

COVID-19 Vaccine Education: Promoting Employee Understanding and Engagement

1 Survey your employees

- Which of your employees are open to receiving the vaccine?
- If they don't want the vaccine or they're unsure, ask why

2 Segment your audience

- Adopters: "Yes, I will get the vaccine right away"
- Skeptics: "No, I'll wait and see"
- On the Fence: "I am not sure; I need more information"

3 Develop the messaging

- Be transparent about why the organization is asking questions, educating employees and, if appropriate, encouraging vaccination
- Show empathy by acknowledging concerns based on fears, personal beliefs or cultural experiences
- Provide fact-based education only

4 Define content types

- Right message, right place, right time — consider all these factors in the message and medium
- Consider the demographics and first language of your workforce segments; produce content as appropriate
- Consumers are visual and have short attention spans; keep messages concise, simple and consistent
- Leverage the channels of communication that have proven most effective for your workforce — videos, newsletters, mailings to home, workplace posters, emails, etc.

5 Measure effectiveness

- Check engagement rates with content online — newsletter open rates, blog page views, video views on YouTube etc.
- Measure employee participation in and engagement with live/virtual education efforts
- Resurvey to measure employee willingness to receive vaccine after several weeks of consistent education