



2023

---

EMPLOYER  
SELECT  
**RESPIRATORY**  
DISEASE  
PLAYBOOK



Pfizer is committed to helping you and your employees understand certain vaccine preventable respiratory diseases.

© 2023 Pfizer Inc. All rights reserved. Pfizer, PO Box 29387, Mission, KS 66201. July 2023 PP-CVV-USA-2736.

---

## OVERVIEW

---

## EMPLOYER CHECKLIST

---

## COVID-19

---

### COVID-19 COVER LETTER

---

### RESOURCES FOR EMPLOYERS/MANAGERS

---

### RESOURCES FOR EMPLOYEES

---

## PNEUMOCOCCAL DISEASE

---

### RESOURCES FOR EMPLOYERS/MANAGERS

---

### RESOURCES FOR EMPLOYEES

---

## CONTACT

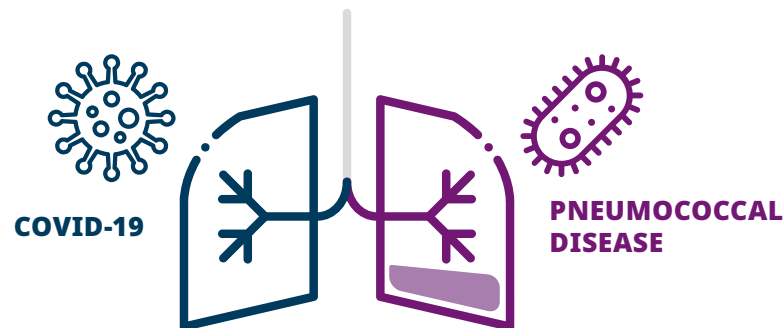
---

# OVERVIEW

---

As a company leader, you have a responsibility to help protect your employees by encouraging them to take action to help mitigate health crises that could impact their livelihood and your business. Pfizer is here to support you in that mission, and to provide you with the tools and information you need to conduct important internal outreach campaigns for your employees.

This playbook contains education and resources on two critical respiratory illnesses that can be managed if vaccination schedules and treatment protocols are followed: COVID-19 and pneumococcal disease.



**This playbook is an all-in-one library of COVID-19 and pneumococcal disease resources for you and your employees.** All of these materials—including PDFs and videos—are free to download and use throughout your organization. Each resource is outlined below and includes a QR code and hyperlink to download, share, or view.

# EMPLOYER CHECKLIST

---

## What You Can Do!

- **Provide Information**

- Do your employees have access to accurate and up-to-date information on vaccines?

- **Make It Easy for Employees to Get Vaccinated**

- Do you host vaccination clinics or partner with other organizations to do so?
- Do you offer time off for obtaining vaccinations?

- **Communicate Your Organization's Commitment to Vaccination**

- Are your organization's leaders leading by example?
- Have you developed campaigns to promote vaccination supported by mailers, social media, newsletters, and employee platforms?
- Have you considered energizing employees with a communication campaign?

- **Collaborate with Diversity, Equity & Inclusion Leadership and Employee Resource Groups**

- Have you shared information about vaccination disparities with Employee Resource Groups?
- Have you encouraged them to share experiences, and asked them for suggestions to encourage vaccination?

- **Fight Misinformation**

- Are you actively fighting vaccine misinformation and employing tactics like using visuals, quoting experts, and telling stories as part of your messaging?
- Are you emphasizing the benefits of vaccination and keeping messages clear and positive?

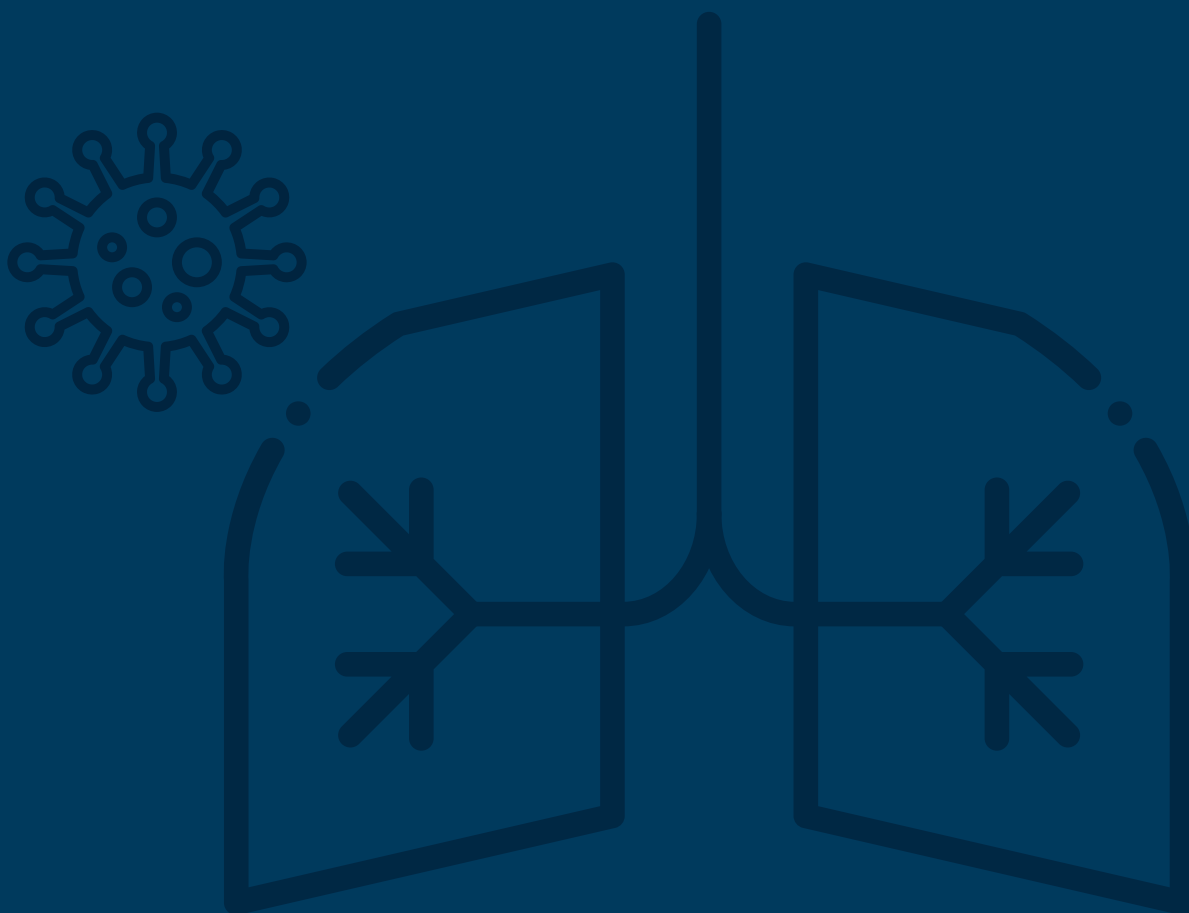
- **Promote Prevention as Part of Your Well-being Strategy**

- Do you emphasize the importance of PCPs and wellness checkups?
- Do you provide information on vaccines at employee health fairs?
- Have you enlisted your digital vendors in efforts to promote vaccination?

- **Advocate**

- Does your health plan know that vaccination is a key priority for your organization?





# COVID-19

---

You know COVID-19 is still a threat—but do your employees? How can you help keep COVID-19 top of mind for everyone in your organization, making sure they're up to date with the latest and most important COVID-19 guidance, information, and best practices? Use the provided materials below in outreach and education campaigns with your employees to spread awareness about the importance of vaccinations and availability of oral treatments.

Dear Business Leaders,

Since the start of the pandemic, total deaths in the United States is 1,134,710 and total hospitalizations is 6,209,122.<sup>1</sup> This disease burden has a significant effect on the well-being of the American people,<sup>2,3</sup> workplace staffing,<sup>4,5</sup> short-term disability,<sup>6</sup> and productivity.<sup>7</sup> COVID-19 prescription oral treatments can help reduce progression to severe disease in eligible high-risk individuals. In addition, staying up to date with COVID-19 vaccinations helps protect eligible employees against COVID-19.<sup>8,9</sup>

Pfizer is encouraging business leaders to help protect their workforce against the impact of COVID-19. Specifically, we are supporting employers in running educational campaigns that encourage eligible employees to stay up to date with COVID-19 vaccinations. Additionally, we are helping employers spread awareness about COVID-19 oral treatment eligibility based on high-risk factors for progression to severe COVID-19. Pfizer aims to support you to:

### **1. Educate employees about COVID-19 prevention and treatment**

- The importance of staying up to date with COVID-19 vaccination
- Understanding risk factors for progression to severe COVID-19 and the importance of contacting a healthcare provider when symptoms first appear in those who are at high risk

### **2. Equip employees with a plan to help protect themselves and those they care for**

- Information on options for testing and scheduling a vaccination appointment
- Instructions for consulting a healthcare provider upon a positive test

### **3. Empower your employees to take action and help protect their health**

- Provide information to help eligible employees access a COVID-19 vaccination
- Create awareness among eligible high-risk employees about availability of treatment options

In this playbook, you will find linked resources to provide support for an employer-driven COVID-19 campaign. The campaign is designed to encourage eligible employees to stay up to date with authorized COVID-19 immunization and create awareness for employees to learn more about treatment availability and eligibility.

Thank you!

**References:** **1.** CDC. COVID data tracker. Atlanta, GA: US Department of Health and Human Services, CDC; 2023. Updated July 13, 2023. Accessed July 18, 2023. <https://covid.cdc.gov/covid-data-tracker> **2.** Bull-Otterson L, Baca S, Saydah S, et al. Post-COVID conditions among adult COVID-19 survivors aged 18-64 and ≥65 years—United States, March 2020–November 2021. *MMWR Morb Mortal Wkly Rep.* 2022;71(21):713-717. <http://dx.doi.org/10.15585/mmwr.mm7121e1> **3.** Egede LE, Walker RJ, Dawson AZ, et al. Short-term impact of COVID-19 on quality of life, perceived stress, and serious psychological distress in an adult population in the midwest United States. *Qual Life Res.* 2022;31(8):2387-2396. <https://rdcu.be/dfqCD> **4.** Wang F, Wang J-D. Estimating US earnings loss associated with COVID-19 based on human capital calculation. *Int J Environ Res Public Health.* 2022;19(2):1015. <https://www.mdpi.com/1660-4601/19/2/1015> **5.** Bach K. New data shows long COVID is keeping as many as 4 million people out of work. Brookings. Published August 24, 2022. Accessed July 18, 2023. <https://www.brookings.edu/research/new-data-shows-long-covid-is-keeping-as-many-as-4-million-people-out-of-work/> **6.** US Department of Health and Human Services. Guidance on “long COVID” as a disability under the ADA, Section 504, and Section 1557. Updated July 26, 2021. Accessed July 18, 2023. <https://www.hhs.gov/civil-rights/for-providers/civil-rights-covid19/guidance-long-covid-disability/index.html> **7.** Bloom N, Bunn P, Mizen P, Smietanka P, Thwaites G. The impact of COVID-19 on productivity. National Bureau of Economic Research Working Paper 28233. Revised July 2022. Accessed November 4, 2022. <http://www.nber.org/papers/w28233> **8.** CDC. COVID-19 treatments and medications. Centers for Disease Control and Prevention. Updated May 26, 2023. Accessed July 20, 2023. <https://www.cdc.gov/coronavirus/2019-ncov/your-health/treatments-for-severe-illness.html> **9.** CDC. Factors that affect your risk of getting very sick from COVID-19. Centers for Disease Control and Prevention. Updated May 11, 2023. Accessed July 20, 2023. <https://www.cdc.gov/coronavirus/2019-ncov/your-health/risks-getting-very-sick.html>

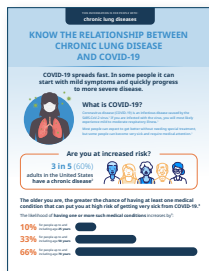
Pfizer is committed to helping you and your employees understand certain vaccine preventable respiratory diseases.

# COVID-19 RESOURCES FOR EMPLOYERS/MANAGERS

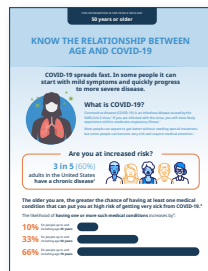
## COVID-19 High-Risk Infographics

A collection of informative graphics you can use to illustrate and make top of mind the high risk factors for progression to severe COVID-19.

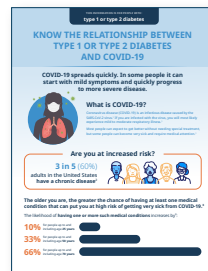
### Know the Relationship Between **Chronic Lung Disease** and COVID-19



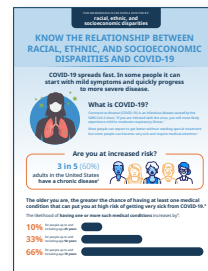
### Know the Relationship Between **Age** and COVID-19



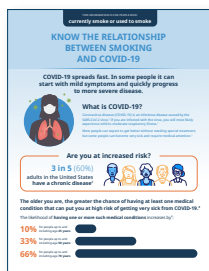
### Know the Relationship Between **Type 1 or Type 2 Diabetes** and Covid-19



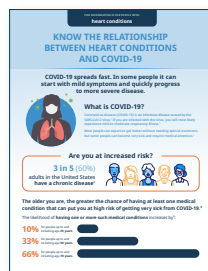
### Know the Relationship Between **Racial, Ethnic, and Socioeconomic Disparities** and Covid-19



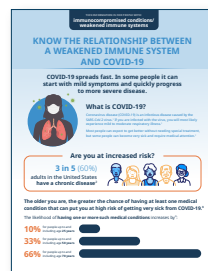
### Know the Relationship Between **Smoking** and COVID-19



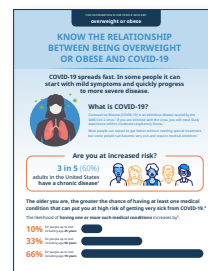
### Know the Relationship Between **Heart Conditions** and COVID-19



### Know the Relationship Between a **Weakened Immune System** and COVID-19



### Know the Relationship Between **Being Overweight or Obese** and COVID-19

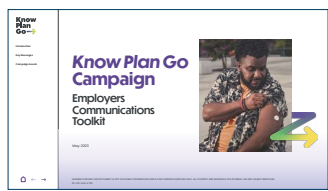


# COVID-19 RESOURCES FOR EMPLOYERS/MANAGERS



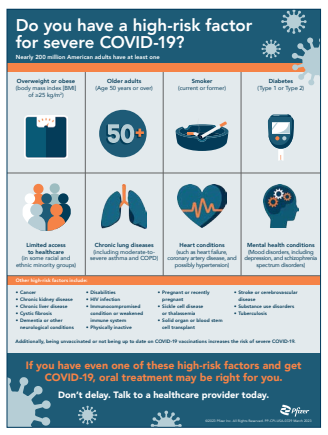
## COVID-19 & The Workplace

This PDF provides managers with important insights about the medical impact of COVID-19 on the workplace. Topics include: understanding risks and comorbidities for severe COVID-19, the risks and likelihood of hospitalization, the cost implications of severe COVID-19, figures on employees returning to work after infection, and guidance on utilizing Test to Treat centers.



## Employer Communications Toolkit

This comprehensive COVID-19 toolkit for employers and managers provides a useful overview of a campaign encouraging individuals to know whether they are at high risk of developing severe COVID-19, come up with the plan for if they test positive, and be ready to execute the plan if they test positive.



## COVID-19 High-Risk Poster

This illustrative poster can be displayed in high-traffic areas to educate your employees on the many risk factors that put them at risk for developing severe COVID-19.



## COVID-19 RESOURCES FOR EMPLOYEES

**Even one medical condition or lifestyle factor can put you at high risk for severe COVID-19.**

Almost 3 in 5 American adults have risk factors that could make COVID-19 more serious.



**Know your COVID-19 risk status?**  
Scan or click to see if you're more likely to progress to severe COVID-19, and if you may be eligible for treatment.




This QR code will take you to a website that is owned and controlled by a third party, Ada Health Inc. Pfizer Inc. has contracted with Ada Health Inc. for the development, testing, and operation of this platform.

© 2023 Pfizer Inc. All rights reserved. PP-CVU-0001 February 2023




### COVID-19 High-Risk Questionnaire Handout

This helpful PDF provides your employees with a step-by-step outline for knowing their risk factors for developing severe COVID-19, making a plan with their healthcare professional, and taking action if they test positive or experience symptoms, including asking about an oral treatment if eligible.

**ACT Fast:  
Your Guide for  
COVID-19 and  
Oral Rx Treatment**



### COVID-19 Brochure

This helpful digital brochure stresses to your employees the importance of acting fast once COVID-19 strikes. The brochure efficiently walks them through how to act fast, from recognizing symptoms all the way to talking to their healthcare professional about COVID-19 oral treatment options that may be right for them.



**If you have a current diagnosis of mid-to-moderate COVID-19 and are at high risk for severe COVID-19, are treatments available?**


**Am I at higher risk for progressing to severe COVID-19?**  
Certain medical conditions can put you at higher risk for progressing to severe COVID-19, including hospitalization or death. These medical conditions and lifestyle factors include diabetes, heart disease, lung disease, obesity, and smoking, among many others. Among adults, heart disease, obesity, and chronic lung disease were among the most prevalent underlying conditions in those hospitalized for COVID-19 from March 2020 to August 2022.

**Is it easy to receive these treatments if needed?**  
Yes, the national Test to Treat program gives you quick access to COVID-19 testing. If you test positive as a Test to Treat location and your healthcare provider determines that an oral prescription treatment is appropriate, that oral prescription can be provided and filed right there. "Choosing Test to Treat" sites are available at hundreds of locations nationwide. To find sites in your area, visit the COVID-19 Test to Treat locator at <https://www.hhs.gov/covid-19-test-to-treat>.

**What information will my doctor need from me?**  
If you have any COVID-19 symptoms or test positive, speak to your healthcare provider immediately to discuss appropriate treatment options. Be sure to inform your doctor about:  
- Any current prescription or over-the-counter medications or herbal supplements  
- Any allergies  
- Liver or kidney diseases  
- Pregnancy or plans to become pregnant  
- Breastfeeding a child

**How do I take these treatments?**  
Oral treatments can be taken by mouth for 5 days, after which you may experience improvement.

**For more information about COVID-19 treatment options, visit the Centers for Disease Control and Prevention (CDC) COVID-19 website.**



### COVID-19 Education Guide

This comprehensive guide helps employees understand their risk factors for progressing to severe COVID-19, what to do if they have risk factors and test positive, and their option for oral treatment.







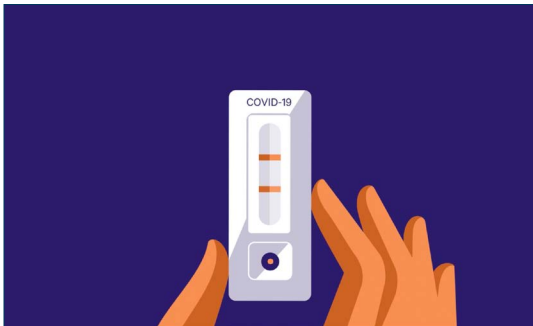
## COVID-19 RESOURCES FOR EMPLOYEES

---



### COVID-19 Brochure for Parents With Children Ages 6 Months to 17 Years

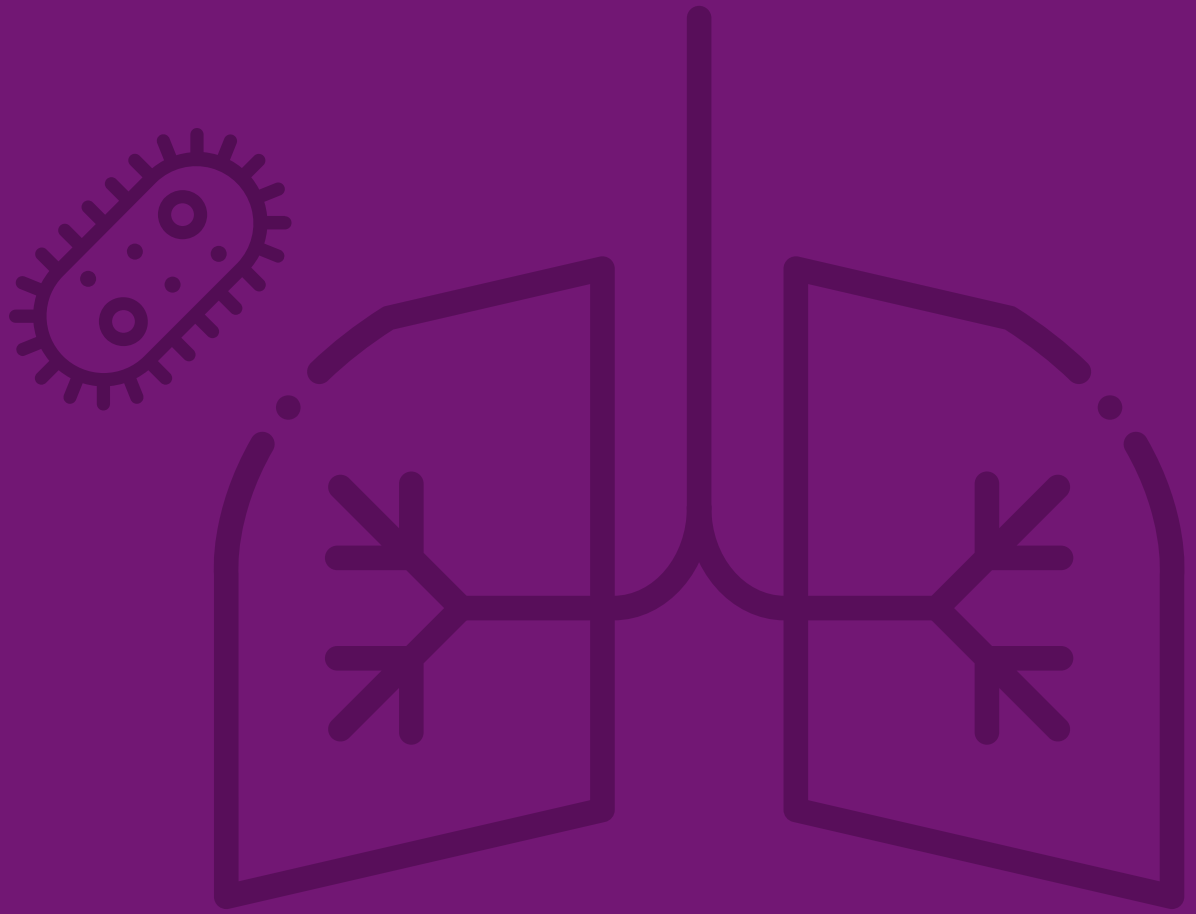
This educational brochure helps your employees with children (6 months of age or older) understand the importance of children getting vaccinated against COVID-19 and the risks of the disease.



### COVID-19 High-Risk Public Service Announcement

This 30-second video graphically illustrates some of the risk factors for progression to severe COVID-19 and the importance of asking a healthcare professional about oral treatment options right away if symptoms appear.





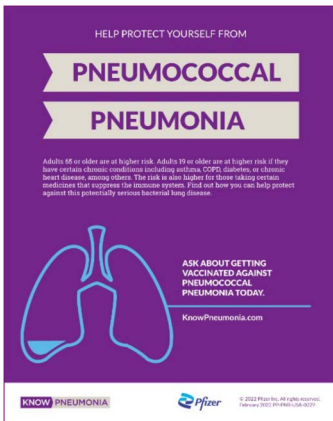
# PNEUMOCOCCAL DISEASE

---

Did you know that pneumococcal disease—such as pneumococcal pneumonia—can strike any time of the year, and we can get it anywhere?

Use the provided materials below in outreach and education campaigns with your employees to spread awareness about the importance of vaccination against pneumococcal disease.

## PNEUMOCOCCAL DISEASE RESOURCES FOR EMPLOYERS/MANAGERS



### Know Pneumonia Poster

This colorful poster can be displayed in break rooms, restrooms, and high-traffic areas to help your employees recognize pneumococcal pneumonia and learn about its risk factors.



### Don't Risk Posters

This more detailed poster series can also be displayed in public areas to educate your employees further on the higher risk some of them face for pneumococcal pneumonia and the importance of vaccinating against it.

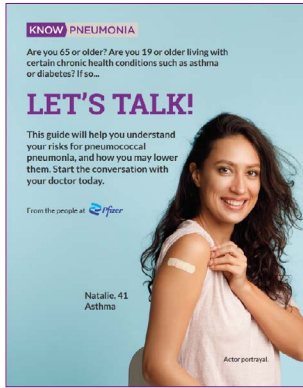


### Worth a Shot Poster

Eye-catching and informative poster to display in the office about risk factors and the need for a pneumococcal pneumonia vaccination. The QR code on the poster takes your employees to the KnowPneumonia.com website.



# PNEUMOCOCCAL DISEASE RESOURCES FOR EMPLOYEES



## Let's Talk Brochure for Pneumococcal Disease

A guide to help employees understand their risks for pneumococcal pneumonia, how they can lower those risks, and the need to start a conversation with their doctor right away.

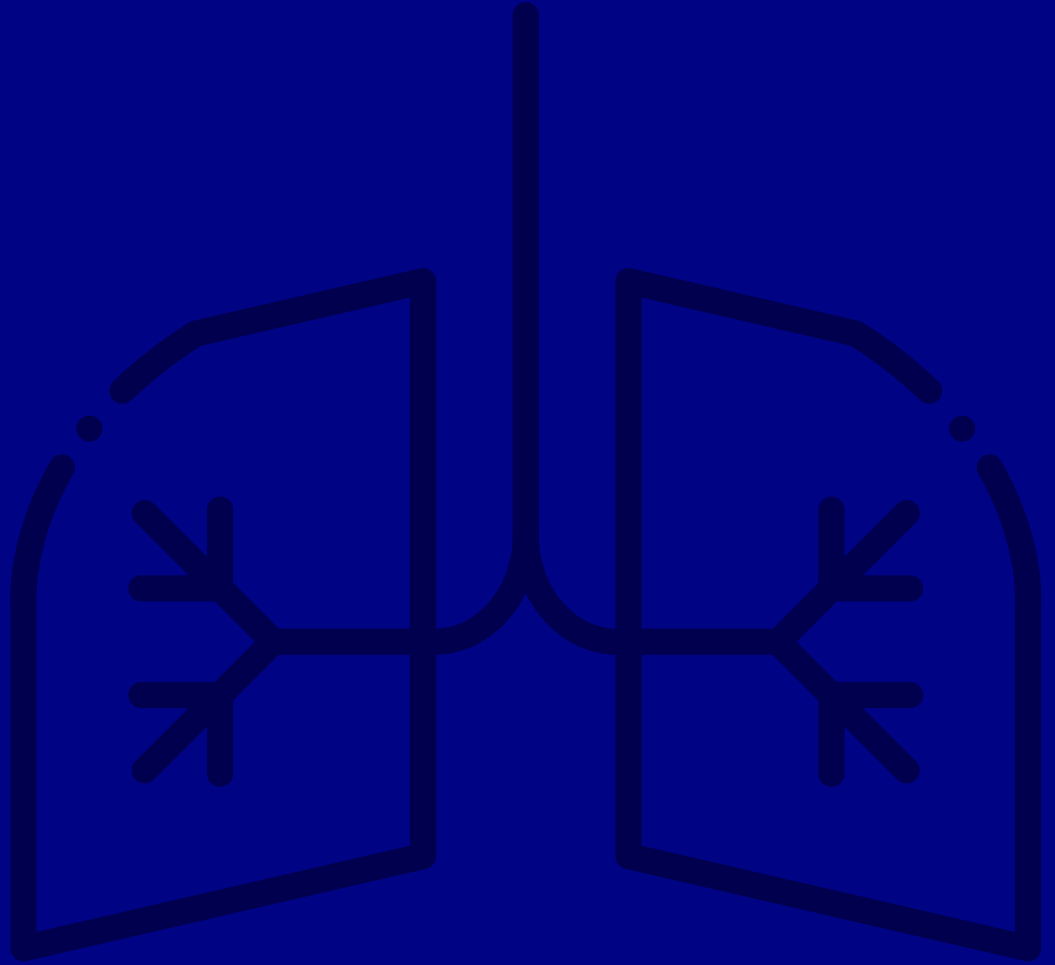


## Know Pneumonia Card

This informative card can be printed or shared digitally with your employees to alert them to the symptoms and potential seriousness of pneumococcal pneumonia and the increased risk for people 65+ years of age, and those with chronic health conditions.







# CONTACT

---

If you have any questions, please contact [gtmemployerengagementtracker@pfizer.com](mailto:gtmemployerengagementtracker@pfizer.com).