

# 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.**