



Public Affairs Council
“Communicating about COVID-19 Vaccines”

March 25, 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.

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COMPANIES

KAISER
PERMANENTE

Walgreens

UNIVISION

BCG

Pfizer

OUTZ
BRANDS



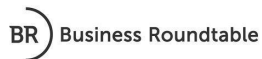
Walmart

UNITED



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

founded by



powered by



It's been a devastating year.

Nearly
30 million
Americans infected.

Over
543,000 deaths
due to COVID-19.

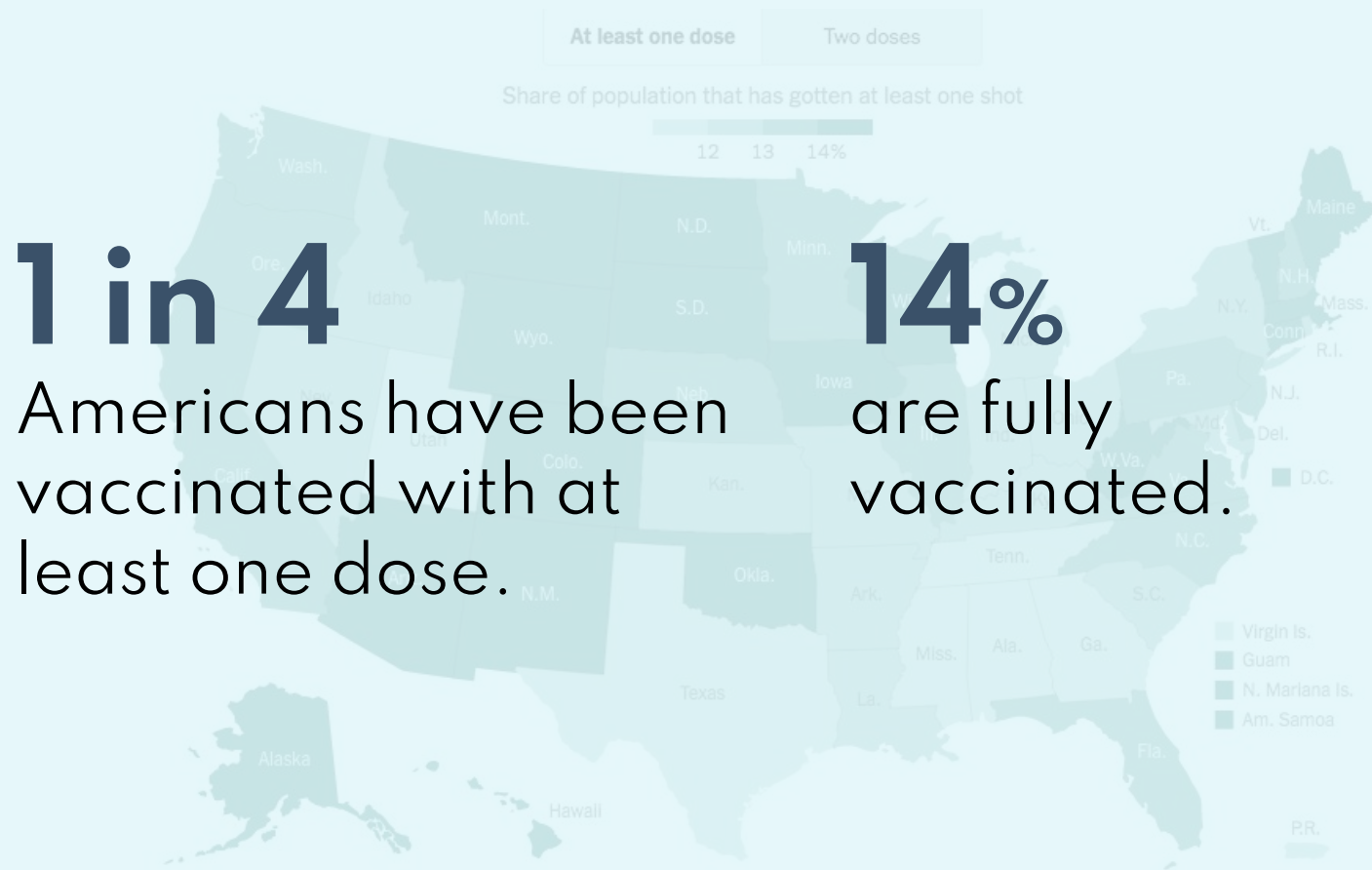


There is hope.

A historic vaccine rollout is
already underway.

Vaccines alone
don't save lives.

Vaccinations do.

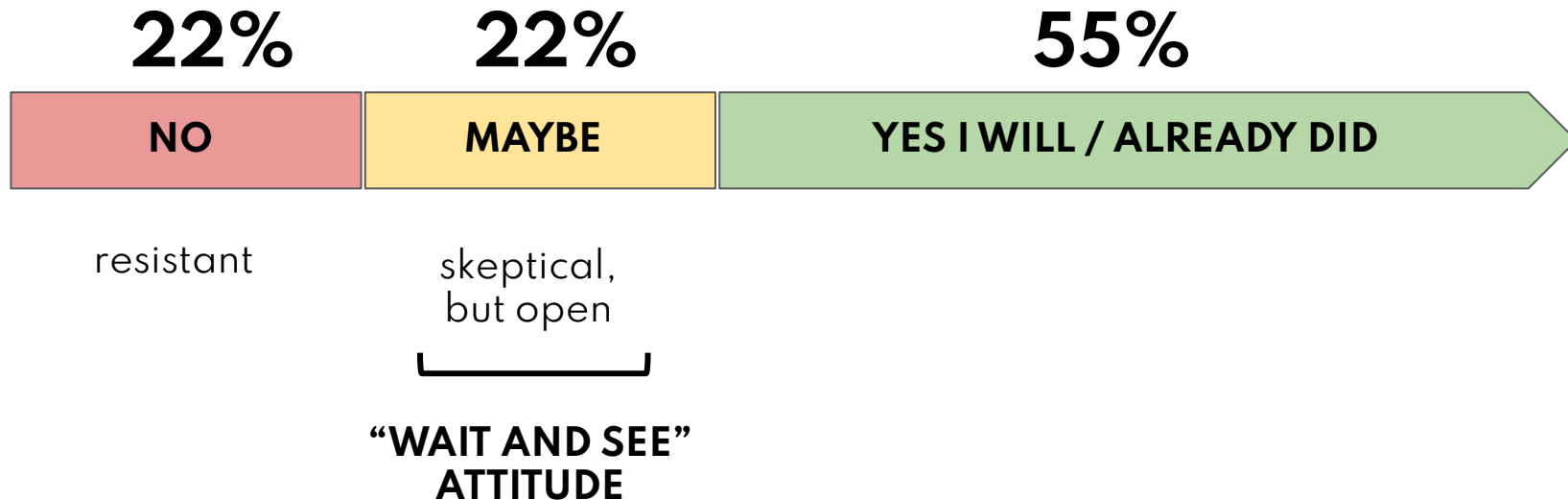


Source: Centers for Disease Control and Prevention

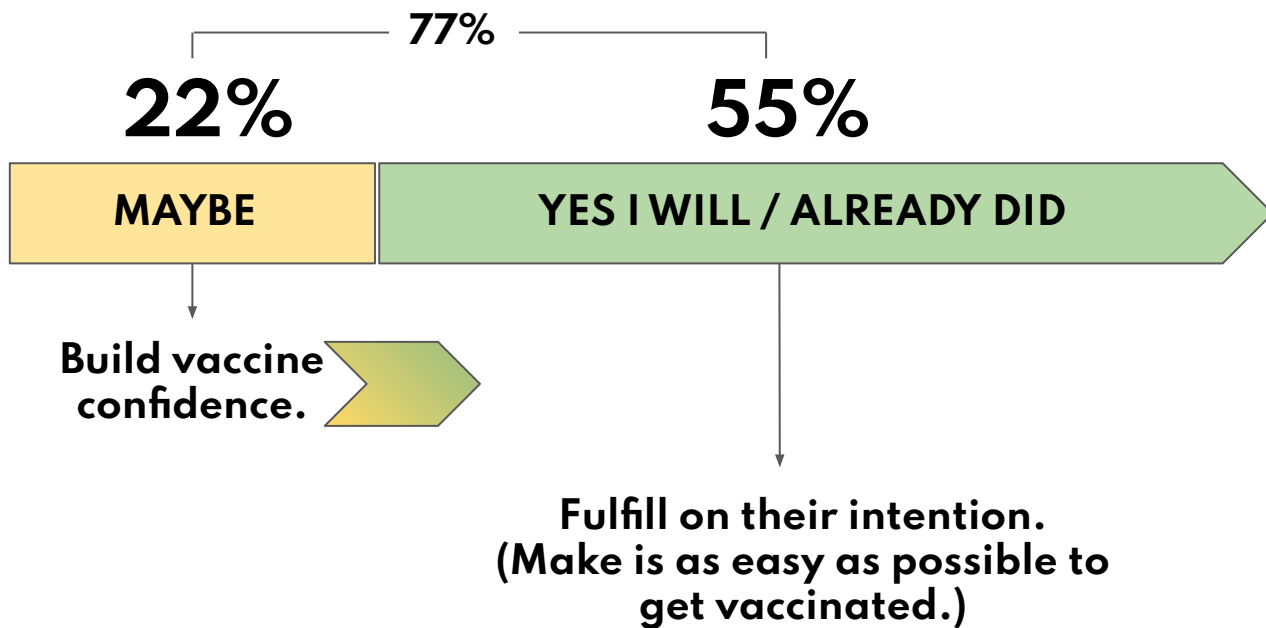
Source: NYTimes

Vaccine confidence is growing.

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



Community immunity is achieved when 3 out of 4 people get vaccinated.



There's growing confidence across racial groups...

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

	WHITE	BLACK	HISPANIC
YES I WILL	31% 57%	34% 51%	41% 52%
ALREADY DID	26%	17%	11%
MAYBE	19%	26%	27%
NO	23%	23%	20%

Source: CBS News / YouGov Poll, March 10-13, 2021

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

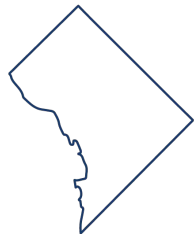
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Across the country, Blacks and Hispanics are receiving smaller shares of vaccinations.



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.

	DEMOCRATS	REPUBLICANS	INDEPENDENTS
YES / ALREADY DID	71%	47%	51%
MAYBE	19%	20%	25%
NO	10%	33%	23%

Rural Americans more likely to say no or “wait and see.”

42% of rural Americans
are vaccine hesitant or
reluctant.



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.**

Goals for Today

- **Provide coaching** to help you communicate about the safety, efficacy and importance of vaccines.
- **Provide tools and strategies** to support your employee outreach and make it easier for workers to get vaccinated.
- **Share best practices and lessons learned** across the network.

Let's talk about COVID-19 vaccines



Vaccines can
help us get back
to the things we
love.



**Vaccines are
safe and
effective.**



**Which vaccine
for you? The
one that's
offered.**



People want to
know what to
expect.

Be honest.



**We must
continue to
mask and keep
distance to
protect others.**



**It is ok to have
questions. Talk
to your doctor.**

Key Messages for Employees

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

COVID-19 vaccines are **safe** and **effective**. They protect you and those you love.

Get vaccinated **as soon as it's your turn.**

Which vaccine should you get? **The one that's offered.**

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

It is **ok to have questions** about vaccines.

Tips for Communications Planning

Lead with **empathy**.

Facts about **safety** are key.

Emotional triggers are important.

Be **direct** and **transparent**.

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

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

Stories matter. Be thoughtful about your messengers.

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

Insights

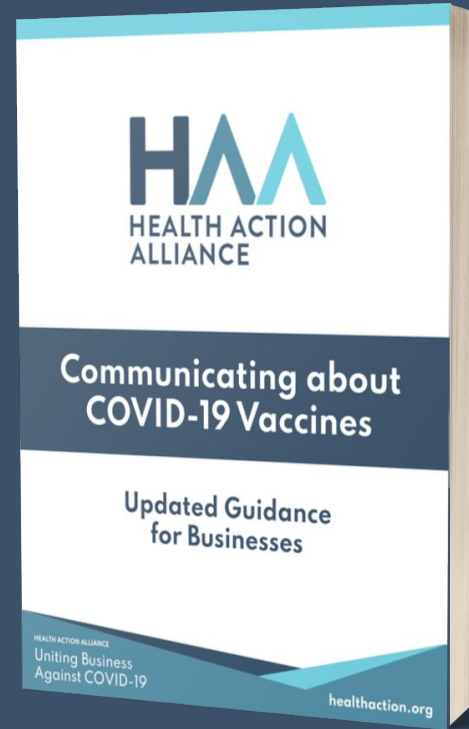
on key facts, public opinion, and the business case around COVID-19 vaccination.

Guidance

on COVID-19 messaging.

Language Do's & Don'ts

for communicating about COVID-19 and vaccines, especially with employees and customers.



OUR RESOURCES

We offer a full suite of FREE resources to support your communications efforts, including:

- Communications Guidance for Businesses
- Sample Communications Plan
- Key Messages for Employees and Workers
- Audience Insights for Black, Hispanic, American Indian and Alaska Native Communities
- Conversation Guide for Managers
- Sample CEO Emails
- Social Media Toolkit & Graphics
- Fact Sheets & FAQs
- Tips for Responding to Sensitive Questions & Misinformation
- Resources for Employees Dealing with Pandemic-Related Stress & Anxiety
- Resources in Spanish

EDUCATE

Executive Communications

Employee Intranet

Vaccine Education &
Listening Sessions

Social Media

Text Messaging

Staff Meetings

ENCOURAGE

Ask employees and workers to “take a pledge”

Employee Town Halls

Blog Posts and Newsletters

Word of Mouth

Workplace Flyers and Posters

Public Service Ads (PSAs)

In-store radio announcements

How can your company remove barriers to vaccination, making it easier for your employees and workers to get vaccinated when it's their turn?

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 if experiencing side effects

Help identify when and where workers can get vaccinated

Extend benefits and support to your entire workforce

Supporting Community Vaccination

PTO to employees who volunteer.

Logistical support for transport / delivery.

Transportation to / from clinics.

Empty space, like offices, parking lots, or large venues

Internet access and language support services

Technical and operational support for scaling, maximizing efficiency.

Food, water, PPE, and other supplies (e.g. shade structures)

Advertising space to local public health department

All these resources and more are available at healthaction.org



STARTING APRIL 7

Every Wednesday
3 pm EDT / 12pm PDT

Vaccine Education Workshops

Employee Resource Groups &
Diversity, Equity and Inclusion
Leaders

Register at [**healthaction.org/events**](https://healthaction.org/events)



Join us.

Sign up to receive resources
healthaction.org

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