

WISCONSIN

VACCINE GUIDANCE FOR ALL BUSINESSES



WAYS TO ENCOURAGE VACCINATION



Employers can play an important role in supporting COVID-19 vaccination. A 2021 survey by the Wisconsin Economic Development Corporation (WEDC) and the Wisconsin Department of Health Services (DHS) found that for Wisconsin workers, their employers and coworkers are among the most trusted sources of information about vaccines. You are in the best position to protect your business or organization, customers, clients and staff from COVID-19. A few simple communications, policies and programs can encourage COVID-19 vaccination among your workforce and help keep employees—and your community—safe and healthy.

What do workers need to know in order to be willing to get vaccinated?

Ultimately, workers need to trust three things:

- 1 The vaccine itself (Does it work? Is it safe?)
- 2 The person administering it (Is the vaccinator trained? Do I trust them as a clinician?)
- 3 Systems and processes (e.g., FDA approval, vaccine supply chain, registration and verification processes that protect patient confidentiality)

How can employers help their employees feel confident about getting the vaccine?

- 1 Provide information and resources in this toolkit to your employees in all of the languages they commonly use.
- 2 Implement policies and programs that support getting vaccinated, and clearly communicate those programs to your workforce.
- 3 Create a culture where getting the COVID-19 vaccine is a part of being healthy.



Provide information and resources.

Employers can help promote the vaccine by providing timely, accurate information in all of the languages commonly spoken by your employees. The following resources and talking points can help you spread the word about the safety and benefits of getting vaccinated against COVID-19.

1 Vaccine safety:

- The U.S. Centers for Disease Control and Prevention ([CDC](#)) and [DHS](#) have information on their websites about vaccine safety.
- DHS has created a customizable [PowerPoint presentation](#) employers can use to communicate with their workers about vaccine safety and other related issues.
- More detailed information on safety questions is available from these sources (keep in mind some of these resources may be highly technical and unsuited for general readers.):
 - Safety questions, including reproductive health concerns, are addressed in this [Wisconsin DHS vaccine safety info sheet](#).
 - [Info sheet on the vaccine authorization process](#)
 - [Information on the currently available vaccines](#)

2 Immediate benefits of getting vaccinated within the workplace and beyond:

- Getting vaccinated will help keep you, your family and your community healthy and safe.
- The vaccine is extraordinarily effective at protecting you from the virus.
- Vaccines will help bring this pandemic to an end.
- By getting vaccinated, you can prevent more illnesses and deaths, and help restore the economy.

3 Where to get the vaccine:

- Up-to-date information is available on the DHS [COVID-19 vaccine](#) website.
- Let employees know if their best option is to contact their medical provider, to seek out a community vaccination site, or to get their vaccine at work (if that option will be provided).

4 Posters:

- The CDC has created "You are essential" and "Protect against COVID-19" [posters for many different occupations](#) (with the option to customize the posters with your logo).
- [Fotonovela](#) offers a comic book-like story poster of a worker's decision to get vaccinated (available in English or Spanish).
- This [CDC poster](#) emphasizes the importance of continuing protective measures.



5 General resources:

- This [CDC](#) webpage covers key things to know.
- The [CDC's essential employees toolkit](#) page offers many more resources for employers to promote vaccination, as well as an employee email template.
- This [DHS](#) webpage has information for community partners, including [employers](#).

I GOT MY COVID-19 VACCINE!

You Are Essential.

Getting a COVID-19 vaccine adds one more layer of protection.

www.cdc.gov



Implement policies and programs that support vaccination, and clearly communicate those programs to employees.

1 Make getting vaccinated easy.

- Provide clear information to employees about when and where they can get vaccinated and how to make an appointment.
- Organize on-site vaccination clinics if possible. Employers can request to be matched with a [vaccine provider](#) to hold an on-site clinic for your employees and their families. Clearly state who will be administering the vaccines, being as specific as possible about their experience in administering vaccines. For example: "We are fortunate to have nurses from ABC Clinic coming to administer our vaccines. They have X years of vaccine experience and have administered thousands of doses."
- Communicate with your local or tribal health department if you plan to have an on-site clinic.
- Provide handouts on what people can expect [during](#) and [after](#) vaccination.

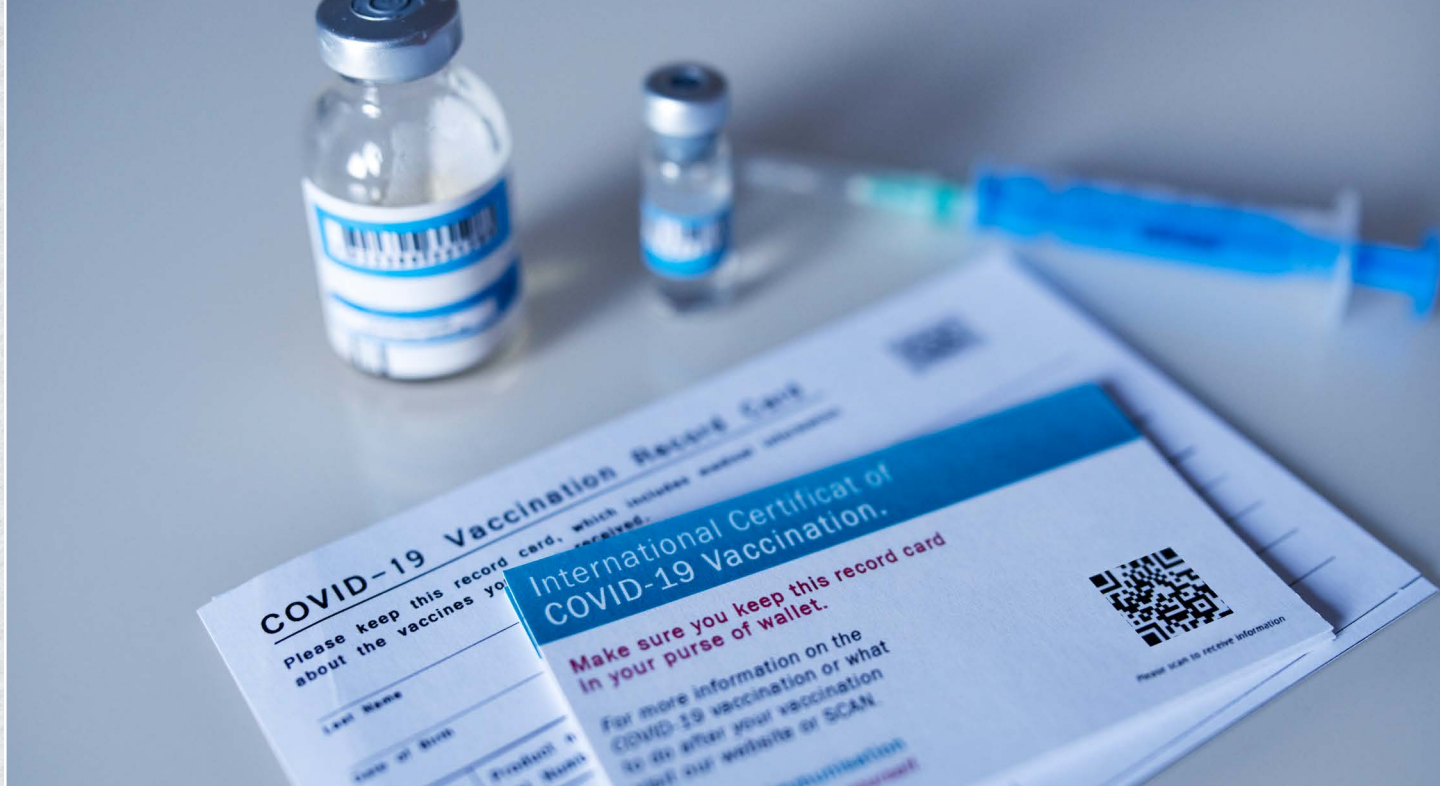
2 Reduce barriers to vaccination and ease work-related fears.

- If an on-site vaccination clinic is not possible, provide paid leave to employees seeking COVID-19 vaccination from their medical provider or at a community site.
- Support transportation to off-site vaccine clinics (for example, by reimbursing cab/bus fare).
- Provide employees with paid sick leave if they need to be temporarily absent from job duties due to side effects of the vaccine.

3 Consider incentives for employees who get vaccinated.*

- Incentives have been shown to significantly increase vaccine uptake among employees.
- Consider offering modest tokens of appreciation for employees who are vaccinated.

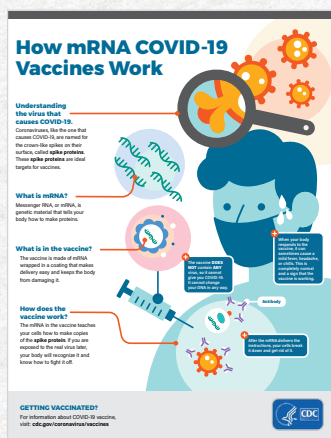
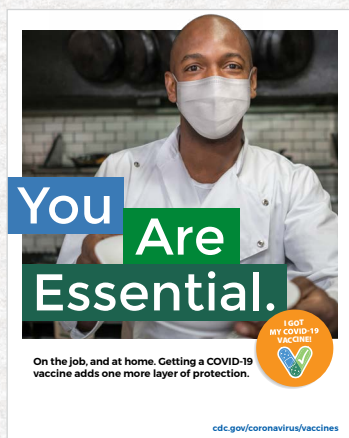
* Subject to applicable laws and regulations; consult a labor and employment attorney for specific guidance



Create a culture that supports getting the COVID-19 vaccine.

- 1 Provide resources, materials and conversation for those who may be unsure about the vaccine and whether they want to get it.
- 2 Provide information in all of the languages your employees use.
- 3 Encourage acceptance and support. Avoid creating a culture of shame or fear.
- 4 Communicate often about it: Add reminders about upcoming vaccine clinics, provide updates in newsletters, hang posters and talk about it during staff meetings.
- 5 Bring in a local doctor, nurse or public health professional (or DHS staff) to answer questions and address common concerns.
- 6 Provide opportunities to celebrate staff who get the vaccine and want to share.
 - Social circles influence behavior. Create opportunities for people who want to share that they were vaccinated. Celebrate staff members who have taken steps to protect themselves and others.
 - Sharing stories about people is more effective than sharing statistics.
 - Public commitments to getting vaccinated create camaraderie and social connection.

Examples of [posters](#) available to download



In partnership with Wisconsin's regional economic development organizations:

7 Rivers Alliance
 Centergy
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