Health Action Alliance: The Last Mile for Vaccines

May 13, 2021
NATIONAL ALLIANCE OF HEALTHCARE PURCHASER COALITIONS
Representing purchasers covering 45 million Americans

Our Approach
- Define and drive healthcare value
- Assess and improve the market
- Engage and enable purchasers
- Partner with and influence stakeholders
- Continually connect and learn

Special Focus
- Mental Health
- Race, Health & Equity
- COVID-19
We are the Health Action Alliance, unlocking the power of business to help accelerate the COVID-19 response, strengthen vaccine acceptance and rebuild public health.
We are informed by top experts in public health, communications, and business management.
Thanks to our Partner Network
CORONAVIRUS PANDEMIC
STAY AT HOME
6 Bay Area counties order nearly 7 million people to shelter in place

U.S. LIMITS TRAVEL AFTER W.H.O. CITES PANDEMIC

OUTBREAK NOW A PANDEMIC

DISNEY WORLD CLOSING IN MIDST OF PANDEMIC

When sports stood still
14 MONTHS INTO THE PANDEMIC

U.S. Adults 18+

45% fully vaccinated
59% 1+ dose

70% Goal
July 4th

Source: CDC; May 11, 2021
C.D.C. Advisers Endorse Pfizer Vaccine for Children Ages 12 to 15

Immunizations will quickly begin nationwide, officials predicted.
14 MONTHS INTO THE PANDEMIC

Source: New York Times as of May 10, 2021
TRANSITIONING BACK TO WORK

Source: Gartner “3 Workplace Reopening Guidelines for HR Leaders”

45% expect to reopen in Q3 2021

24% expect to reopen in Q4 2021
Dodger Stadium Vaccination Site

JANUARY 2021

MAY 2021
White House has set new goal to reach **70% of adults** with at least one vaccine dose by July 4.

Roughly 36 million additional adults would need to receive a first dose in the next two months.
We need to focus on the moveable middle

Will you get a COVID-19 vaccine when it’s available to you?

16% 8% 11% 63%

NO PROBABLY NO PROBABLY YES YES I WILL / ALREADY DID

“Movable Middle”

Reaching 70% adult vaccination is achievable.

Fulfill on their intention. (Make it as easy as possible to get vaccinated.)

Partisanship and age shape vaccine hesitancy, with younger Republicans most likely to say they will not get vaccinated

% of U.S. adults who say they will “definitely” or “probably” not get a coronavirus vaccine

- U.S. adults overall: 24% Definitely/Probably not
- Democrats/Democratic leaners: 10%
  - Democratic leaners ages 18-39: 14%
  - Democratic leaners ages 40-64: 9%
  - Democratic leaners 65 and older: 3%
- Republicans/Republican leaners: 40%
  - Republican leaners ages 18-39: 55%
  - Republican leaners ages 40-64: 40%
  - Republican leaners 65 and older: 20%

Disparities in access remain a serious concern for racial and ethnic minorities.
Percentage of U.S. residents who have received at least one dose of COVID-19 vaccine, by race/ethnicity, across all states with available data.

- **Asian**: 50.60%
- **White**: 39.00%
- **Latino**: 27.20%
- **Black**: 24.90%

Source: APM Research Lab
72% of Americans trust their employer, more than any other institution.

Source: Edelman Trust Barometer, 2021
What Can Businesses Do to Help Employees Get Vaccinated?

1. Remove barriers to vaccination and make it easier for employees and workers to get vaccinated when it’s their turn.

2. Educate employees and workers about the safety and efficacy of vaccines, and encourage them to get vaccinated.

3. Engage workforce populations that may have unique questions or concerns about vaccines, or who may need extra support accessing them.

4. Strengthen community vaccination in partnership with your local public health department.
Employers can help motivate cautious employees through convenience and modest incentives

- 37% of employees who are still undecided about vaccines say they’d be more likely to get one if their employer arranged for on-site vaccination.
- 30% of employees who are still undecided about vaccines say they’d be more likely to get one if their employer offered a $50 incentive.
- 28% of employees who are still undecided about vaccines say they’d be more likely to get one if their employer offered PTO to get vaccinated and recover from side effects.

Source: Kaiser Family Foundation COVID-19 Vaccine Monitor, March 30
COVID-19 Vaccine Policy

A vaccination policy & plan will help clarify and organize your efforts.

**GOOD**

**Promote vaccination**
by providing your workforce with the latest educational materials and public health guidance.

58% of companies are sharing vaccine facts.

52% of CEOs are communicating about vaccines.

**BETTER**

**Improve access**
by offering paid time off and covering transportation, child care and other expenses.

54% offering PTO for vaccination

34% offering PTO for recovery from side effects

**BEST**

**Vaccinate**
all eligible workers on-site and offer paid time off for recovery

1 in 3 companies is offering on-site or nearsite vaccine clinics

Source: Mercer
1. Safer Workplace Reopening
2. Mental Health Support for Employees
3. Strengthen Relationships with Public Health
All these resources and more are available at healthaction.org
# Our Resources

## Quick Start Guide
- Best practice vaccine policies
- Communications strategies
- Tips for strengthening relationships with public health

## Sample Communications
- Vaccine fact sheets & FAQs
- CEO communications
- Conversation Guides
- Communications calendar
- Key messages
- Social media tools & graphics
- Videos

## Small Business Resources

## Mental Health Resources

## Tools for Diversity Professionals & ERGs
- Workshops
- Fact Sheets
- Conversation Guides
- Messages and Insights for Black, Hispanic, American Indian, Alaska Native, LGBTQ and rural communities

## Safer Reopening Guidance
- Toolkit for Employers
- Tips for Safer Return to Work

Download at [healthaction.org/resources](http://healthaction.org/resources)
VACCINE WORKSHOP

for Diversity Leaders, HR Professionals & Employee Resource Groups

Register at healthaction.org

MARK YOUR CALENDAR

Wed, May 19
3pm EDT / 12pm PDT
MARK YOUR CALENDAR

NATIONAL RURAL BUSINESS SUMMIT

Strengthening Vaccinations in Rural Communities

Thurs, June 3

Register at healthaction.org
Join us.

Sign up to receive resources healthaction.org

Questions? We’re here for you. questions@healthaction.org
Thank you!

May

Mental Health Index
May 21, 2021, 12:00 p.m.-12:30 p.m. (ET)

June

Shifting Mindsets to Improve High Value Benefit Design
June 3, 2021, 12:00 p.m.-1:00 p.m. (ET)

Fiduciary Check In
June 17, 2021, 12:00 p.m.-12:30 p.m. (ET)

DOL Issues: Additional Guidance on Parity Compliance
June 17, 2021, 2:00 p.m.-3:00 p.m. (ET)

Attendees who visit our sponsors will be entered in a raffle to win a Peloton Bike!