

WEBINAR SERIES

BP2C Training Session: Communication Strategies for Building Vaccine Confidence with Employees

Wednesday, February 2, 2022
10-11 AM ET / 8-9 AM MT



MODERATOR

Dr. Scott Ratzan

*Executive Director, Business
Partners to CONVINCÉ*

SPEAKER



Dr. Jia Hu

*Primary Care Vaccine Rollout Lead,
Alberta Medical Association*

Co-Founder, 19 To Zero



ALBERTA
MEDICAL
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Today's Learning Objectives

- ❖ **Strategies for effective conversations with employees about COVID-19 vaccines**
- ❖ **Approaches for communicating your company's COVID-19 vaccine and return to work policies**
- ❖ **Accessing resources for business leadership and employees**

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A Global Coalition



Our mission is to provide a forum and clearing-house for multi-stakeholder efforts to manage this complex, nuanced and immense public health challenge.

We envision a world where society accepts and trusts the importance of vaccines to keep people healthy and the global economy functioning.

Four workstreams:

1. **Healthcare Workforce**
2. **Media and Technologies**
3. **Community Engagement**
4. **Private Sector =**



A Global Initiative

Co-founded by Scott Ratzan, Heidi Larson, Nancy Lee



BUSINESS PARTNERS TO
CONVINCE

VACCINATION FOR A HEALTHY PLANET

“**Business is a trusted source of information**, well suited to engage, inform and educate workers, their families and communities with a message that inspires confidence in vaccination and encourages acceptance and uptake as COVID-19 vaccines become available. Therefore, we pledge to hear concerns, listen to feedback, and **develop vaccine literacy strategies based on science, facts and emerging information to counter hesitation and vaccination opponents through communication and education initiatives at the global, national and local levels.**”



LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



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19 TO

ZERO



UNITED AGAINST COVID-19

VACCINE HESITANCY

**Get
Educated**

**Get
Vaccinated**

**Get
Skilled**



Canada's largest multi-sector coalition addressing vaccine gaps

19 To Zero is a non-profit coalition of public health experts, academia, industry, community organizations, and others working to **understand and promote vaccination and other key health behaviors** through **research, engagement, education, and intervention.**

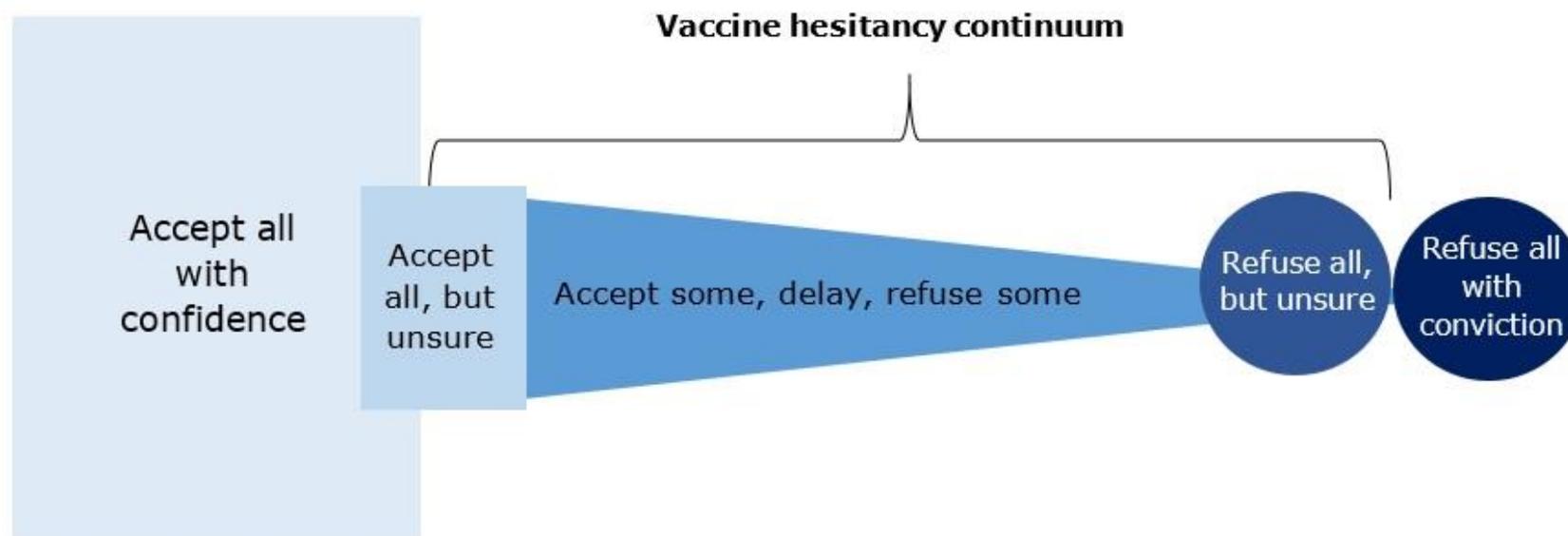
**Concerns and
hesitancy are natural.**

**Hesitancy doesn't
stem from ignorance.**



What is Vaccine Hesitancy?

“A delay in acceptance or refusal of vaccines, despite availability of vaccination services.” Exists on a continuum.



Employers have a key role to play with encourage positive vaccine conversations & discussions around return-to-work

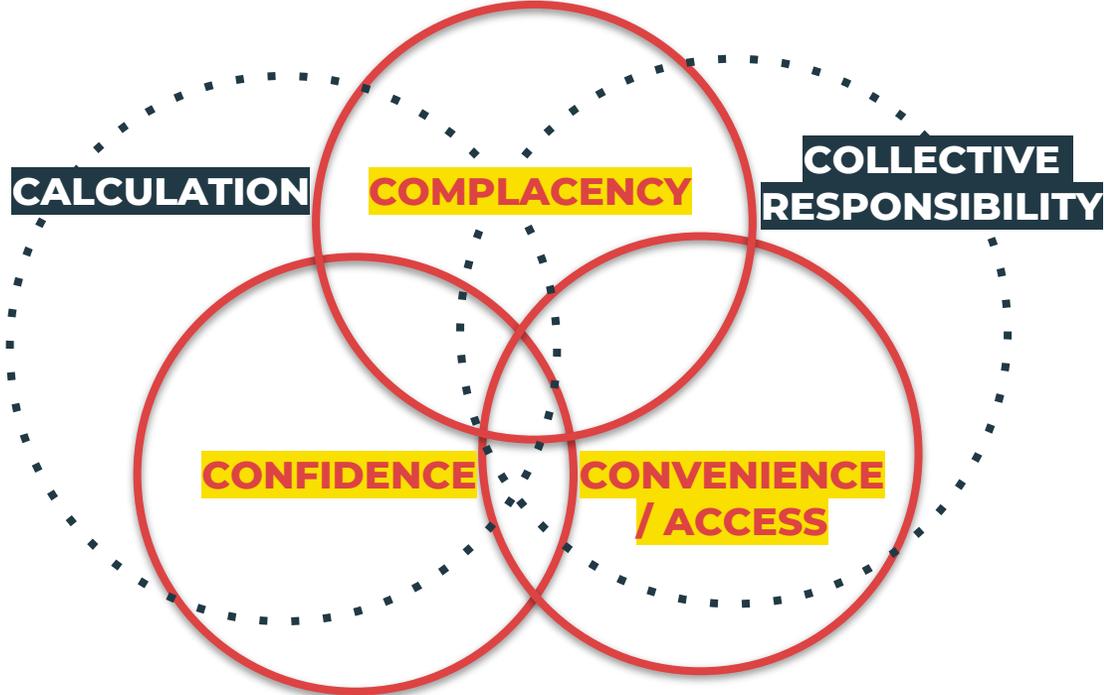
Regardless of Omicron's epidemiological parameters, or other variants that may arise, **there will be populations in every organization that are at greater risk of infection or more severe outcomes** – this will necessitate special considerations over time



Organizations and leaders can take the following steps to engage in validation and well-directed empathy within the workforce:

1. **Actively listen:** Seek out all employees' viewpoints and be open to what is said, particularly for employee voices that have been quiet in the past; show *intention for meaningful, action-oriented next steps* to address issues that arise
2. **Acknowledge and validate:** *Express understanding* for those in difficult situations and be careful not to minimize problems or create a positive spin, validate concepts such as *pluralistic ignorance* whereby employees may be facing challenges that they are not yet feeling comfortable or safe 'naming'
3. **Be flexible:** Ensure employees are *comfortable with policies* when it comes to 'big ticket' topics such as return-to-workplace or group gatherings; provide *accommodation free of judgement* for those with a lower tolerance for risk and in-line with overarching corporate policies

A Framework for Thinking About Vaccine Hesitancy and Confidence



Principles for Speaking to Colleagues / Peers / Friends / Family about Vaccination

- The **messenger** is VERY important
- **Connect** before you communicate
- Show **genuine curiosity / concern** and meet people where they are at
- Keep it **very personal**

The Messenger is Often More Important than the Message Itself

Most Trusted Messenger

83% - My doctor, nurse or pharmacist

13% Celebrities

Most Convincing Message

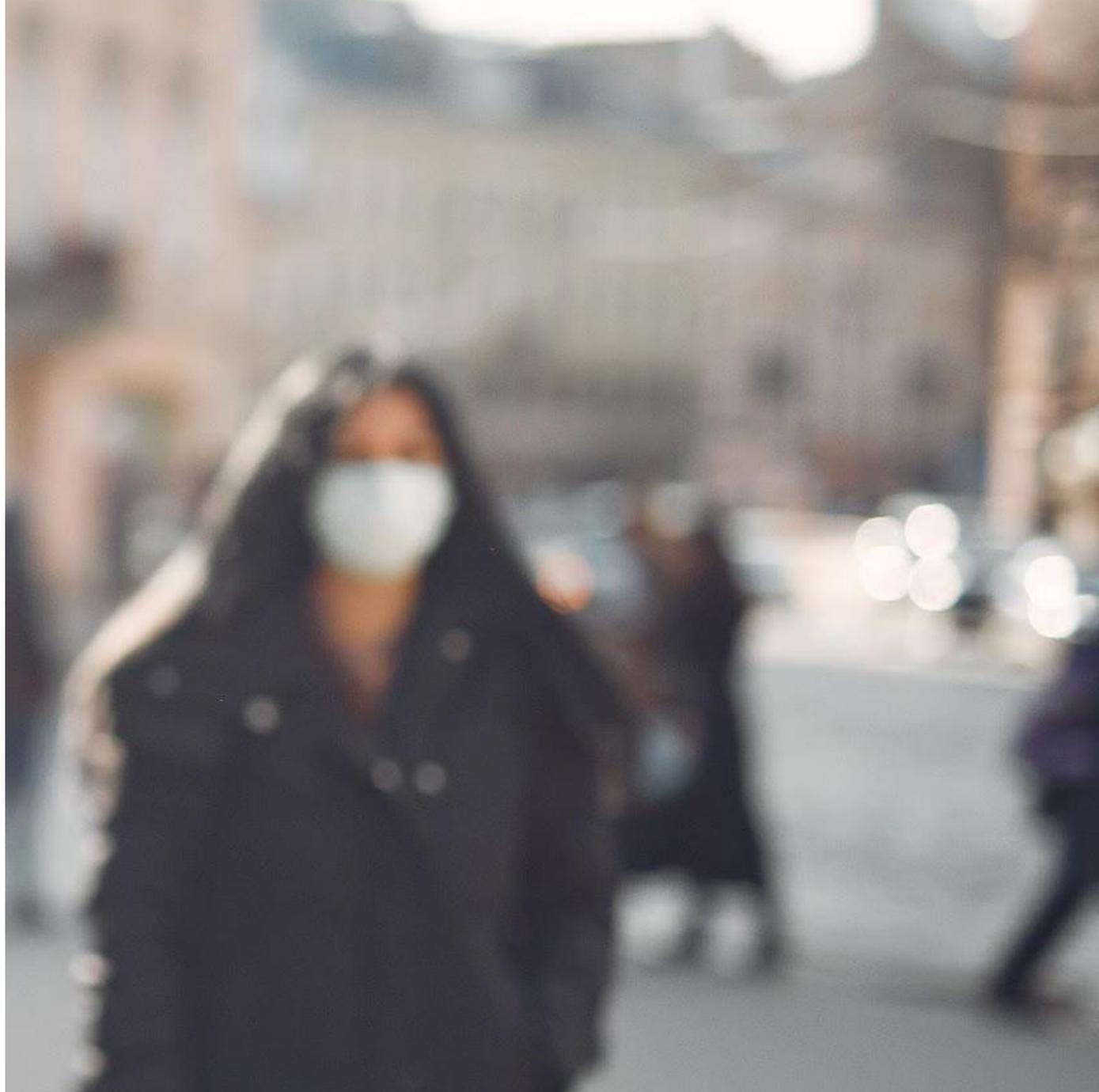
72% - Protecting yourself and your loved ones

64% - Return to normal

There is much more variation (70%) between trust in messengers than there is between trust in messages (8%)

How to Build the Connection and Show Curiosity

- Get to know the person and their social history
- Validate their emotions behind their story
- Listen to their previous experiences
- Bring in anecdotes
- Share your story





How to Craft the Message

- Be **non-judgmental**
- Focus on the **personal benefit**
 - As opposed to collective benefit
- Directly address safety concerns
 - **Stay away from platitudes**

Freedman et al. Lancet. May 12, 2021.[https://doi.org/10.1016/S2468-2667\(21\)00096-7](https://doi.org/10.1016/S2468-2667(21)00096-7)



A few pointers on the message:

- Remember the gist of what you're trying to communicate
 - People make decisions on **gist and emotion!**
- **Keep Messaging simple: use simple numbers**

Behavioural Science Principles for Supporting COVID-19 Vaccine Confidence and Uptake Among Ontario Health Care Workers - Ontario COVID-19 Science Advisory Table (covid19-sciencetable.ca)

COVID-19 Vaccine Communication Framework

Pr

Proactively starting the conversation with a **Pr**esumptive statement.

O

Offer to share your knowledge about the facts and your experience with having had the vaccine.

T

Tailor the recommendations to their specific health concerns.

C

Address specific **concerns** (should not be the bulk of the conversation).

T

Talk through a specific plan for where and when to get the vaccine.

Pr

Proactively starting the conversation with a **Presumptive** statement.

O

Offer to share your knowledge about the facts and your experience with having had the vaccine.

T

Tailor the recommendations to their specific health concerns.

C

Address specific **concerns** (should not be the bulk of the conversation).

T

Talk through a specific plan for where and when to get the vaccine.

I am here to support you as you make the decision to take the vaccine. I had the chance to take the vaccine myself and am happy to help you get protected too.

I have been thinking a lot about this vaccine for my patients and educating myself on the science around it. Can I share some of what I know with you?

Here is why you are the right person for this vaccine: you have high blood pressure and diabetes but good quality of life. Because of your conditions, you are at high risk of being hospitalized with COVID, so we need to maintain the good quality of life you have right now.

I had the chance to take the vaccine myself and am happy to help you make the decision too, so you can be protected.

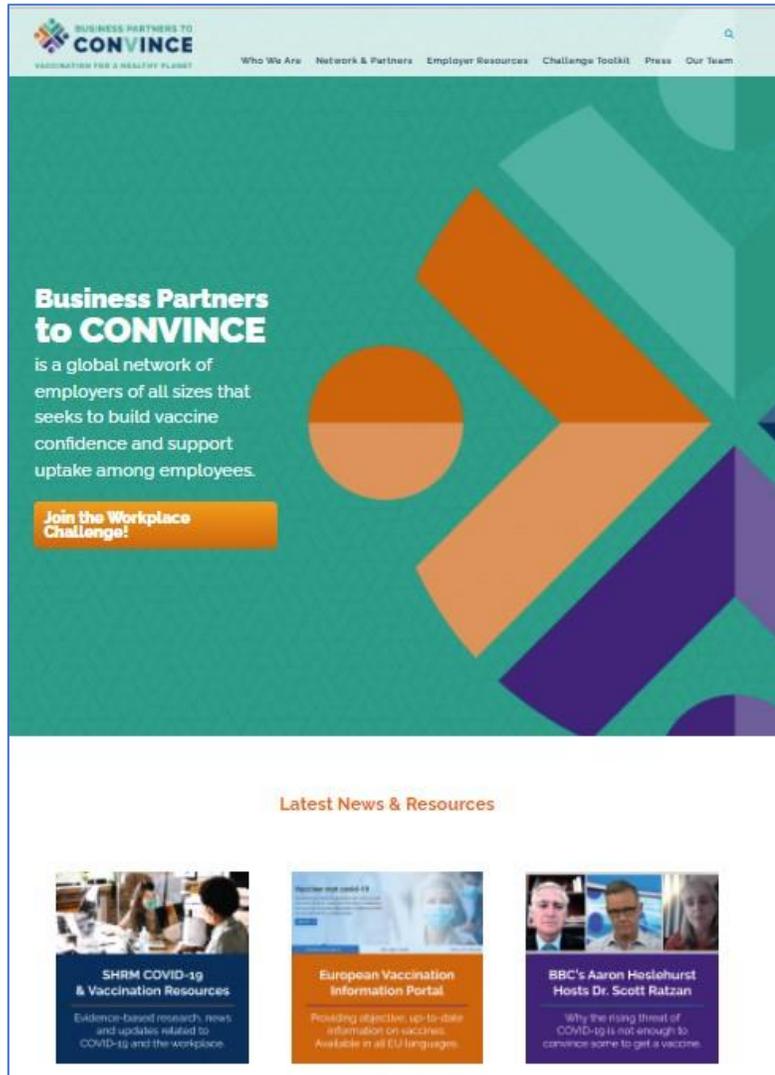
You can do the following to get the vaccine. Provide schedule (2 doses).

Discussion / Q&A



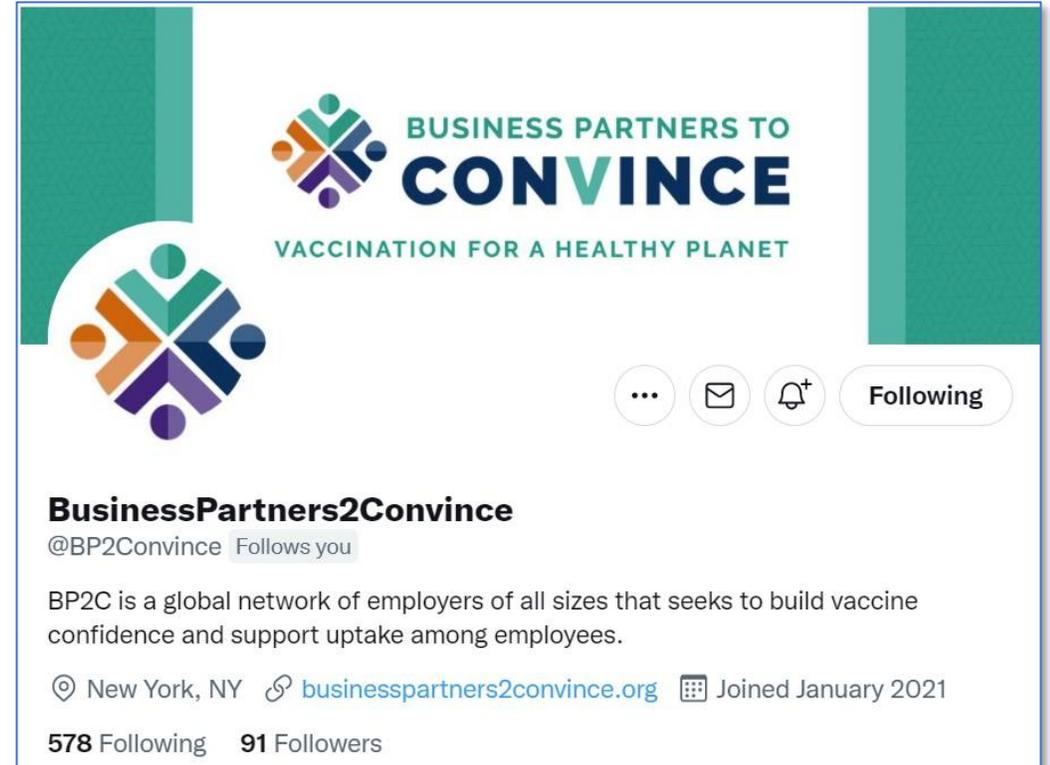
Website Demo

Website: www.BusinessPartners2Convince.org



The screenshot shows the homepage of the Business Partners to CONVINCE website. The header includes the logo and navigation links: Who We Are, Network & Partners, Employer Resources, Challenge Toolkit, Press, and Our Team. The main content area features a large graphic with the text: "Business Partners to CONVINCE is a global network of employers of all sizes that seeks to build vaccine confidence and support uptake among employees." Below this is a call-to-action button: "Join the Workplace Challenge!". The footer section is titled "Latest News & Resources" and contains three featured articles: "SHRM COVID-19 & Vaccination Resources", "European Vaccination Information Portal", and "BBC's Aaron Haslehurst Hosts Dr. Scott Ratzan".

Twitter: @BP2Convince



The screenshot shows the Twitter profile page for BusinessPartners2Convince (@BP2Convince). The profile picture is the organization's logo. The bio reads: "BusinessPartners2Convince @BP2Convince Follows you BP2C is a global network of employers of all sizes that seeks to build vaccine confidence and support uptake among employees." The location is listed as New York, NY, and the website is businesspartners2convince.org. The profile was joined in January 2021. The page shows 578 Following and 91 Followers.

Three Things Employers Can Do Today

-  **Join the Global COVID-19 Workplace Challenge and promote participation using the Challenge ToolKit**
-  **Establish a clear policy for vaccination for employees and for their families (Checklist and Policy)**
-  **Leverage available resources on the BP2C and 19toZero websites to develop additional strategies and approaches**



Join the Global COVID-19 Workplace Challenge

Companies joining **The Challenge**:

-  **Listen** to employees' needs and concerns about the impact and prevention of COVID-19
-  **Follow** the latest public health guidance to protect myself, my employees, my workplace, my customers, and my community from COVID-19
-  **Promote** vaccine literacy based on the latest scientific evidence of vaccination benefits and risks
-  **Encourage** vaccine confidence and uptake
-  **Advocate** for accessible, equitable, and timely vaccination of employees
-  **Engage** with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19

iNos hemos unido al desafío!

¡Estamos orgullosos de ser parte de un grupo creciente de empresas y organizaciones que se han unido al desafío en los lugares de trabajo/oficinas COVID-19 en todo el mundo!



WORKPLACE CHALLENGE PARTNER

Únanse al desafío y generen un impacto en su comunidad, su lugar de trabajo/oficina y el mundo.
#JoinTheWorkplaceChallenge #BeVaccineStrong



BUSINESS PARTNERS TO CONVINCE

 Escuchen las preocupaciones de los empleados sobre el impacto y la prevención de COVID-19	 Sigán las últimas recomendaciones de salud pública para protegerme y proteger mis empleados, mi lugar de trabajo/oficina, mis clientes y mi comunidad del COVID-19
 Promover el entendimiento de la vacuna basándose en la evidencia científica más reciente de los beneficios y riesgos de la vacunación	 Fomentar la confianza y la participación en la vacunación
 Abogar por vacunas accesibles, equitativas y oportunas para los empleados	 Interactuar con las comunidades, escuelas, organizaciones religiosas y líderes de salud pública para detener la propagación de COVID-19

<https://www.businesspartners2convince.org/join-the-challenge/>



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