THE WAY FORWARD

Influencing your workforce to get the COVID-19 vaccine

HARNESS SOCIAL INFLUENCES

- Establish change agents
- Socialize personal stories
- Utilize high-profile influencers within the company
- Present timely nudges
- Provide information from trusted sources
- Frame and tailor messages
- Combat availability bias and over-optimism

CREATE AN ENABLING ENVIRONMENT

- Onsite access at a convenient location
- Easy pre-scheduled appointments
- Zero cost
- Establish incentives
- Set defaults

SHAPE BEHAVIOR

Visit vitalitygroup.com/COVID-19 for updates

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