

# HOW CAN WE HELP EMPLOYEES GET VACCINATED?

Updated: March 23, 2021



As vaccine supplies increase, employers are expected to become more involved in the vaccination process by hosting worksite clinics and promoting the shot to their workers.

Businesses of all sizes can encourage widespread adoption of the COVID-19 vaccine. This ranges from helping educate workers about the benefits of these vaccines to taking concrete steps to help them get the shot. In all cases, these are important interventions that will help us put the economic and health crisis behind us.

**Lead by Example:** The most persuasive messages from employers are based on the personal commitment of business leaders to roll up their sleeves when they're eligible to get the shot.

**Make it Easy:** Employers of all sizes can help workers gain access to the vaccine, create incentives, and offer accommodations that make it as easy as possible for them to get vaccinated against COVID-19.

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## Examples of INCENTIVES

- **Cash incentives for COVID-19 vaccinations:** BRIA Health Services (\$150), Bolthouse Farms (\$500), Houston Methodist (\$500), Instacart (\$25), JBS USA and Pilgrim's (\$100), Kroger (\$100), Lidl (\$200), Pilgrim's Pride (\$100)
- **Paid Time Off for COVID-19 vaccinations:** Aldi (4 hours), Allstate, American Airlines (extra vaccination day provided), Chobani (6 hours), Darden Restaurants (4 hours), Dollar General (4 hours), Marriott (4 hours), McDonald's (4 hours), Trader Joes (4 hours)

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## Examples of ACCOMMODATIONS

- **Transportation:** Lyft formed a coalition to provide 60 million rides to and from vaccination sites for low-income, uninsured and at-risk communities as COVID-19 vaccines roll out. Uber partnered with Walgreens to offer free transportation to its locations and offsite vaccination clinics in Houston, Chicago, and Atlanta. United Airlines launched a "Travel-Ready Center" where customers can review COVID-19 entry requirements, find local testing options, and upload any required testing or vaccination records.
- **Removing Cost Barriers:** Southwest Airlines will cover the administrative fees of vaccinating employees through the company's health plan. Microsoft covers the full costs of community vaccination sites, including staffing, supplier, and vaccine administration costs.

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## Examples of SUPPORT

- **Scheduling Appointments:** Kroger Health released an online scheduling tool and dedicated call center to book COVID-19 vaccine appointments online. The tool can manage more than 250,000 requests daily and allows visitors to check vaccine eligibility. Walmart and Sam's Club offer a vaccine scheduling tool on their websites with digital reminders for the second doses. Carbon Health launched a platform that allows local governments to efficiently manage vaccine operations, and for any person to easily check their eligibility for a COVID-19 vaccine and sign up for a vaccination appointment. IBM and Salesforce released Vaccine Cloud platforms to scale vaccine operations, from recipient registration and scheduling to inventory management. Google provides state and regional vaccine distribution information in search results. Google details appointment requirements, access limitations, and vaccine site specifications. Apple Maps app displays where users can get a COVID-19 vaccine. Facebook launched a tool in its COVID Information Center that shows when and where users can get vaccinated.
- **Vaccine Education:** Marriott and United Airlines educate their employees on the benefits of vaccination. Trinity Health hosted a series of town halls on the vaccines' safety and efficacy. BRIA Health Services has a task force of infectious disease experts answering questions from employees who may be hesitant to get vaccinated. Walmart actively educates associates and customers, so they feel confident about getting the vaccine as early as they're eligible.

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**Remain Vigilant:** If we've learned one thing over the last year it is the importance of vigilance. Employers can reinforce the importance of continued adherence to public health measures like masking and social distancing until we're all fully vaccinated

**Make the Rally for Recovery Commitment ...** then make sure everyone knows you're doing your part to fight the pandemic.