

SLEEVES UP BRING BACK LOUISIANA

KEY POINTS

- 1** LABI is partnering with the Louisiana Department of Health on their “Bring Back Louisiana Campaign” – a bold grassroots effort aimed at bringing COVID-19 vaccines to communities around the state.
- 2** Vaccines and reaching herd immunity are our best chance at restoring normalcy, getting Louisiana’s economy back on track, and bringing back the spirit of Louisiana we know and love.
- 3** The wide distribution and sharing of accurate information regarding the COVID-19 vaccine is a critical component for Louisiana as we work to reopen our businesses and rebuild our economy.
- 4** Studies show that COVID-19 vaccines are very effective at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.

BENEFITS OF WORKPLACE VACCINATION

VACCINES HAVE GREAT BENEFITS FOR OVERALL WORKPLACE WELLNESS.

BENEFITS TO EMPLOYERS

- ▶ Reduces costs by decreasing time missed from work to get vaccinated.
- ▶ Reduces cost by reducing absences due to illness, resulting in improved productivity.
- ▶ Vaccination is often already covered under employee health plans.

BENEFITS TO EMPLOYEES

- ▶ Reduces absences due to sickness and doctor visits.
- ▶ Improves health.

PROMOTING WORKPLACE VACCINATION:

A TOOLKIT FOR EMPLOYERS

This toolkit will help your organization educate employees about the COVID-19 vaccines and raise awareness about the benefits of vaccination.

Provide educational information about COVID-19 vaccines and employee benefits:

CUSTOMIZABLE LETTER OR EMAIL

Share clear and accurate information with your employees by hanging posters or providing handouts:

COMMUNICATION RESOURCES

- ▶ Encourage leaders in your organizations to be vaccine champions and share testimonials about why they got vaccinated and promote their stories.
- ▶ Encourage social support. Invite your employees to wear *stickers* once they have been vaccinated and post vaccination selfies on social media.