



Business Action to Support Childhood Vaccinations

Mobilizing Corporate Leadership to Protect the Health of Children, Help Safely Reopen Schools and Reduce Employee Absenteeism

BACKGROUND

In May 2021, the U.S. Food and Drug Administration (FDA) expanded emergency use authorization of the Pfizer / BioNTech COVID-19 vaccine to adolescents ages 12 and older. The Centers for Disease Control and Prevention (CDC) and the American Academy of Pediatrics (AAP) now recommend that all eligible children get vaccinated for COVID-19 as soon as possible. Widespread vaccination is needed to protect the health of children, safely reopen schools and help employees get back to work.

WHAT

[Health Action Alliance](#) is leading a new, coordinated effort by employers, business groups and public health organizations to help families vaccinate their children against COVID-19 and catch up on other [routine immunizations](#) that may have been delayed during the pandemic. As part of the effort, these groups are calling on businesses across the country to take one or more of the following actions to support employees with children:

- **Share facts** about the safety and efficacy of COVID-19 vaccines for youth ages 12 and older, as well as the benefits of other routine immunizations for children of all ages.
- Provide **paid time off** for employees with children to attend vaccine appointments, care for children recovering from vaccine side effects, and catch up on well-child visits that may have been postponed during the pandemic.
- **Remove barriers** associated with childhood vaccination by offering transportation, language support or internet access for scheduling appointments.
- Connect families to **free or discounted child care** if they need support managing care for multiple children during vaccine appointments.
- Partner with local health departments to host **on-site or near-site workplace vaccination clinics** for employees and their families.
- Offer **employee incentives** to encourage childhood vaccinations.
- Sustain these policies when younger children become eligible for COVID-19 vaccines, which is anticipated in late 2021 or early 2022.

In partnership with



As part of this effort, Health Action Alliance and its partners [invite companies](#) to share their specific actions to support families, which will be featured in a digital, social and earned media campaign to drive awareness and inspire action across the private sector. Companies will receive an [Employer Toolkit](#) with sample policies, employee fact sheets and Q&A, social media tools, downloadable posters, educational videos and other assets to help them activate their commitment. The effort will be announced in mid-July and timed to help companies activate during [National Immunization Awareness Month](#) in August and before the school year begins.

THE BUSINESS CASE

For more than a year, families across the United States have been expected to help children manage a number of difficult challenges, including remote learning, while also balancing work and numerous other responsibilities. Those unable to do so [lost their jobs](#) or had to make the difficult decision to [stop working](#) in order to care for their family. This has been especially difficult for [women in the workforce](#), particularly those in lower income families and from communities of color.

Helping children re-engage with others – back in school, daycare and with their peers – must be a priority for businesses to ensure they can ultimately help their employees return to work. It must also be a priority for businesses that aim to improve equity, since women, communities of color and lower income families have borne the brunt of the childcare crisis and economic impacts of the pandemic.

As companies seek to recruit workers, improve employee retention and boost productivity, ensuring that children of employees are safe, healthy and back in school can help. Vaccinating children will help keep schools open, reduce employee absenteeism and mitigate challenges associated with juggling virtual learning and remote working for parents. According to [recent polling](#), six in ten (61%) parents plan to vaccinate all of their children and a large majority of parents would feel safer sending kids to school if most other children were vaccinated.

THE PUBLIC HEALTH CASE

Public health experts say it is important to vaccinate children to protect them from contracting COVID-19, build immunity in the wider population and protect others who aren't yet eligible for vaccines, including younger children. A recent CDC [study](#) indicated that the [hospitalization rate for COVID-19 in adolescents](#) was about three times greater than hospitalizations linked to influenza over three recent flu seasons, lending urgency to the drive to vaccinate children.

Children can also transmit the virus and must still quarantine if exposed.

CDC and the AAP recommend that all children and adolescents ages 12 and older get vaccinated for COVID-19. CDC is also [urging parents](#) to get their children caught up on routine vaccinations, following a decline in the number of inoculations for diseases like measles as the pandemic forced restrictions, including shelter-at-home orders, last year.

BENEFITS OF PARTICIPATION

As part of this coordinated effort, employers across the country are being invited to share their specific company actions to support employees who want to vaccinate their children against COVID-19 and catch up on other routine immunizations. Companies that choose to participate will receive the following benefits:

- Recognition in the **press release** announcing the initiative, with an opportunity to provide a quote from your CEO or other senior executive.
- Brand recognition in **paid advertising** connected with this initiative.
- **A press release template** to announce your company's commitment.
- Logo placement on **a dedicated page on the Health Action Alliance website** along with a short description of your company's action.
- **Media opportunities** to highlight your company's commitment.
- Recognition during a **National Business Town Hall** on Childhood Vaccinations in mid-July.

We are encouraging all participating companies to activate their commitments before and during National Immunization Awareness Month in August. Participating companies will be invited to recommit to these efforts once younger children become eligible for COVID-19 vaccines later in 2021 or 2022.

Don't miss this opportunity to help lead this critical next phase of the vaccine rollout. Let's work together to make sure our children are safe and parents are supported.

[Join us.](#)