



your employees to get the Covid-19 vaccine

About the vaccination programme

The Covid-19 vaccination programme is the biggest in NHS history and a huge step forward in our fight against coronavirus. The vaccine is helping to protect people from serious illness, is saving tens of thousands of lives and is helping us all return to a more normal life.

Rollout of the Covid-19 vaccine is well underway. Millions of the most vulnerable people in the UK have already been vaccinated and we are now moving into the second phase of the vaccination programme. This marks a major milestone and all adults aged between 18 and 49 are now being prioritised.

However, for the vaccine to be as effective as possible, it is really important that as many people as possible have it.

EVERY VACCINATION GIVES US



The role of employers

We are urging employers up and down the UK to encourage employees to be vaccinated. Organisations play a vital role in helping to promote a positive vaccination message to make sure workplaces are safe. Only through collective effort, will we help people to make well informed decisions and encourage as many people as possible to get the Covid-19 vaccine.

What can employers do to encourage employees

to get the Covid-19 vaccine?

- Be as flexible as possible when it comes to staff getting the vaccine, which could include giving paid time off work for employees to attend their vaccination appointment.
- Use the campaign resources to run an awareness campaign in your organisation and provide employees with access to reliable and accurate information about the vaccine.
- Share the Q&A document and expert advice videos to explain the vaccine and answer common questions employees may have.
- Urge staff to be cautious of misinformation and encourage them to use trusted sources like nhs.uk if they
 are searching for information or answers to questions about the vaccine. The Government has also developed
 a series of <u>content</u> fronted by trusted community members (faith leaders, clinicians and community leaders)
 on misinformation.
- Create employee advocates by encouraging staff to discuss their vaccine experiences and share accurate information with colleagues, family and friends.

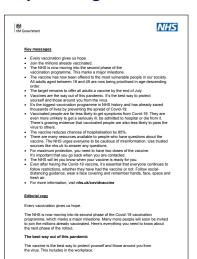
Key messages

- · Every vaccination gives us hope.
- · Vaccines are the way out of this pandemic. They are the best way to protect yourself and those around you from the virus.
- It's the biggest vaccination programme in NHS history and has already saved thousands of lives by preventing the spread of Covid-19.
- Vaccinated people are far less likely to get symptoms from Covid-19. They are even more unlikely to get seriously
 ill, be admitted to hospital or die from it. There's growing evidence that vaccinated people are also less likely to
 pass the virus to others.
- · Join the millions already vaccinated.
- The NHS is now moving into the second phase of the vaccination programme. This marks a major milestone.
- The vaccine has now been offered to the most vulnerable people in our society. All adults aged between 18 and 49 are now being prioritised in age-descending order as advised by the independent Joint Committee on Vaccination and Immunisation.
- The target remains to offer all adults a vaccine by the end of July. The vaccine reduces chances of hospitalisation by 85%.
- There are many resources available to people who have questions about the vaccine. The NHS urges everyone to be cautious of misinformation. Use trusted sources like nhs.uk to answer any questions.
- For maximum protection, you need to have two doses of the vaccine. It's important that you go back when you are contacted.
- The NHS will let you know when your vaccine is ready for you.
- Even after having the Covid-19 vaccine, it's essential that everyone continues to follow restrictions, whether they have had the vaccine or not. Follow social-distancing guidance, wear a face covering and remember hands, face, space and fresh air.
- · For more information, go to nhs.uk/covidvaccine

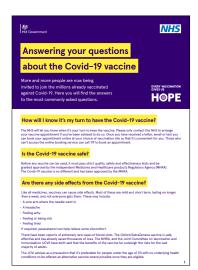
Resources that are available

There are a variety of resources available to help you engage employees in different ways to spread the message far and wide in your internal channels. This employer toolkit can be downloaded from the **Campaign Resource Centre**.

Key messages and editorial copy



Q&A document and videos





Posters



Social media posts



Web banners



Hi, I'm Dr Charles Esene.

I'm an NHS GP

Email signatures



Remind employees that even after having the Covid-19 vaccine, they should continue to protect themselves and those around them by following social distancing guidance, wearing a face covering and washing hands regularly.