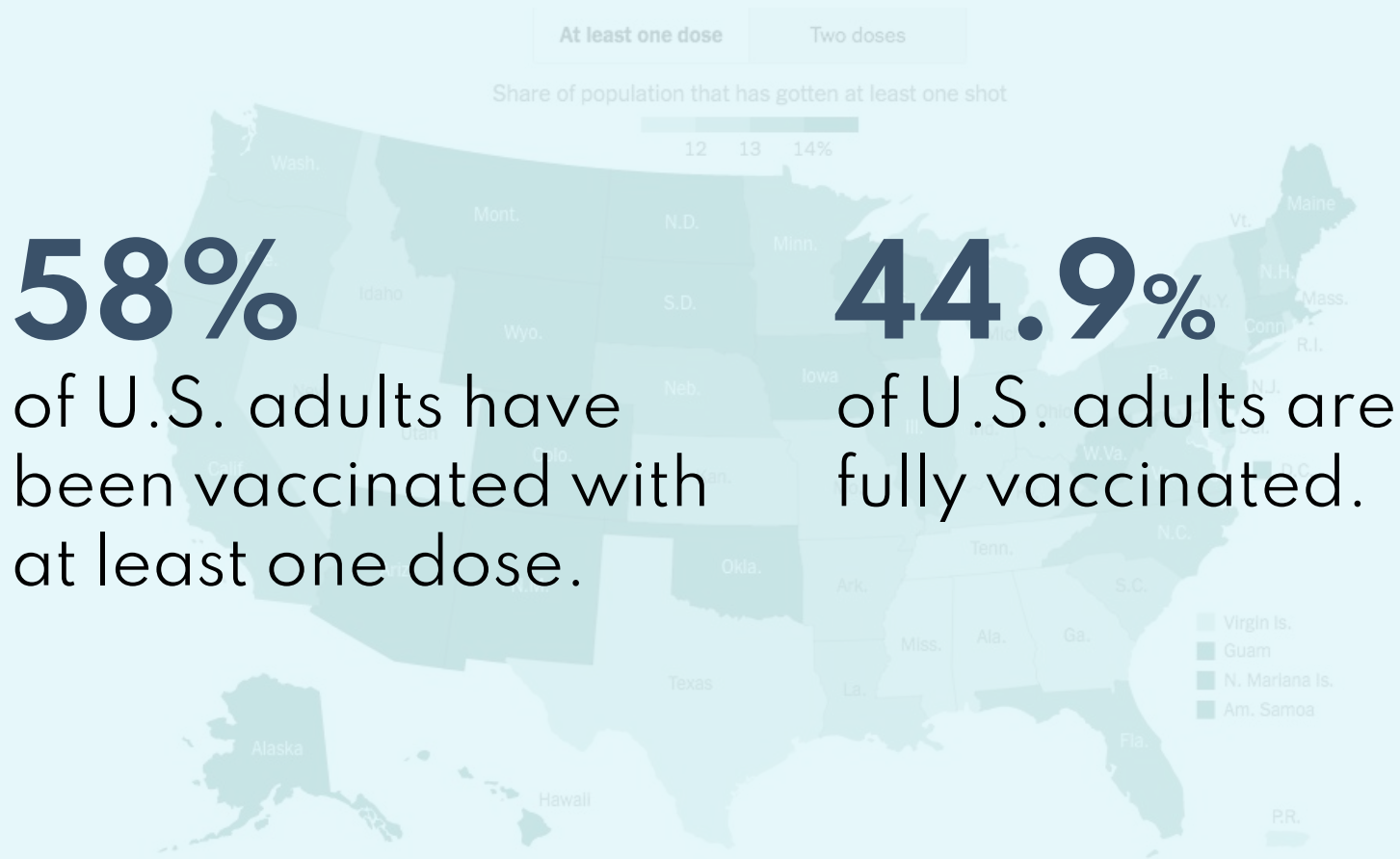


There is hope.

A historic vaccine rollout is
already underway.

Vaccines alone
don't save lives.

Vaccinations do.



Source: Centers for Disease Control and Prevention

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.

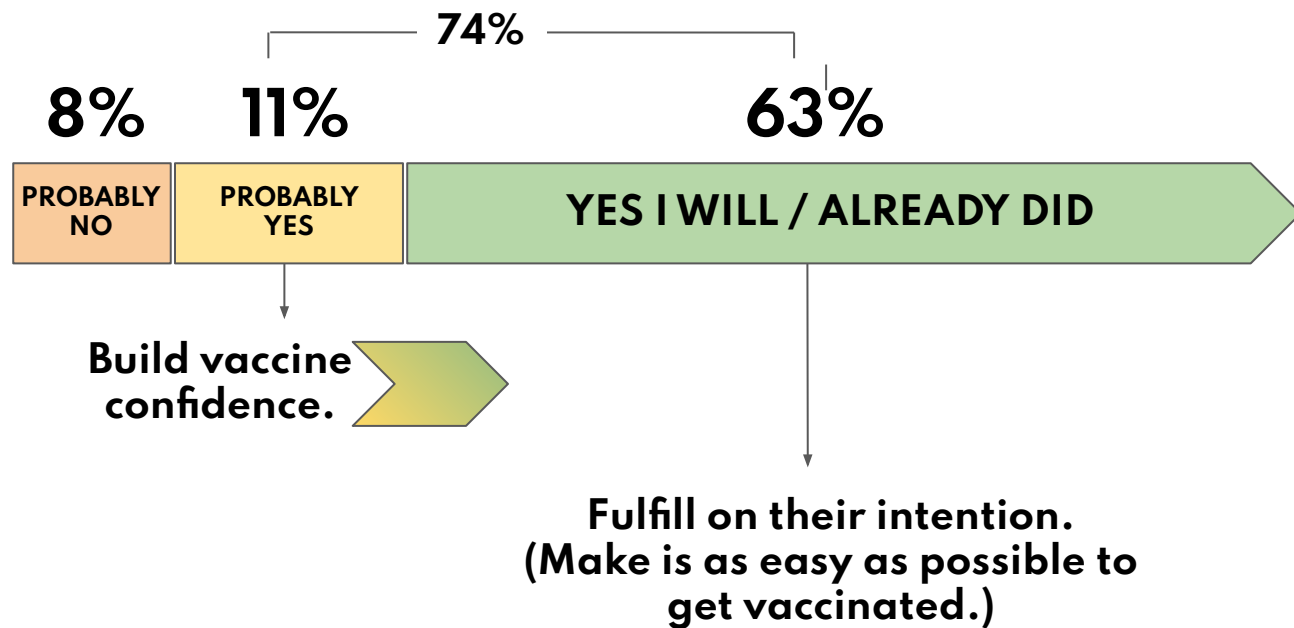
Vaccine confidence is growing.

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



“Movable Middle”

Reaching 70% adult vaccination is achievable.

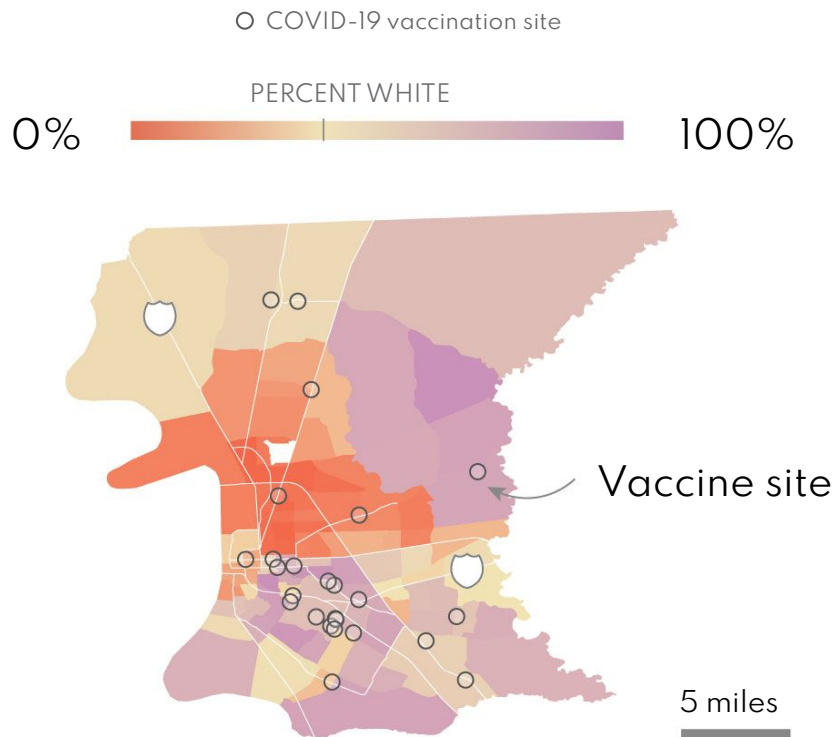


There's growing **confidence** across racial groups...

“Are you vaccinated or inclined to get vaccinated?”

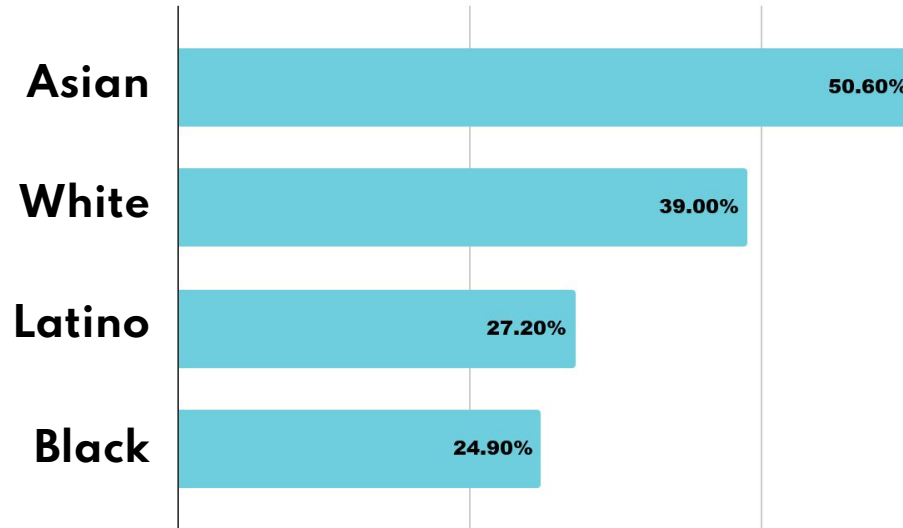
	January	Now
White	67%	72%
Black	64%	75%
Hispanic	65%	81%
Republican	46%	61%

COVID-19 Vaccination Sites in East Baton Rouge Parish



**... but stark
disparities in
access remain a
serious concern.**

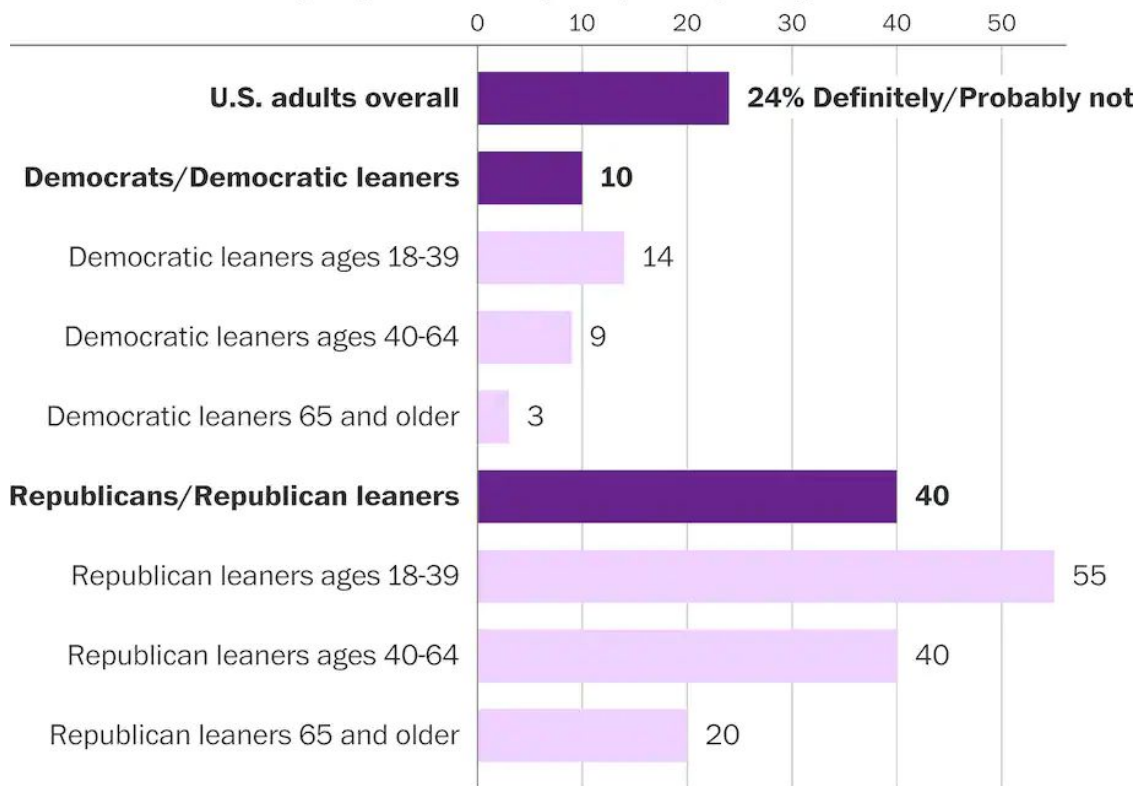
Percentage of U.S. residents who have received at least one dose of COVID-19 vaccine, by race/ethnicity, across all states with available data.



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



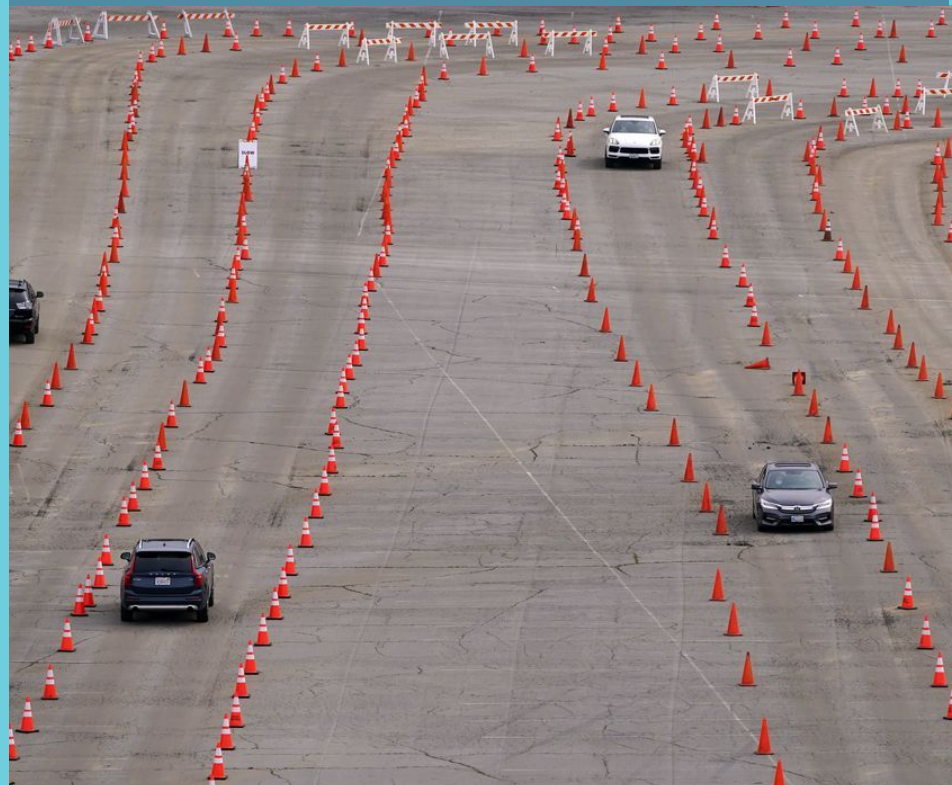
[Source:](#) Washington Post / ABC News, April 18-21, 2021

Dodger Stadium Vaccination Site

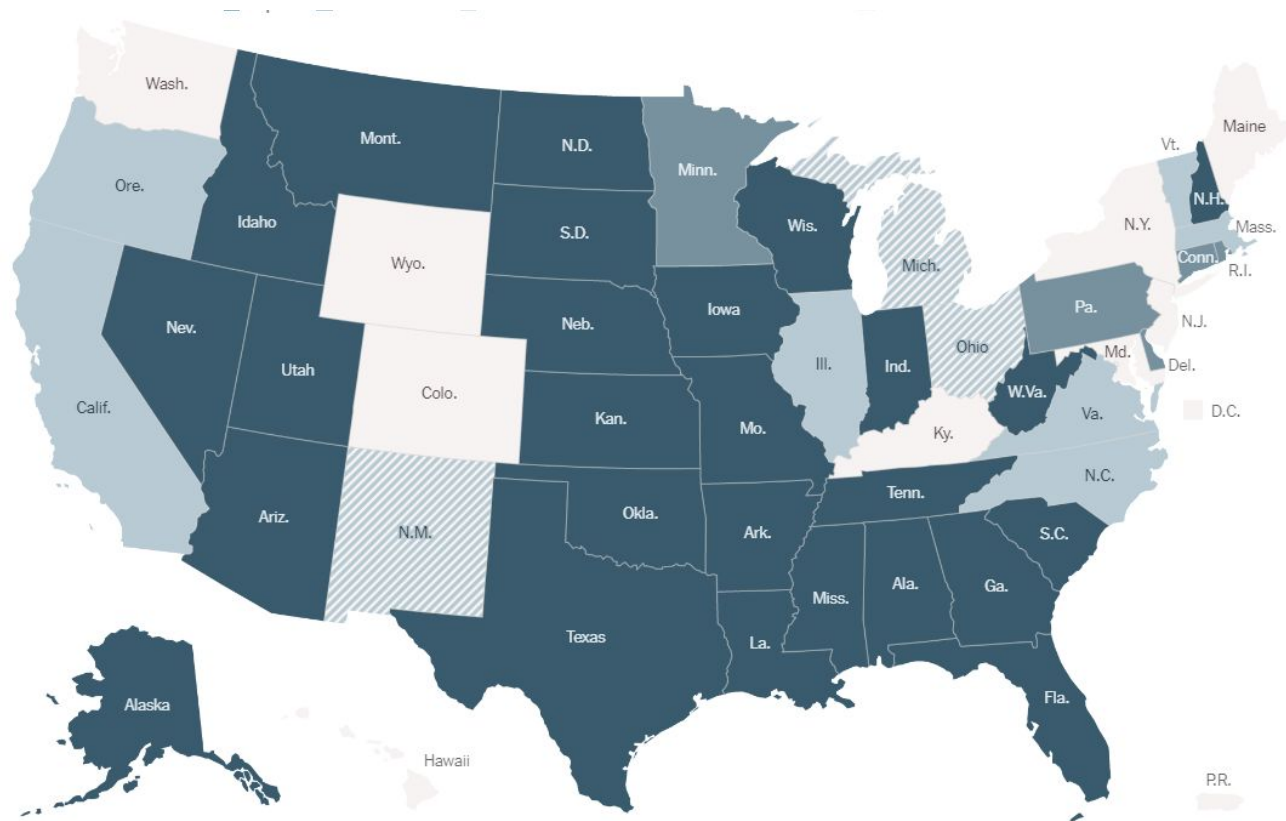
JANUARY 2021



MAY 2021

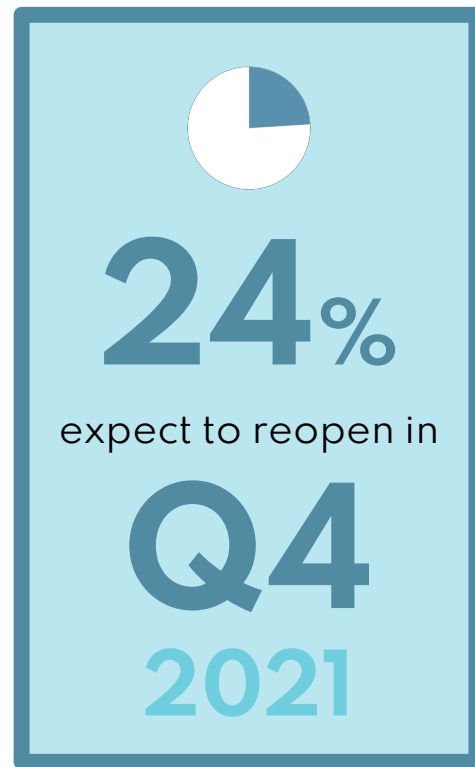
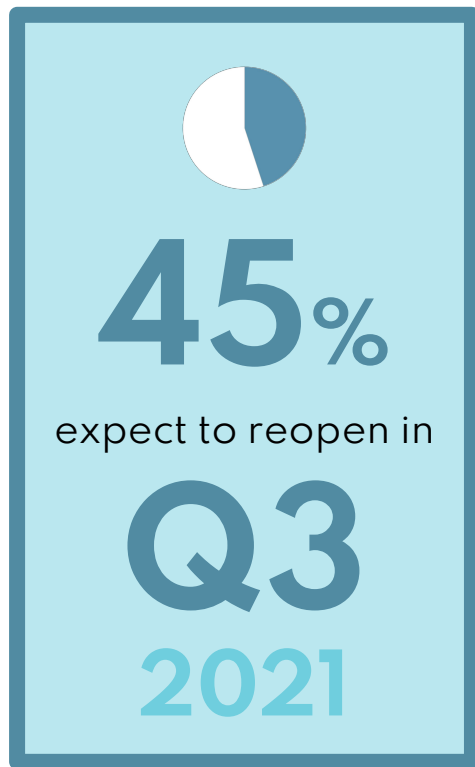


14 MONTHS INTO THE PANDEMIC



Open
May
June or later

TRANSITIONING BACK TO WORK





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.

SMALL BUSINESS GUIDE

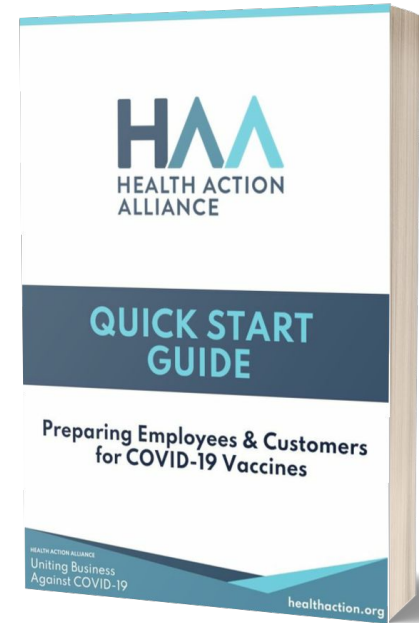
Creating your COVID-19 Vaccination Policy and Plan

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



1 Remove barriers to vaccination.

* A new tax credit makes it easy for small businesses to offer PTO

Relieve any concerns about **costs** for vaccines

Offer **paid time off** for vaccine appointments^{*}


Offer **paid leave for recovery** from potential side effects^{*}

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

Host **on-site vaccination clinic**, in partnership with your public health department or a local provider



Should my company require vaccinations for some or all of our workforce?

Values

Legal Considerations

Eligibility Criteria

Risk Analysis

Equity

Workforce Tracking & Compliance

Follow-up & Enforcement


Privacy & Data

Union & CBA Issues

Ongoing Preventive Requirements

Post-Vaccination Protocols

Managing Exemptions for Religious,
Health or other reasons protected by
law



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:



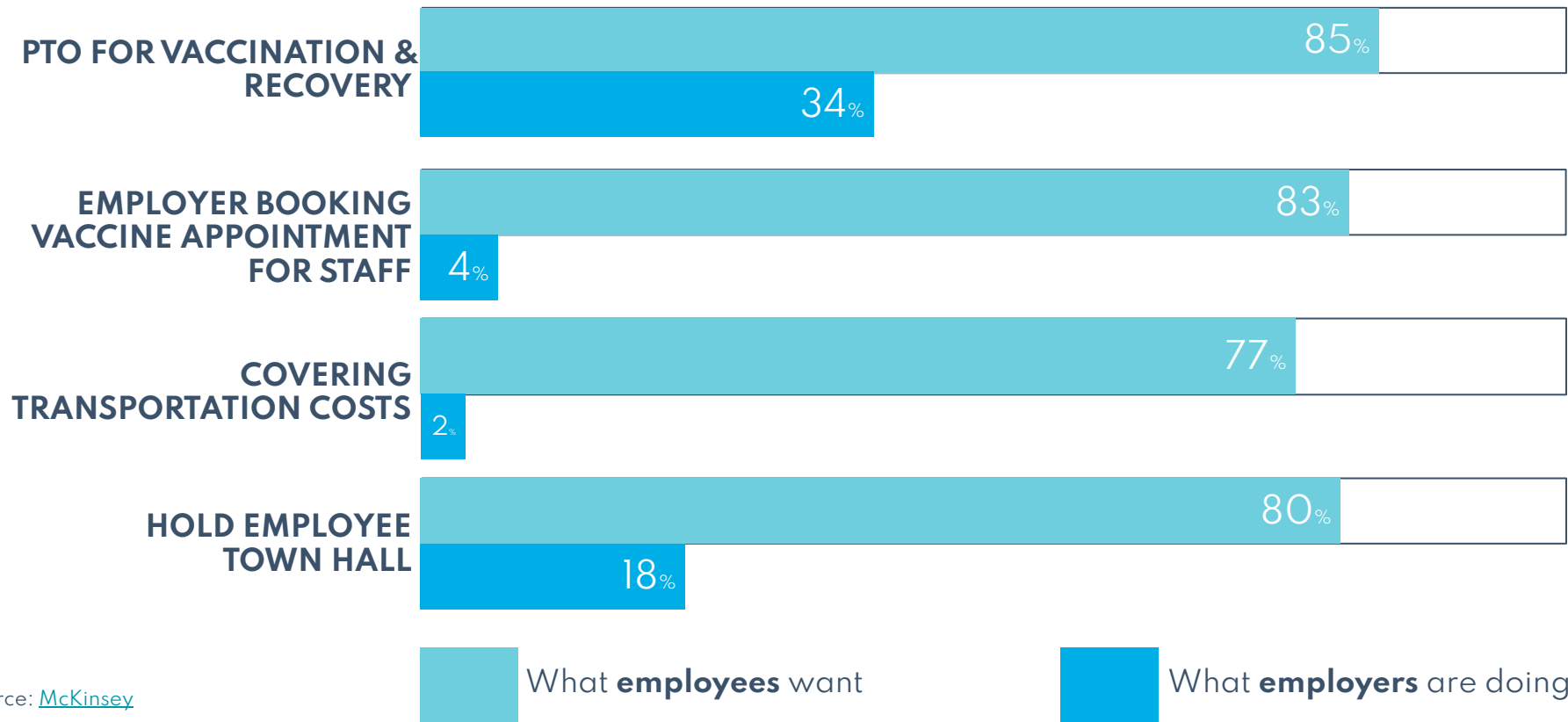
**arranged for
on-site
vaccination**

30%



**offered a \$50
incentive**

Employers could **better meet** **the needs** of employees



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

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

2 **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.

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.



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



4 **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

from our partner



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

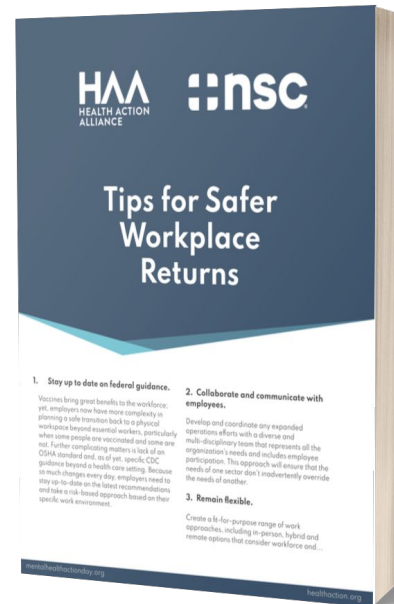
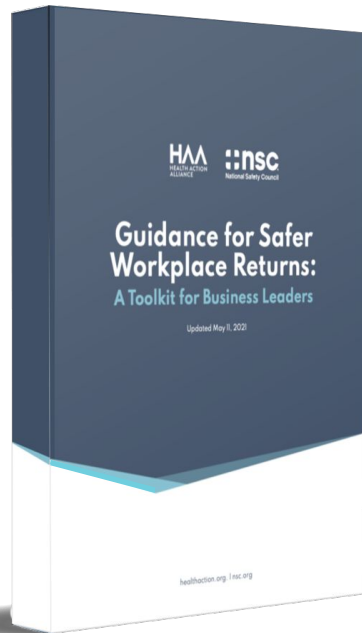
Remain flexible. Create a range of work approaches.

Acknowledge the unknown. Admit changes are possible with new information.

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

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

NEW RESOURCES



Download at
healthaction.org/resources

CASE STUDY



Chobani®

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.**

CASE STUDY



Up-Down MKE Milwaukee is offering **20 free game tokens to anyone who is vaccinated.**

CASE STUDY



A Billings, MT-based pharmacy, Pharm406, is partnering with local Mazevo coffee: **get a vaccine, get a free cup of coffee.**

CASE STUDY



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.

CASE STUDY



OAK & REEL

Oak and Reel, a Detroit restaurant, is **offering vaccinated customers 50% off.**

CASE STUDY



ZIPPY'S

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.

CASE STUDY



FLORACRAFT.

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.**

Open Q&A

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?

All these resources and more are available at healthaction.org



HAA
HEALTH ACTION
ALLIANCE

About **Resources** Case Studies Media Events Sign Up

Uniting business against COVID-19.

STRENGTHENING VACCINE ACCEPTANCE | ADVANCING HEALTH EQUITY | REBUILDING PUBLIC HEALTH

Founding partners

ad
COUNCIL

BR Business Roundtable

CDC Foundation
Together we're stronger & greater

de Beaumont
With excellent risk management comes excellence

Robert Wood Johnson Foundation

Powered by

Meteorite

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
- Rural populations

Conversation Guides

Sample Communications

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

Small Business Resources

Employee Resources

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

Download at healthaction.org/resources



MARK YOUR CALENDAR

VACCINE WORKSHOP

for **Diversity Leaders, HR Professionals & Employee Resource Groups**

Register at
healthaction.org

Wed, May 19
3pm EDT / 12pm PDT

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

