



WTW COVID-19 Vaccine Communications

Employers' Significant Role

Keep employees safe until they get the vaccine

- Continue ongoing workplace public health efforts: distancing, mask wearing, handwashing, ventilation, barriers, etc.
- The pandemic will end much sooner if we suppress community spread even before many get the vaccine



Make it easy for employees to be vaccinated when it is available

- Benefit design: Cover under both pharmacy and medical benefit
- Policies and procedures: Offer flexibility to leave work to get vaccinated
- Reimbursement program for those not covered by employer sponsored health plan



Create social cues to encourage vaccination

- Use culturally inclusive communications to emphasize importance of vaccination, using narrative and influencers.
- Use learnings from behavioral science: describing the losses that employees can prevent by getting vaccinated as well as what they can gain



Develop public health relationships

- Create a communication channel with relevant state or local health departments to enable the employer to help promote or even administer vaccines when they are available



COVID-19 Vaccine Communication Guiding Principles



1. **Articulate your commitment to the safety and wellbeing** of your employees
2. **Start with the facts** – educate on how much it costs, who is eligible and where to get it – directing employees to trusted resources
3. **Be prepared to talk about your position on the vaccine** – even if it is evolving
4. **Build to a more promotional campaign** – helping address the fear, uncertainty, reservation and even misinformation about the vaccine among some employees
5. **Leverage a variety of media** to reach and engage with your workforce

COVID-19 Communication Toolkits

Questions about the COVID-19 vaccine?

Here's what we know so far.

As the new COVID-19 vaccines become available across the United States, we are sharing what we currently know to help you decide on possible options to get the vaccine when it's available. Visit www.cdc.gov/coronavirus to learn more.

Will I have to pay for the vaccine?

You will not be charged for the COVID-19 vaccine. The U.S. vaccine liability system will ensure that you do not have to pay for the vaccine. The government will cover the cost of the vaccine. You will not have to pay for the vaccine. The government will cover the cost of the vaccine. You will not have to pay for the vaccine. The government will cover the cost of the vaccine.

How will the vaccine be distributed?

The vaccine will be distributed through a variety of channels. You will be able to get the vaccine at a variety of locations. You will be able to get the vaccine at a variety of locations. You will be able to get the vaccine at a variety of locations. You will be able to get the vaccine at a variety of locations.

U.S. State Health Department Links

Alabama	Montana
Alaska	Nebraska
Arizona	Nevada
Arkansas	New Hampshire
California	New Jersey
Colorado	New Mexico
Connecticut	New York
Delaware	North Carolina
District of Columbia	North Dakota
Florida	Ohio
Georgia	Oklahoma
Hawaii	Oregon
Idaho	Pennsylvania
Illinois	Rhode Island
Indiana	South Carolina
Iowa	South Dakota
Kansas	Texas
Kentucky	Tennessee
Louisiana	Utah
Maine	Vermont
Maryland	Virginia
Massachusetts	Washington
Michigan	West Virginia
Minnesota	Wisconsin
Mississippi	Wyoming
Missouri	

5 things to know about the COVID-19 vaccine

- The vaccine is safe.**
- The vaccine is highly effective.**
- The vaccine will help us stop the spread of COVID-19.**
- You will not be charged for the COVID-19 vaccine.**
- The vaccine will be available in phases based on individual risk level.**

Keep up with the latest vaccine information at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

TIME TO CLOSE THE DOOR ON COVID

Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or your state's health department site to learn how to keep COVID-19 out by getting the vaccine.

Let's beat this TOGETHER

TIME FOR COVID TO HIT THE ROAD

Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or your state's health department site to learn how to put the brakes on COVID-19 with the vaccine.

Let's beat this TOGETHER

TIME TO SEND COVID PACKING

Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or your state's health department site to learn how to get rid of COVID-19 with the vaccine.

Let's beat this TOGETHER

TIME TO SEND COVID PACKING

Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or your state's health department site to learn how to get rid of COVID-19 with the vaccine.

Let's beat this TOGETHER

Template FAQs and Fact Sheets

Getting 'Back to Normal' Is Going to Take All of Our Tools

If we use all the tools we have, we stand the best chance of getting our families, communities, schools, and workplaces "back to normal" sooner:

- Get vaccinated.
- Wear a mask.
- Stay 6 feet from others, and avoid crowds.
- Wash hands often.

www.cdc.gov/coronavirus/vaccines

Answering Your Questions About the New COVID-19 Vaccines

Do clinical trial results show whether vaccines are effective?

Yes. Clinical trial results show whether vaccines are effective. Clinical trial results show whether vaccines are effective. Clinical trial results show whether vaccines are effective. Clinical trial results show whether vaccines are effective.

www.cdc.gov/coronavirus/vaccines

Custom Campaigns

CDC Toolkits