

Encouraging your employees to get the COVID-19 vaccine

As businesses reopen and employees return to work, it's important that business leaders provide access to the COVID-19 vaccine and encourage their employees to get vaccinated.

Key takeaways:

- Review the latest vaccine guidelines.
- Learn important information about vaccine access and administration.
- Encourage and increase employee vaccinations.
- Build trust in vaccine safety and efficacy.
- Access additional resources and tools.

“I feel confident that if we get a substantial proportion of the population vaccinated that we could actually end this epidemic as we know it in this country.”

— Anthony Fauci, MD



COVID-19 vaccine guidelines

Vaccines are a vital tool to help control and eventually end this pandemic, which has caused so much pain and disruption. As of June 2021:

- Everyone age 12 and over is eligible to receive the vaccine.
- Employees can resume regular work activities once fully vaccinated.
- Anyone who's fully vaccinated can resume regular activities without wearing a mask or social distancing, except where required by federal, state, local, tribal, or territorial laws, rules, and regulations, including local business and workplace guidance.



Vaccine eligibility and administration

Vaccine eligibility

The Centers for Disease Control and Prevention (CDC) oversees the allocation of the COVID-19 vaccine in the United States and recommends everyone 12 years of age and older be vaccinated.

Administering the vaccine

- In addition to local health departments and other health care providers, Kaiser Permanente is an approved vaccine provider in every market where we operate. Kaiser Permanente members can get the vaccine from any state-approved vaccine provider.
- Kaiser Permanente administers the vaccine to both members and nonmembers.
- The vaccine is provided at no cost no matter where a person gets it.
- For the type of vaccine requiring 2 doses, it's recommended that individuals get both doses from the same provider.



Encouraging employee vaccinations



Communicate

- Survey employees to determine if they're willing to get vaccinated and identify barriers that can be addressed.
- Be sure to use a culturally and socially sensitive communication approach.
- Provide information about the vaccines to employees and their family members.



Collaborate

- Reach out to health plan and retail pharmacy partners to explore ways to increase vaccination rates.
- Connect with unions or partners such as Health Action Alliance and other industry partners to develop a plan to support employees in getting information and access to the vaccine.



Accommodate

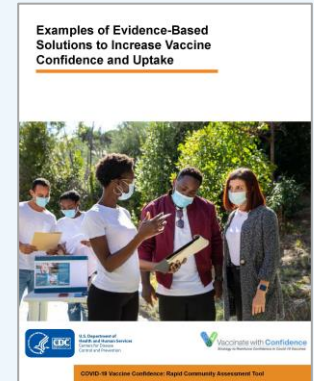
- Provide flex time or time off for employees to get vaccinations for themselves and their dependents, and to manage side effects. Eligible employers may [qualify for a tax credit](#) for providing paid time off.
- Assist employees in making appointments.
- Explore whether a [workplace vaccine clinic](#) would work for your business.*

*This information applies to California only.



Incentivize and make it convenient

- Get your facility and staff ready to host a safe and productive vaccine clinic.
- Review [EEOC guidance](#) for employers encouraging vaccinations.



CDC tips:

[Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake](#)

Sources: [Building Vaccine Confidence Through Community Engagement](#), 2020; [Working on Common Cross-Cultural Communication Challenges](#), 1997.

Building confidence in vaccine safety and efficacy

Lead by example

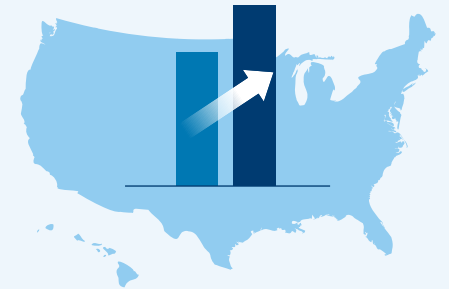
- As a trusted source of information, show how you and other leaders in the workplace are participating.
- Share pictures and positive stories from those who have already received the vaccine and why they made this decision (focus on the positive impact to family and the safety of older family members).

Encourage confidence

- Use mentors and employee leaders to raise awareness.
- Develop caring and empathetic messaging campaigns that provide clear and simple information about how the vaccine works. Use a [variety of communication tools](#) (social media, employee newsletters, printed materials, etc.) to share your messages.
- Prepare to address [anti-vaccination perspectives](#) and provide a forum where it's safe to talk about mistrust and fears. This will help address myths that may be circulating in social media outlets.

Anticipate cultural and social considerations

- Lead with empathy and remember that cultural experiences are diverse and unique.
- Make it possible for employees to easily access the vaccine by addressing time-off needs and transportation access.
- Provide a community forum to freely talk about concerns.
- Reference community leaders and medical personnel taking the vaccine to build confidence. When possible, include family members to raise awareness and increase understanding.
- Provide information in multiple languages on the vaccine and access to the vaccine if needed.
- Collaborate with public health officials, academics, unions, and health care associations in addition to community leaders.

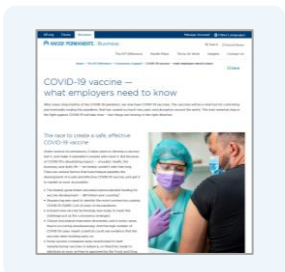


63%

**of American adults
have received at least one
dose of the vaccine.**

Source: [White House – June 3, 2021](#)

COVID-19 vaccine information: Kaiser Permanente resources and tools



[Kaiser Permanente's Better Way employer site](#)

- How to build confidence in the vaccine
- Vaccine equity
- Employer FAQ



[Kaiser Permanente's member-facing site](#)

- What your employees need to know about the COVID-19 vaccine
- Timely updates and instructions on how to make an appointment

More Kaiser Permanente resources:

- “COVID-19 Vaccine Safety, Effectiveness, Side Effects, and What to Expect” Video
 - [English video](#)
 - [Spanish video](#)
- COVID-19 vaccine overview flyer
 - [English flyer](#)
 - [Spanish flyer](#)
 - [Chinese flyer](#)
 - [Vietnamese flyer](#)
 - [Tagalog](#)
 - [Korean flyer](#)
 - [Russian flyer](#)
- COVID-19 vaccine safety and effectiveness flyer
 - [English flyer](#)
 - [Spanish flyer](#)
 - [Chinese flyer](#)
 - [Vietnamese flyer](#)
 - [Tagalog flyer](#)
 - [Korean flyer](#)
 - [Russian flyer](#)
- COVID-19 vaccine: know the facts flyer
 - [English flyer](#)
 - [Spanish flyer](#)
- What to expect when you get your vaccine flyer
 - [English flyer](#)
 - [Spanish flyer](#)
- Conversation and Q&A about the COVID-19 vaccine in English
 - YouTube: <https://bit.ly/3r2IADZ>
 - Facebook: <https://bit.ly/39pyO8J>
- Conversation and Q&A about the COVID-19 vaccine in Spanish
 - YouTube: <https://bit.ly/3ceySdy>
 - Facebook: <https://bit.ly/3iOwBqt>
- [Vaccine Confidence Toolkit](#)

COVID-19 vaccine information: More resources and tools

CDC:

- Information on vaccine types
- Benefits of getting the vaccine
- What to expect when getting the vaccine
- [Health Equity Strategy – PDF](#)
- [V-safe after-vaccination health checker](#) (May 21, 2021)
- [Understanding vaccine differences](#)

Other resources:

- [Health Action Alliance Quick Start Guide: Preparing Your Company for COVID-19 Vaccines](#)
- [Federal and Statewide Vaccination Plans](#) (May 14, 2021)
- [SHRM on When Employers Can Require COVID-19 Vaccinations](#)
- [“How Vaccines Work” – Video](#)
- [“What to Expect After Getting a COVID-19 Vaccine” – Video](#)

Resources to help increase vaccine confidence among your employees:

- [Building Vaccine Confidence Through Community Engagement – PDF](#)
- [D.C. leaders, medical experts urge communities of color to get COVID-19 vaccine](#)
- [“Dispelling Vaccine Misinformation and Myths in California’s Breadbasket”](#)
- [COVID-19 Vaccine and the Black Community: A Tyler Perry Special – Video](#)
- [BGH: “What Employers Can Do to Ensure Equitable COVID-19 Vaccine Distribution”](#)