

HOW TO:

CONVINCE YOUR HEALTHCARE WORKERS TO GET THE COVID-19 VACCINE

Since the COVID-19 outbreak, there's been so many theories, conspiracies, and other disinformation about the virus.

When the U.S. administered the first COVID-19 vaccine back in December 2020, people were either excited or skeptical due to its fast development and rollout.

All these things have made it difficult for healthcare employers to convince all healthcare workers to get vaccinated. In the healthcare industry, failing to get most of your healthcare workers vaccinated can cause serious problems – such as outbreaks, unnecessary deaths of employees and their families, and it can affect patient safety to name a few.

If your organization is struggling to convince a portion of your healthcare staff to get COVID-19 vaccinated, here are 5 [ideas](#) that can help:

EDUCATE HEALTHCARE WORKERS



Healthcare workers are probably the most educated when it comes to the COVID-19 vaccine. So, convincing them isn't going to be easy. As a healthcare organization, make sure to have a good strategic plan in place. Check in with leadership and ask them if they really understand the gravity of the coronavirus pandemic. If they believe in the vaccine, they could be your internal champions. Also, talk to your staff – understand why they're rejecting or concerned about the COVID-19 vaccine (i.e., politics, religion, culture etc.) Their responses will help you better address those anxieties and formulate a plan to educate your staff keeping in mind everyone has a different style of learning. Here are some examples: share data, news articles, local stories, have leadership explain why they got vaccinated, hold zoom educational meetings, offer a COVID-19 hotline etc.

OFFER INCENTIVES

Persuading employees who've already refused the COVID-19 vaccine can be tough. Offering incentives to staff that get vaccinated is one way to sway employees; however, if you use this strategy, make sure to use logic and keep in mind your staff's values. Here are some incentives leading companies have been offering: additional paid days off, additional health premium discounts, paid time off and sick leave if they experience side effects, etc.



MAKE GETTING THE COVID-19 VACCINE CONVENIENT



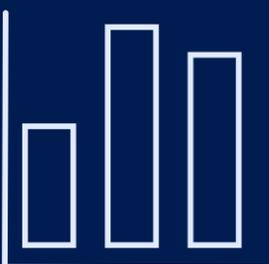
Healthcare workers are already extremely busy with patients. As a healthcare organization, make it easy for employees to get their shot. Create on-site injection pop-ups in the lobby, parking lot, near break rooms etc. When feasible, offer employee family members to also participate. For employees working remotely, share information on injection sites near their home if they cannot come in to work to get their shot.

OFFER RECOGNITION

Recognize employees after they have been vaccinated. Provide them with personalized thank you notes, buttons, a company spotlight etc. Make sure to also recognize managers who've successfully encouraged their entire team to become fully vaccinated. We recommend that they get an exclusive recognition such as a special luncheon or dinner. As an organization, encourage participation by displaying posters that show the percentage of employees who've been vaccinated.



SHOW BUSINESS IMPACT/RESULTS



Whether your healthcare staff gets fully vaccinated or not can have serious business impacts. While the COVID-19 vaccine can't eliminate outbreaks or unnecessary deaths for good, it is one way to prevent spread just like other types of vaccines. So, don't be afraid to demonstrate how getting vaccinated creates positive business impact/results such as higher workforce productivity, lower absenteeism, lower medical costs, etc. Promoting your organizations plan to ensure employee safety could also be one tool to recruit and retain candidates.