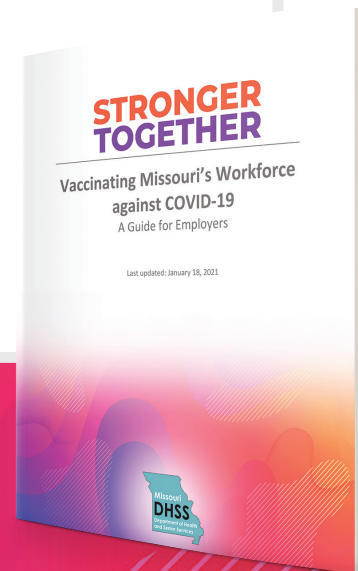


Tips for Businesses: Promoting the Vaccine with Employees

As the COVID-19 vaccine becomes more widely available, Missouri businesses will be eagerly anticipating a return to normal operation. The following strategies may be helpful for employers to promote the vaccine with employees.

- Dispel rumors about the vaccine. The Missouri Department of Health and Senior Services' website [MoStopsCOVID.com](https://mohss.mo.gov/mostops-covid-19) has a wealth of continually updated information about the vaccines' safety, as well as many other resources.
- Review the state's Employer Playbook to learn more about what you should be doing now to prepare for when each phase is activated.
- Consider recording simple videos from management to explain the process and promote the vaccine. Management can be unofficial ambassadors for the vaccine, helping to educate and promote to employees.
- Provide ongoing updates about the vaccine to all employees. The [MoStopsCOVID.com](https://mohss.mo.gov/mostops-covid-19) website has the latest information.
- Place information in newsletters, post flyers, and take pictures of employees who were vaccinated and post on social media.
- Provide employees with an, "I got the COVID-19 Vaccine" sticker.
- Provide small incentives – gift cards to local businesses for each of the 2 shots and a raffle for other larger prizes.
- Consider paying employees for travel time and time away from the job to go get the vaccination.

State of Missouri Employer Playbook
<https://covidvaccine.mo.gov/priority/vaccinating-missouri's-workforce.pdf>



MOSTopsCovid.com