

RESOURCES FOR ENTREPRENEURS TO ENCOURAGE WORKFORCE VACCINATIONS AND FURTHER OUR INDUSTRY'S RECOVERY



The health and safety of everyone who lives, works, and visits our community is a top concern as restrictions are lifted and Baldwin County resumes its role as Gateway to the Gulf for so many Alabamians, southerners, and guests from around the world.

How can businesses show their support to their employees while also expressing their dedication to their customers and guests? Also, what is the best way to communicate strategies for keeping internal and external customers protected?

These resources and examples are meant to assist our local business leaders in order to guide their own policies and procedures and communicate our shared commitment to overall community safety through employee vaccination incentive programs and more.

Designed using resources from industry experts and examples from leading organizations, we've prepared a grouping of resources to help you - if you decide - to encourage your employees to get their vaccines when it's available to them.

EXPERTS DISCUSSING VACCINE SAFETY + EFFICACY

- ❖ [CDC's Dr. Cohn](#) explains how the *Advisory Committee on Immunization Practices*, an independent group of experts, develops recommendations and advises CDC on the use of vaccines in our country (video)
- ❖ [Experts Answer the Biggest COVID Vaccine Questions](#)
(Scientific American, Feb 2021)



“Small businesses fully reopening is critical to putting our economy on the path to recovery. Vaccines will allow your business to operate at increased capacity, reopen your community, and reduce staffing issues. As a small business owner, you can play a critical role in championing the vaccine with your employees and in your community by committing to be a SMALL BUSINESS VACCINE LEADER.”

BUSINESSES LEADING THE WAY TO INCENTIVIZE GETTING VACCINATED

The Most Effective Ways to Talk about COVID-19 Vaccines

(U.S. Chamber of Commerce, Feb 2021)



U.S. Chamber of Commerce

- [Public Attitudes and Hesitancy \(video\)](#)
- [Overcoming Hesitancy and the Role of the Employer \(video\)](#)

Kroger Offers \$100 Bonus to Employees Who Get Vaccinated

"As we move into a new phase of the pandemic, we're increasing our investment to not only recognize our associates' contributions but also encourage them to receive the COVID-19 vaccine as it becomes available to them to optimize their well-being as well as the community's," said

Tim Massa, Kroger's chief people officer, in Cincinnati.



Darden Restaurant Group: our commitment to you

“To ensure that our team members who want the vaccine do not have to choose between earning income and getting vaccinated, we will provide all hourly restaurant team members up to four hours of paid time off for the purpose of receiving the COVID–19 vaccine.”



➤ Aldi (coming soon to Baldwin County) becomes latest company to [pay employees to take Covid-19 vaccine](#)

➤ [Small Businesses Incentivize Employees To Get Vaccine To Reignite U.S. Economy](#) (Forbes, April 2021, Reimagine Mainstreet Survey Results)

“A widely available vaccine or therapeutics would be critical for the travel industry’s full recovery. The worldwide rollout of the vaccines for COVID-19 is extremely encouraging.”

[Hyatt’s Chief Commercial Officer](#)



All-Inclusive Resorts, Including New Players, Ready for Demand Boom

“As the U.S. and other countries continue with vaccination efforts, more people appear ready to travel this year, trying to find the right balance in an accommodation that provides a full vacation experience while letting them stay socially distanced from others.”

[\(Hotel News Now; 3/17/21\)](#)

BENEFITS TO
BUSINESSES
WHO SUPPORT
EMPLOYEE
VACCINATION

CEOs Encourage Vaccine as Back-to-Office Push Grows

Budweiser decided not to run a commercial during the Super Bowl for the first time in 40 years and instead allocated that spending to the Ad Council’s pro-vaccination campaigns. Immunizations will “liberate people,” CEO Carlos Brito said in an interview.

[\(Bloomberg Law, Mar 2021\)](#)



BENEFITS OF WORKPLACE VACCINATION

Benefits to Employers:

- Reduces cost by decreasing time missed from work to get vaccinated
- Reduces cost by reducing absences due to illness, resulting in improved productivity
- Improves company culture - further productivity increase
- Customer confidence increase - guests feel safe to patron the business

Benefits to Employees:

- Reduces absences due to sickness and doctor visits
- Improves the health of employee and family members
- Convenience of workplace ‘herd immunity’
- Convenience of on-site vaccination opportunity; get right back to work!
- Improves morale - employees feel safer at work and supported by the employer

**Benefits will vary based on investment by employers in championing vaccination and the number of employees vaccinated.*

[\(CDC reference\)](#)