



I N S U R A N C E B R O K E R A G E

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[Home](#) > [Employer Steps for COVID-19 Vaccine Acceptance](#)

Employers play a critical role in helping promote and provide accurate information about COVID-19 vaccines. Employees getting vaccinated can be a driving force for a safe return to work.

As employers navigate the legal risks and logistics of return-to-work plans and employee vaccinations, let's explore considerations for increasing employee vaccine acceptance across their organizations.

Building Employee Confidence

According to a Mercer survey, 82% of employers will encourage or strongly encourage employees to receive the COVID-19 vaccine. The remaining 18% of respondents say they'll only provide information and emphasize that vaccination is a personal choice.

Education and communication are critical for increasing COVID-19 vaccine acceptance—both inside and outside of the workplace. For that reason, the Centers for Disease Control and Prevention (CDC) offers [information](#) ^[1] for workplace vaccination programs. Additionally, consider the following steps for increasing employee vaccination:

- Communicate proactively, compassionately, and transparently to help build employee buy-in and support of workplace vaccination plans or general vaccination. Communications that lead with values, like unity or interconnectedness, are also effective because they can motivate employees to act.
- Educate employees about COVID-19 vaccines—including development, efficacy, benefits, side effects, access and coverage—and how they can talk to others about vaccines. Stick to the facts and avoid using jargon and strong language.
- Listen to employees' concerns about the COVID-19 vaccine. Two-way communication is especially important if the workforce is in different locations or working remotely.
- Offer flexible sick leave options for employees with signs and symptoms after vaccination. Employers may also offer paid time off for employees to get vaccinated.

- Invite organization leaders to make their decisions to get vaccinated visible and celebrate them. Reinforce that employees getting vaccinated against COVID-19 can accelerate return-to-work plans.
- Encourage employees to be vaccine champions. Going one step further, employers could appoint and train interested employees to become vaccination ambassadors who share their personal stories and address any co-worker concerns.
- Discuss COVID-19 vaccines in workplace settings (e.g. town hall) where employees can ask questions and engage in respectful and open dialogues.
- Ask organizations and individuals who are respected in employee communities to help build confidence in COVID-19 vaccines.

Vaccine acceptance won't happen overnight, so allow time for that confidence to build. Employees who are hesitant at first may become more assured after co-workers, family and friends get vaccinated.

Remember that employers continue to play a big role in helping employees navigate the pandemic.

If you or an employee is wondering how the vaccine can be safe when it was developed so fast?, check out the [CDC response here](#) [2].

VANTREO is here to help. If you need assistance with regard to safety or other workplace COVID-19 protocols, just let us know. **[Reply here](#)** [3].

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- [1] <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/essentialworker/workplace-vaccination-program.html>
- [2] <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/distributing/steps-ensure-safety.html>
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