



VACCINE UPTAKE ENGAGEMENT CHECKLIST

Drive the uptake of the COVID-19 vaccine when you use these techniques:

- Use the power of social influence.
- Share credible resources that enable your people to learn the facts about the vaccine and how to easily access it.
- Provide incentives.

TOP 10 TIPS

- 1 USE THE PROVERBIAL CARROT, NOT A STICK.**
Provide incentives for people to receive the vaccine. For example, offer Vitality Points to individuals or a social event as a prize once the collective team reaches 100% vaccinated, instead of mandating the vaccination.
- 2 FOCUS ON THE BEHAVIOR, NOT PEOPLE'S BELIEFS.**
Don't try to sway people to change their belief systems (health beliefs, values, political beliefs). Instead focus solely on the behavior of getting the vaccine. Be supportive and non-judgmental.
- 3 REINFORCE CREDIBLE INFORMATION AND RESOURCES.**
Link to few credible resources such as: the WHO, CDC, FDA, and a local resource, for example, in the United States link to your local health department.
- 4 PREPARE TO BE NIMBLE IN MANAGING EMERGING INFORMATION (MISINFORMATION AND SCIENTIFIC FINDINGS).**
The pandemic is ongoing. More vaccine trials are underway. Current vaccination regimens are being studied. Be ready to manage new information as it arises and amend existing information should anything change.
- 5 STATE THE FACTS BUT DON'T CALL OUT THE MYTHS.**
Overt myth busting may reinforce myths. Instead provide facts, with transparency, that enable people to make their own decisions.
- 6 OPENLY COMMUNICATE UNCERTAINTY AND RISKS.**
Be up-front and acknowledge that as new data arises, recommendations may change. Address the outcomes of the clinical studies and the side effects of the vaccine in full.
- 7 FRAME THE "WHY" OF GETTING THE VACCINE AS SOCIAL AND FAMILY REASONS.**
Message around social benefits like protecting yourself and your family, the ability to travel, attend social events and return to the workplace.
- 8 PERSONALIZE TO YOUR PEOPLE'S INTENTIONS, HESITANCY AND NEEDS.**
Whenever possible, tailor and personalize to your people's intentions, hesitancy and needs.
- 9 SEGMENT YOUR AUDIENCE.**
Identify segments of people who are more hesitant to receive the vaccine. Consider age bands, gender, ethnic background, geo region, and those who typically get the flu vaccine.
- 10 OFFER "PERSONAL STORIES" TO HARNESS SOCIAL INFLUENCE.**
Social influence is powerful. People are most likely to listen to nurses, doctors and scientists as well as peers who are experts. They may listen to other leaders who resonate with them, such as a union steward, medical executive or other official.