

# COVID-19 Workplace Vaccination Campaign Messaging Strategy Checklist

December 31, 2020

Identify points of contact/“SWAT team” comprising representatives from:

- Human resources
- Compliance/risk management
- Occupational health
- Marketing/public relations
- Legal

Compile internal and external resource list:

- Health benefits information
- Federal and state agency website publications
- Company leave and absence policies
- Point(s) of contact for COVID-related questions

Develop and deliver (a) management training and (b) employee training about the COVID-19 vaccine:

- What we know about it
- Benefits
- Availability

- Company support
- Exemption requests and other special issues
- CDC and other resources

#### **Develop and distribute vaccination campaign promotional materials:**

- FAQ
- CDC-provided collateral, such as posters
- Social media and other marketing content
- Leadership “testimonials”

#### **Monitor for, and publicize, regulatory and other important updates/developments:**

- Designate SWAT team member to be in charge of regularly checking federal, state, and local health and regulatory authorities for COVID-19 vaccine information
- Develop mechanism (newsletter, blog, email blast) for communicating important updates to staff

**Keep legal counsel and other SWAT team members in the loop regarding roll-out issues or concerns**

## **Related Practices**

[Labor & Employment](#)

©2024 Carlton Fields, P.A. Carlton Fields practices law in California through Carlton Fields, LLP. Carlton Fields publications should not be construed as legal advice on any specific facts or circumstances. The contents are intended for general information and educational purposes only, and should not be relied on as if it were advice about a particular fact situation. The distribution of this publication is not intended to create, and receipt of it does not constitute, an attorney-client relationship with Carlton Fields. This publication may not be quoted or referred to in any other publication or proceeding without the prior written consent of the firm, to be given or withheld at our discretion. To request reprint permission for any of our publications, please use our Contact Us form via the link below. The views set forth herein are the personal views of the author and do not necessarily reflect those of the firm. This site may contain hypertext links to information created and maintained by other entities. Carlton Fields does not control or guarantee the accuracy or completeness of this outside information, nor is the inclusion of a link to be intended as an endorsement of those outside sites.

