

Encouraging COVID-19 vaccinations: A guide for workplaces

Evidence-based recommendations for workplaces
to support their people to get vaccinated.

Recommendation 1. Assume people are willing to get vaccinated

Some practical ideas are listed below.

- Frame communication with the assumption people are willing to get vaccinated even if they have some concerns, e.g. say “when you get vaccinated”.
- Discuss and treat vaccination as an “opt-out” not an “opt-in” activity, e.g. provide pre-booked vaccination appointments for people. This shows that vaccination is the default healthy action.
- Facilitate access to health professionals to answer questions, where possible.
- Mandate vaccination as a last resort when other avenues are exhausted (excluding roles where vaccination is already a requirement).

Recommendation 2. Make getting vaccinated as easy as possible

Some practical ideas are listed below.

- Provide vaccination clinics on site where you can (or provide transport to a clinic).
- Don't provide too many appointment options to onsite clinics. Make the timeframes limited and specific to help people be decisive and move from intention to action.
- Make it opt-out not opt-in, e.g. provide pre-booked vaccination appointments for people.
- Provide frequent reminders to get vaccinated.
- Do everything to reduce the barriers to people getting vaccinated, e.g. provide transport, childcare, and time off to get vaccinated and recover.
- Consider making vaccination a social event, e.g. vaccination festivals, or sausage sizzles.

Recommendation 3. Show vaccination is normal for people in different cultural & social groups

Some practical ideas are listed below.

- Show how many people are supportive of vaccination in your workplace.
- Have vaccine “champions” on staff. These are vaccinated people who are trusted by your workforce. People tend to trust people with shared life experiences and values.
- Work with relevant community and grassroots organisations to facilitate vaccination with the different social and cultural groups of people represented within your workforce.
- No tolerance for anti-vaccination rhetoric on work communications. Familiarise yourself with what anti-vaccination rhetoric looks like, e.g. “I'm just asking questions”.

Recommendation 4. Communicate through prosocial values

Some practical ideas are listed below.

- Communicate your support for people getting vaccinated in terms of care for their wellbeing and the wellbeing of people in your community.
- Explain that you see vaccination as a tool to help us get back to the people and things we love (along with other tools we use, like masks, taking sick days, etc.).
- Avoid saying “it's your choice to get vaccinated”. Choice is used to discourage vaccination.
- Provide high-quality information about how vaccination, immunity and collective immunity work, as many people don't understand how collective immunity works.

For more resources to help communicate about COVID-19 vaccinations, visit theworkshop.org.nz/publications and covid.immune.org.nz.

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