

Coronavirus Disease 2019 (COVID-19): Talking to Employees about the COVID-19 Vaccine

There is much mistrust about the COVID-19 vaccine circulating across the nation, including healthcare systems. Below are some tips for how to have healthy conversations with your employees about the vaccine.



Listen with an open mind

Making sure your employees feel heard and understood is important in building trust with them. Listening to their concerns without judgement can help foster a more open conversation about their hesitancy and ways to overcome it.



Stick to the facts

Provide clear scientific evidence about the safety of the vaccine if approached with myths. Drawing talking points from facts will help keep the conversation rooted in reality to increase employees' comfort with the vaccine. Discussion points can include vaccine trials and the efficacy of past vaccines (polio, MMR, etc).



Be ready to provide resources

Many individuals may be hesitant because they don't know where to get a vaccine. Provide multiple avenues of access for them, including transportation options and a variety of vaccination sites in the community.



Share direct, personal experiences

Have trusted workplace leaders share their own experiences about getting vaccinated, such as how they navigated the vaccination site and any side effects they experienced. Hearing personal stories can familiarize employees to the process of vaccination, especially if it is coming from someone they can trust and relate to.



Emphasize that the vaccine is a choice

While we want to encourage employees to get vaccinated to optimize the public's health, maintaining bodily autonomy is important. Employees should not be pressured to get vaccinated, but they should know the vaccine's overall benefits to themselves and their loved ones.



Keep a hopeful, positive tone

Vaccine myths appeal to people's fear and discomforts, so conversations about the efficacy of vaccines should focus on optimism and encouragement. Paint a picture of "returning to normal" and hope for a healthier future by getting vaccinated.



Be a constant stream of support

Regular messaging about the vaccine through multiple modes of communication can keep vaccination in the back of employees' minds. Send out occasional pamphlets/brochures about available vaccines in the area and even host virtual webinars to foster community conversations and resource sharing.



COMMUNITY HEALTH, EQUITY & WELLNESS

Talking to Team Members about the COVID-19 Vaccine

Henry Ford encourages our team members to protect themselves from COVID-19 by getting vaccinated. Below are some tips for how to have healthy, productive conversations with employees about the vaccine.



Listen with an open mind

Make your employees feel heard and understood. People have many valid concerns about getting the COVID-19 vaccine. Listen to their concerns without judgement to foster an open conversation about vaccine hesitancy and ways to overcome it.



Stick to the facts

If approached with myths, provide clear scientific evidence about the safety of the vaccine. Review [Henry Ford's Vaccine FAQ Page](#) and our [Community Health COVID-19 Fact Sheets](#).



Tell people how to get the vaccine

You can walk in to an HFHS Vaccination Center or Employee Health for a COVID-19 vaccine - no appointment required. For locations and hours, visit the [OneHENRY COVID-19 Vaccine page](#).



Share direct, personal experiences

Share your own experience with getting vaccinated, such as how you navigated the vaccination site and any side effects you experienced. Hearing personal stories can familiarize employees to the process of vaccination, especially if it is coming from someone they can trust and relate to.



Emphasize that the vaccine is a choice

We encourage employees to get vaccinated to protect themselves and others, but bodily autonomy is important. Employees should not be pressured to get vaccinated or feel shamed if they haven't chosen to get the vaccine.



Keep a hopeful, positive tone

Vaccine myths appeal to people's fear and discomforts, so focus conversations about vaccines on optimism. The vaccine is our best tool to "return to normal" and hope for a healthier future.



Be a source of support

Let your team know you are available to discuss their vaccine questions or decisions. Regularly provide information about the vaccine to keep vaccination in the back of employees' minds.

Talking to Others about the COVID-19 Vaccine

Henry Ford encourages everyone to get the COVID-19 vaccine. Below are some tips for how to have healthy conversations with other people about the vaccine.



Listen with an open mind

Make others feel heard and understood. People have many concerns about getting the vaccine. Don't judge when someone tells you why they are hesitant to get the vaccine.



Stick to the facts

If you hear vaccine myths, respond with clear facts. Review [Henry Ford's Vaccine FAQ Page](#) and our [Community Health COVID-19 Fact Sheets](#).



Tell people how to get the vaccine

The COVID-19 vaccine is free and available at many places. You can refer people to the [State of Michigan Vaccine Information site](#) to find a vaccine site.



Share your own stories

Share what it was like to get the vaccine, like how you found your vaccination site and any side effects you had. Share how being fully vaccinated has helped you and your family. Personal stories can help people feel less scared.



Help people find their own reason to get vaccinated

Everyone has something that motivates them to get vaccinated. It can be protecting loved ones, going back to school, or getting to travel again. Encourage people to find their own "why."



Keep a hopeful, positive tone

Vaccine myths spread when people are scared. Keep an optimistic tone when talking about the vaccine. The vaccine is our best tool to "return to normal" and hope for a healthier, safer future.



Be a source of support

Let your friends and family know you are available to talk about their vaccine questions or decisions. Send them factual resources about the vaccine.