

TOP 10 WAYS BUSINESSES CAN HELP WITH COVID-19 VACCINATION



Association of
Immunization
Managers

1 PROVIDE TRUSTED RESOURCES

Direct employees to reliable resources on safety, efficacy, and value of the COVID-19 vaccine. Be ready to answer common questions and direct employees to reliable resources like [Centers for Disease Control and Prevention](#) and [Vaccinate Your Family](#). Consider posting vaccine [facts and myth busters](#) around your employment space or holding educational seminars with guest speakers on vaccine safety and efficacy.

2 ENCOURAGE CONTINUED COVID-19 SAFETY

While employees wait to get vaccinated, it is important to continue to follow CDC guidelines on mask wearing, handwashing, and social distancing. Check out CDC's ["How to Protect Yourself and Others"](#) for the latest COVID-19 safety updates.

3 KNOW WHEN YOUR EMPLOYEES CAN GET VACCINATED

CDC makes [recommendations](#) as to who should get vaccinated first, and each state makes their own vaccination plan. Be sure your employees know which phase they fall into in your state by posting information and directing employees to state health websites.

4 THINK OF WAYS TO GET YOUR EMPLOYEES VACCINATED

If you can't stand up a clinic, consider ways of directing workers to local vaccination sites. Provide up-to-date information on COVID-19 vaccine phasing and post local vaccination sites that are currently vaccinating or will be in the near future.

5 BUILD PARTNERSHIPS

Building a robust network of partnerships is a great way to obtain further guidance. Consider partnering with faith leaders, community-based health organizations, community centers, nonprofits (ie. working with minority groups), sports organizations, and more.

6 ADDRESS EQUITY

Consider working with non-traditional community partners, such as faith-based organizations. Be aware of language, monetary, transportation, and disability barriers. Partner and learn from other companies and their best practices. Identify trusted leaders to champion COVID-19 vaccination.

7 HOLD A VACCINATION CLINIC

Standing up a vaccination clinic requires adequate space, storage capacity, and patient-centered details to be successful. Here are [Best Practices from Baltimore County, MD](#) and with logistical tips. Note you must be an enrolled provider or partner with an enrolled provider to vaccinate or hold a clinic.

8 LISTEN TO YOUR EMPLOYEES

Consider the specific thoughts and needs of your employee base. Hold focus groups or send out a survey to determine barriers, challenges, and concerns. Listen to what would incentivize them to get vaccinated and make a plan.

9 CONSIDER ALTERNATIVE SUPPORT MEASURES

Consider providing incentives to your employees including bonuses, PTO to get vaccinated, or sick leave as needed post vaccination. Ask yourself if you could provide any of the following resources:

- Mobile vans for mobile vaccination clinics
- Transportation resources
- Scheduling, logistics, or IT support
- Large spaces to hold vaccine clinics

10 DEMONSTRATE ORGANIZATIONAL COMMITMENT TO VACCINATION

Sign a community pledge, nominate a vaccine champion, or receive your vaccine in public. Consider joining the White House's [Community Corps Initiative](#), an effort to galvanize trusted messengers to encourage vaccination, or [CareFirst's Building Together Community Pledge](#), where CareFirst makes a monetary donation to charity on behalf of employees who sign up for vaccination.

RELIABLE COVID-19 VACCINE INFORMATION

Basic Vaccine Information



- CDC: 8 Things to Know About the COVID-19 Vaccine
- CDC: FAQ About the COVID-19 Vaccine
- Vaccinate Your Family: COVID-19 Vaccine Info & Resources
- FDA: COVID Vaccine Fact Sheet
- Immunization Action Coalition: COVID-19 Resource Page

Resources for Businesses



- CDC: Workplace Vaccination Program Resources
- Chamber of Commerce: COVID Vaccines Digital Resource Library
- Health Action Alliance: Resources for Businesses
- Business Roundtable: "Move the Needle" Campaign for Businesses
- de Beaumont: 7 Ways Businesses Can Align with Public Health

Education & Communication Tools



- AHCA/NCAL: COVID Vaccination Communications Toolkit
- Civis Analytics: How Employers Should Talk About the COVID-19 Vaccine
- CDC COVID-19 Vaccination Communication Toolkit
- de Beaumont: Changing to COVID Conversation Cheat Sheet
- NPHIC Ad Council: COVID-19 Vaccine Education Toolkit

Addressing Equity



- NACHC: Building Capacity of Health Centers to Respond to COVID-19
- Black Doctors COVID-19 Consortium: Main Resource Page
- CMS: COVID-19 Resources on Vulnerable Populations
- FDA: Multilingual COVID-19 Resources
- Black Coalition Against COVID-19: COVID-19 Resources

Vaccine Hesitancy



- CDC: Mythbusters Around COVID-19 Vaccine
- Federal Emergency Management Agency: Coronavirus Rumor Control
- de Beaumont: Language that Works to Improve Vaccine Acceptance
- CDC: "What to expect after getting the COVID-19 vaccine"
- PHCC: Vaccine Misinformation Management Guide

Vulnerable Populations



- CDC: Vaccinating Older Adults and People with Disabilities
- Kaiser Family Foundation: Vaccinating Older Adults Against COVID-19
- CDC: Vaccinating Pregnant/Breastfeeding Women
- American Cancer Society: COVID-19 Vaccines in People with Cancer
- Rural Health Information Hub: Vaccinating in Rural Populations