



COVID-19 Vaccines Information Sheet – Internal Communication

Employers are encouraged to have regular conversations with their workers in line with government health advice. These conversations will cover how to best support employees and make it as easy as possible for those who choose to get the vaccine to get it when it is their turn, whether this is by providing access to paid or unpaid leave, flexible hours or otherwise.

If employees have questions that relate to their medical history or medical advice about the vaccines they should be encouraged to have these discussions with their GP.

Message for corporate newsletters and intranet

Message from the CEO on organisation's vaccination program

Subject: Arm yourself against COVID-19

COVID-19 has touched each of our lives in significant ways. Life is a lot different and even within our resilient community, this pandemic will leave a lasting mark.

While the rollout of the COVID-19 vaccines in Australia have provided a welcome light at the end of the tunnel, I understand many questions remain. When will I be eligible to get the vaccine? How safe and effective is the vaccine for me and my family? When will it be safe for us all to return to the life we once knew?

With new vaccine developments every day, it's normal to have questions or concerns, and possibly feel hesitant about getting a vaccine. This is a new vaccination program and these are new vaccines.

At [organisation], we are committed to keeping you up-to-date with the most relevant information so please keep an eye out for more updates from us in the weeks and months ahead. I also encourage you to regularly check national and state government guidance for the latest information.

If you have questions about the vaccines and your medical history please talk to your GP.

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VACCINATION



As vaccines are becoming available to more and more people, it is important for us to ensure that it is as convenient as possible for our team and their family to go and get vaccinated.

It will take a combined effort to overcome the challenge of COVID-19, and we're proud to champion this initiative to protect our team's health and enable our community to get back to normal, quicker. At [organisation], we expect our employees to live our mission and lead by example every day and as the leader of our organisation, I felt it was incredibly important to demonstrate that I am doing my part and have received my COVID-19 vaccination, since I am encouraging you to do the same.

I armed myself for my immediate family, parents, friends, and the community, to protect my loved ones and my close network by protecting myself. I hope that those of you who have already been vaccinated will share your reasons for getting the vaccine with family, friends and colleagues as your example may inspire others.

Together, we can fight this, but it will take each and every one of us doing our individual part.

If you have any questions about the vaccination program and how it impacts you, please do not hesitate to contact [include contact details].

Kind Regards,

NAME

Message to staff from management about the vaccination

Personalised communication from team leaders to network about why they got vaccinated and how easy it was

Example template for your use:

Hi team,

I thought I would send a quick email to tell you about my experience in receiving the COVID-19 vaccine today.

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VACCINATION



Last week, I booked my appointment using the **Eligibility Checker online at australia.gov.au**. This tool is a really easy way to check your eligibility for the vaccine and to book in at a location nearby.

I went to [location] for my appointment today to receive my COVID-19 vaccination.

Once inside the clinic, I was required to check in at the reception desk, provide my personal details.

Once checked in, I had to wait until I was called to a booth. At the booth a nurse checked my details and we had a more in-depth discussion about my health and the shot I was about to have.

If you had a flu shot, you need to wait one week before having a COVID-19 vaccine.

Once checked off, I needed to provide my consent to receive the injection – which I did.

The vaccination inserted into your non-dominant arm is done in a flash, and to be honest, I didn't even feel it. It's given in a private booth with just you and the nurse.

I was then moved to the waiting area for 15 minutes of observation.

From there I was called by name, and a nurse checked I was okay before briefing me on what to look for and what to do if I was to have a reaction.

It was very professional, well organised and a reassuring experience.

It's done now and I'm booked in for my second vaccination in [month]. I thought you might be interested in hearing about the process – and how easy it was to get done.

I also wanted to share with you why I did it, and I'm arming myself for my mum – to ensure I could continue to go visit her in an aged care facility with peace of mind. I'm encouraging everyone within our team to go and book in for their vaccination and please, let me know who or why you did it for. I'm interested in hearing from you to keep these important conversations happening.

Having a COVID-19 vaccine is one of the best ways to protect ourselves and our community against COVID-19.

Kind Regards,

NAME

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VACCINATION



Example talking points for CEOs for media opportunities

Will you be offering incentives for your staff to be vaccinated?

- The Australian Government is very focused on ensuring it can give Australians the maximum opportunity to be vaccinated – we are eager to see if there's a way we can help accelerate the rollout of the vaccine program.
- If there are ways we can help this process using our network and our communication channels, not only just in our communication with our team members, but also with the families of our team members, and those in multicultural communities – then we will do all that we can to help get the message out.
- There are many ways in which businesses can support the vaccination efforts!

What are you currently doing to help your staff? [example]

- Our team members have been offered XX hours paid leave to go and get both doses of the vaccine.
- But it's really important that we're doing our bit to encourage people to go and get the vaccine.

Do you know how much of your workforce is already vaccinated?

- I'm really proud of all our staff who have come forward for vaccination – their response has been very positive.
- What we're trying to do is just to make sure we're reducing the obstacles and the barriers for people to go and get vaccinated.
- And by providing this paid leave and offering incentives, it just makes it easier for and encourages our team to go and get vaccinated.

Why is it more important now than ever to get vaccinated?

- I think one of the biggest obstacles for people getting the vaccine was initially that they didn't really feel such a great risk with COVID-19.
- The community is now starting to take vaccination far more seriously.
- With the various issues coming through with the Delta strain and recent lockdowns across the country, it's an important reminder to everyone why it is just so vital to go and get vaccinated.

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VACCINATION



Why are you supporting the vaccination program?

- We just think that if there's a way that our organisation can help, if there's a way that we can make it more convenient for our team and their family to go and get vaccinated, then we should do that. It's the right thing to do.