

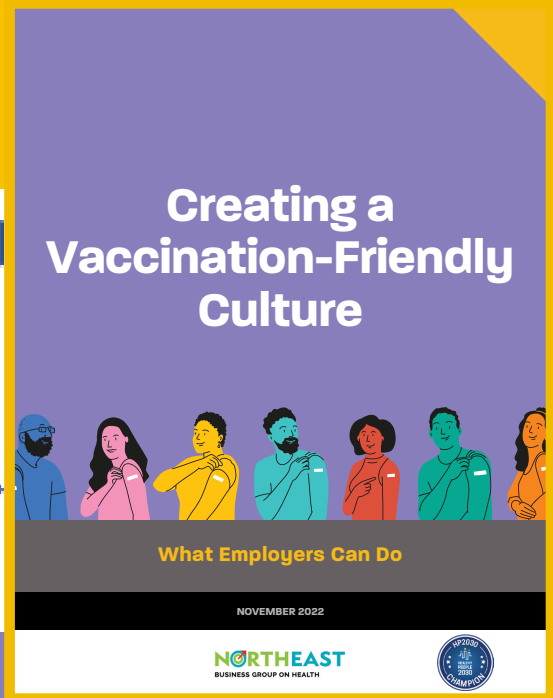
# A Vaccination Guide for Employers

*to support holistic employee health and well-being*

Northeast Business Group on Health (NEBGH) developed a guide entitled, "Creating a Vaccination-Friendly Culture: What Employers Can Do" to support employees and their families in getting vaccinated, promoting vaccines, communicating the importance of vaccination as essential to good health and well-being, and increasing vaccination rates in employee populations and beyond. All content here is taken directly from the guide; NEBGH is solely responsible for the guide's content.

## INTRODUCTION

- Vaccination is considered the most successful and cost-effective medical intervention.
- But even the most effective vaccines can't deliver benefits if people don't – or won't – get vaccinated.
- Employers are in a unique position to increase trust in the science of vaccines and improve vaccination rates as part of their efforts to promote health and well-being among employees and family members.



Refer to this publicly available NEBGH source guide for more in-depth detail on this topic and strategies through the link below:  
<https://www.nebgh.org/initiative/creating-a-vaccination-friendly-culture/>

## Strategies for Employers

1. Utilize Checklist of Action Steps from "Creating a Vaccination-Friendly Culture"
2. Support Vaccination Education, Awareness and Advocacy
3. Consider Disparities in Vaccination Status

Checklist of Action Steps
<p>Use this checklist to identify and prioritize actions to take to create a more vaccination-friendly culture!</p> <p><b>Provide Information</b></p> <p><input type="checkbox"/> Do your employees have access to accurate and up-to-date information on vaccines?</p> <p><b>Make It Easy for Employees to Get Vaccinated</b></p> <p><input type="checkbox"/> Do you host vaccination clinics or partner with other organizations to do so?</p> <p><input type="checkbox"/> Do you offer time off for obtaining vaccinations?</p> <p><b>Communicate Your Organization's Commitment to Vaccination</b></p> <p><input type="checkbox"/> Are your organization's leaders leading by example?</p> <p><input type="checkbox"/> Have you developed campaigns to promote vaccination supported by mailers, social media, newsletters and employee platforms?</p> <p><input type="checkbox"/> Have you considered combining incentives with your communication campaigns?</p> <p><b>Collaborate with DE&amp;I Leadership and ERGs</b></p> <p><input type="checkbox"/> Have you shared information about vaccination disparities with ERGs?</p> <p><input type="checkbox"/> Have you encouraged them to share experiences, and asked them for suggestions to encourage vaccination?</p> <p><b>Fight Misinformation</b></p> <p><input type="checkbox"/> Are you actively fighting vaccine misinformation and employing tactics like using visuals, quoting experts and telling stories as part of your messaging?</p> <p><input type="checkbox"/> Are you emphasizing the benefits of vaccination and keeping messages clear and positive?</p> <p><b>Promote Immune Fitness as Part of Your Well-being Strategy</b></p> <p><input type="checkbox"/> Do you emphasize the importance of PCPs and wellness check-ups?</p> <p><input type="checkbox"/> Do you provide information on vaccines at employee health fairs?</p> <p><input type="checkbox"/> Have you enlisted your digital vendors in efforts to promote vaccination?</p> <p><b>Make Sure Vaccinations Don't Require Out-of-Pocket Expense</b></p> <p><input type="checkbox"/> Do your employees know they won't have to pay for recommended vaccines?</p> <p><b>Collect Vaccination Data About Your Employee Population</b></p> <p><input type="checkbox"/> Do you work with your health plan to collect data to track and better understand vaccination rates in your population?</p> <p><input type="checkbox"/> Do you set targets for selected vaccines and track progress?</p> <p><b>Advocate</b></p> <p><input type="checkbox"/> Does your health plan know vaccination is a key priority for your organization?</p>

See page 2 for larger view

# Creating a Vaccination-Friendly Culture: What Employers Can Do

Actions to Take: Use this checklist to identify and prioritize actions to take. Track your progress working toward getting your employees and families up-to-date on preventative vaccinations.

## Checklist of Action Steps

Use this checklist to identify and prioritize actions to take to create a more vaccination-friendly culture!

### 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 combining incentives with your communication campaigns?

### Collaborate with DE&I Leadership and ERGs

- Have you shared information about vaccination disparities with ERGs?
- 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 Immune Fitness as Part of Your Well-being Strategy

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

### Make Sure Vaccinations Don't Require Out-of-Pocket Expense

- Do your employees know they won't have to pay for recommended vaccines?

### Collect Vaccination Data About Your Employee Population

- Do you work with your health plan to collect data to track and better understand vaccination rates in your population?
- Do you set targets for selected vaccines and track progress?

### Advocate

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

Refer to this publicly available NEBGH source guide for more in-depth detail on this topic and strategies through this link: <https://www.nebgh.org/initiative/creating-a-vaccination-friendly-culture/>

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