

Building Confidence in **COVID-19 Vaccines**



More than **70%** of Americans say they will get vaccinated against COVID-19.



To reach herd immunity, experts estimate about **75% to 85%** of the population will need to be vaccinated, or have immunity through prior infection.

Increased confidence in the COVID-19 vaccines and people getting vaccinated can lead to fewer:



- COVID-19 illnesses
- Hospitalizations
- Deaths

How to Build Employees' Confidence in COVID-19 Vaccines

- 1.** Encourage organization leaders to be vaccine champions.
- 2.** Discuss COVID-19 vaccines in settings where employees can ask questions.
- 3.** Share key messages about safety, side effects, benefits and herd immunity through multiple channels familiar to employees.
- 4.** Educate employees about COVID-19 vaccines — including development and efficacy — and how they can talk to others about vaccines.
- 5.** Invite organization leaders to make their decisions to get vaccinated visible and celebrate them. Reinforce that employees getting vaccinated against COVID-19 can be a driving force for a safe return to work.

Employers play a critical role in helping promote and providing accurate information about COVID-19 vaccinations. Contact us today for additional resources about COVID-19 vaccines.