



# Small Business Strategies to Encourage COVID-19 Vaccination

July 13, 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

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VISA

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COMPANIES

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Walgreens



BCG

Pfizer



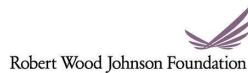
Walmart

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  
**34 million**  
Americans infected.

Over  
**605,000 deaths**  
due to COVID-19.

Roughly  $\frac{1}{3}$  of  
**small businesses**  
closed during the  
pandemic.



# There is hope.

A historic vaccine rollout is  
already underway.

Vaccines alone  
don't save lives.

**Vaccinations do.**

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At least one dose

Two doses

Share of population that has gotten at least one shot

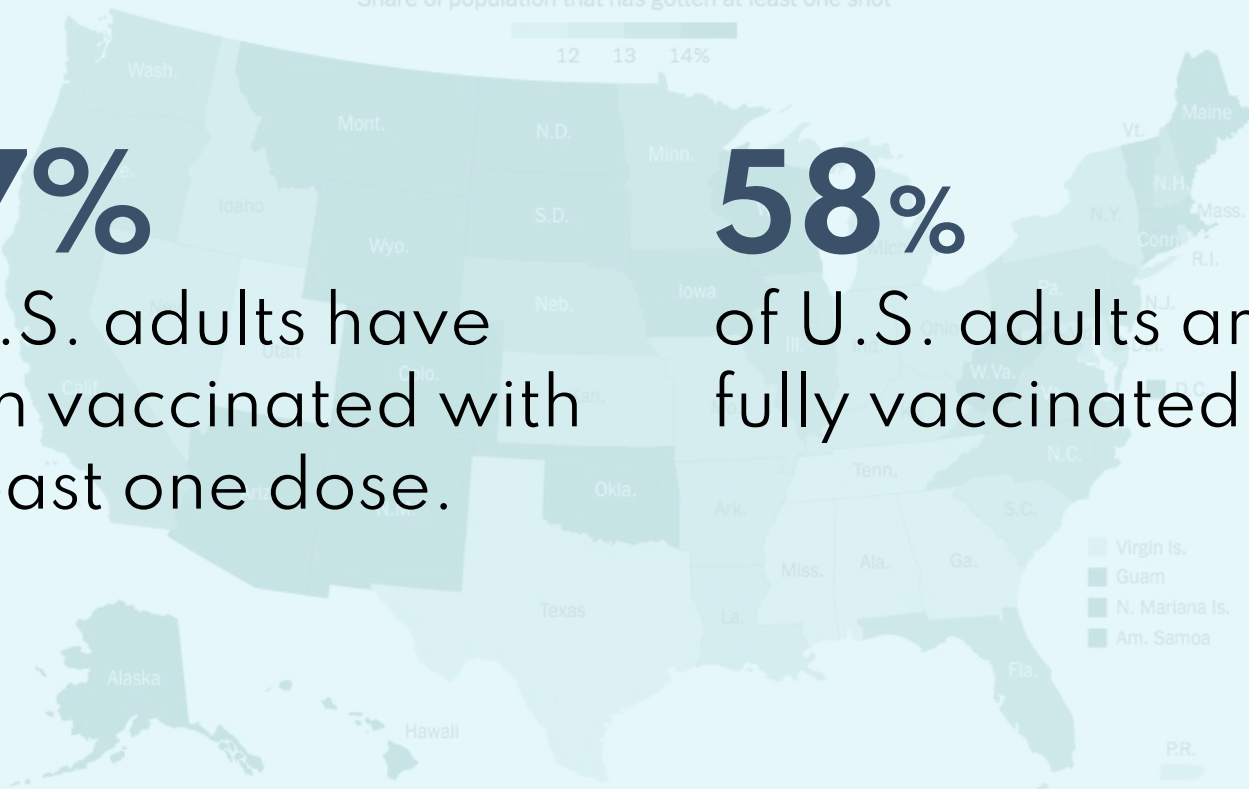
12 13 14%

**67%**

of U.S. adults have been vaccinated with at least one dose.

**58%**

of U.S. adults are fully vaccinated.



Source: Centers for Disease Control and Prevention

Source: CDC [COVID-19 Vaccine Tracker](#), as of 7/8/21



**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

**Consider vaccine incentives** for customers and employees.

## SMALL BUSINESS GUIDE

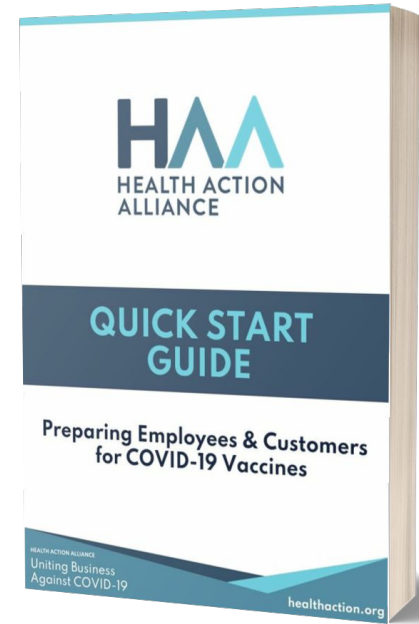
# Creating your COVID-19 Vaccination Policy and Plan

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 [Paid Leave Tax Credit](#) makes it easy for small businesses to offer paid time off for employees to get themselves and their children vaccinated.

Relieve any concerns about **costs** for vaccines. Vaccines are free.

Offer **paid time off** for employees to get themselves and their children vaccinated.

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**.

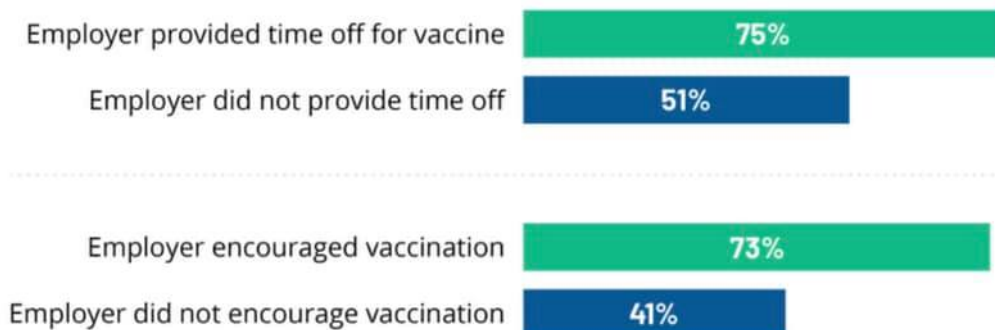
Offer **internet access** or **language support** to help schedule appointments

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

# People are **more likely to get vaccinated** if their employers encourage it and provide time off.

## Workers Whose Employers Offer Paid Time Off Are More Likely To Get a COVID-19 Vaccine

Percent Who Report Receiving At Least One Dose of a COVID-19 Vaccine



# Employers can help motivate cautious employees through convenience and modest incentives

37%

30%

28%

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



offered a \$50 incentive



offered PTO to get vaccinated and recover from side effects

# 2 Educate workers about vaccine safety & efficacy.

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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



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# 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 Don't delay. Get vaccinated **as soon as possible.**

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.



# Engage and support disproportionately impacted populations.

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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

# 4

## Consider vaccine incentives for customers.

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Vaccine incentive programs have been good for customer health and good for business.

**73%** of consumers who received a COVID-19 vaccine said they're **likely to take advantage** of rewards from local retailers.

**41%** of consumers say vaccine incentives would make them feel **more favorably** toward a brand.

# Tips for Navigating Safer Workplace Returns

from our partner



**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.

## 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



## OAK & REEL

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

## 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.**



All these resources and more are available at [healthaction.org](https://healthaction.org)



The screenshot shows the top navigation bar of the healthaction.org website. The 'Resources' menu item is highlighted with a blue box. Below the navigation bar is a hero image of a person in a mask and gloves handing a drink to another person. The text 'Uniting business against COVID-19.' is overlaid on the image, along with the tagline 'STRENGTHENING VACCINE ACCEPTANCE | ADVANCING HEALTH EQUITY | REBUILDING PUBLIC HEALTH'. The bottom of the page features logos for founding partners and the organization it is powered by.

**HAA**  
HEALTH ACTION ALLIANCE

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**Uniting business against COVID-19.**  
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Founding partners

ad COUNCIL BR Business Roundtable CDC Foundation Together we succeed & grow! de Beaumont More solutions. More impact. More commitment. Robert Wood Johnson Foundation

Powered by Meteorite

# Our Resources

## Quick Start Guide

- Best practice vaccine policies
- Communications strategies
- Tips for strengthening relationships with public health

## Sample Communications

- Vaccine fact sheets & FAQs
- CEO communications
- Conversation Guides
- Communications calendar
- Key messages
- Social media tools & graphics
- Vaccine Video Series
- Incentives Navigator

## Small Business Resources

## Tools for Diversity Professionals & ERGs

- Workshops
- Fact Sheets
- Conversation Guides
- Messages and Insights for Black, Hispanic, American Indian, Alaska Native, LGBTQ and rural communities

## Mental Health Resources

## Safer Reopening Guidance

- Toolkit for Employers
- Tips for Safer Return to Work

Download at [healthaction.org/resources](https://healthaction.org/resources)



American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

# National Business Town Hall on Childhood Vaccinations

Monday, July 19th  
2:00 - 3:00pm ET

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



de Beaumont



## FEATURED SPEAKERS



**Dr. Rochelle Walensky**  
Director, U.S. Centers  
for Disease Control  
and Prevention



**Dr. Lee Savio Beers**  
President,  
American Academy  
of Pediatrics

# Join us.

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Questions? We're here for you.  
[hello@healthaction.org](mailto:hello@healthaction.org)

