

# CONVERSATION GUIDES: OVERCOMING EMPLOYEE FEAR & MISINFORMATION



# GET A FREE COVID-19 VACCINE



Getting a COVID-19 vaccine means taking care of yourself so that you, your family, and others are protected from getting severely ill. Getting vaccinated is the gateway to getting back to who and what we love.

- **Eligibility**

- The COVID-19 vaccines are safe and free for [anyone who is eligible](#).
- Youth between the ages of 12 – 17 must be accompanied by a parent **OR** have a [consent form](#) signed by a parent.
- Insurance is not required.

- **At The Site**

- Bring any identification with their name (College or student ID, passport, consular ID, driver's license, social security card).
- If insured, bring the insurance card.
- Mention to the vaccination provider before getting the vaccine:
  - have any allergies
  - have a fever
  - have a bleeding disorder or are on a blood thinner
  - are immunocompromised or are on a medicine that affects your immune system
  - are pregnant or plan to become pregnant
  - are breastfeeding
  - have received another COVID-19 vaccine
  - have ever fainted in association with an injection
- Community health personnel will be available on site to answer any questions around reactions, care, etc.

- **VAX Locations** - Along with many local pharmacies, grocery stores, and other community locations, [free vaccines are available through Fulton County](#). Mobile and pop-up locations are updated daily. [Find a Vax Site near you today.](#)

- **Free Rides To Vax Sites**

- **FREE Rides for Seniors** - Any Fulton County senior who has a confirmed vaccination appointment can call the Senior Services STARline at 404-613-6000 to schedule transportation.
- **FREE Lyft Rides to Vaccine Appointments - From now until June 30, 2022**  
The Vaccine Access Program is a partnership between Lyft and United Way 2-1-1 to help ensure that transportation gaps do not prevent Georgians from being able to receive the COVID-19 vaccine. Anyone in need of vaccine transportation can contact United Way 2-1-1 of Greater Atlanta to receive a free ride from Lyft! If your organization is having a vaccine event, or you know of someone in need of a Lyft, please let them know to contact United Way 2-1-1 to schedule a free ride to vaccine appointments. [How to reach United Way 2-1-1:](#)
  - In the Metropolitan Atlanta area, dial 2-1-1.
  - Outside the Metropolitan Atlanta area, dial 404-614-1000, 8 a.m. to 7 p.m. Monday to Friday, to speak to a Community Connection Specialist and schedule a vaccine ride through Lyft.

- **Homebound Residents** - Georgia residents who are currently homebound due to an ongoing physical or mental disability and are unable to travel to a COVID-19 vaccination site can request to receive the vaccination at their home by phone or email. To leave a voicemail request, please call 888-572-0112 and someone will return the call to obtain additional information. To request services by email please email [HVS@dph.ga.gov](mailto:HVS@dph.ga.gov) with the following information for the person who requires at-home vaccination:

- Name
- Date of birth
- Address
- City
- County
- Contact phone number
- The contact phone number will be used to obtain additional information and schedule the vaccination.

- **What To Know After Vaccination**

- **KEEP YOUR VACCINATION CARD** When you get your first dose (if Pfizer or Moderna), you will get a vaccination card to show you when to return for your second dose of the COVID-19 Vaccine. Remember to bring your card when you return.

# OVERCOMING EMPLOYEE FEAR AND MISINFORMATION THROUGH CONVERSATIONS THAT MATTER

*A lot of successes in getting teams to go and get vaccinated, have been when the employers are compassionate, people have an open-door policy that communication, are educating and discussing the issues with their employees as to what their fears are, what their concerns are, and what have you,, and allowing groups of people to make decisions together.*

**Karen Bremer, President, Georgia Restaurant Association**

When it comes to getting the COVID-19 vaccine, many people have concerns around the safety and effectiveness of the vaccine. It is important to build trust and confidence in both of these aspects in order to influence vaccine uptake. The more information people know about the vaccine, the greater the likelihood of them getting vaccinated.

## Use Your Influence Wisely

### 5 ELEMENTS OF INFLUENTIAL CONVERSATION

1. Lead With Empathy, Listen First, and Learn
2. Affirm Reasonable Doubts; Be Transparent
3. Know The Nuances of Your Audience
4. Simplify The Science to Build Confidence in Efficacy & Safety
5. Provide a clear Call To Action

## Cover Key Topics About The Covid-19 Vaccine

1. How the vaccine works
2. That it does not cause a person to be infected with SARS CoV-2
3. Overview of vaccine safety and effectiveness
4. Potential side effects and how they are treated
5. The role of the vaccine in combatting the pandemic
6. Addressing and dispelling concerns and misinformation

DO SAY	DON'T SAY
A safe and effective vaccine, 90% effective in real-world conditions	Operation Warp Speed; A vaccine developed quickly
Authorized by FDA based on clinical testing	Emergency Use Authorization
Get the latest information from reliable sources	These are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep country safe
Public Health/Centers for Disease Control and Prevention	Government
Medical experts and your doctors	Scientist
People who have questions/doubts	People who are "hard-to-reach", hesitant, skeptical, resistant, or "Anti-vaxxers"
Community immunity	Herd immunity

*I always go back to conversation and relationships; I think HR is not just about relationships and conversations with your employees, and being open and transparent, sharing what you do know, and then being honest about what you don't know, and looking for those answers.*

**Sheree Knowles, Founder & CEO, HR Knowledge Source**

### Make the Delta Variant REAL!

5 Things To Know About the Delta Variant
<ul style="list-style-type: none"> <li>Responsible for <b>more than 80% of infections</b> in the U.S. and believed to be 2x more contagious</li> </ul>
<ul style="list-style-type: none"> <li><b>A person infected with Delta carries a <a href="#">thousandfold more virus</a></b> than those infected with the original strain</li> </ul>
<ul style="list-style-type: none"> <li>Infection with the Delta variant is <b>as much as 2x more likely to lead to severe illness</b></li> </ul>
<ul style="list-style-type: none"> <li>May be able to <b>partially evade the antibodies</b> made by the immune system after a coronavirus infection or vaccination and <b>may render certain monoclonal antibody treatments less effective</b></li> </ul>
<ul style="list-style-type: none"> <li>The <b>vaccines prevent more than 90% of severe disease from COVID</b>. Vaccines work!</li> </ul>

	<b>YOUNGER WORKERS (18 - 29)</b>	<b>ESSENTIAL WORKERS</b>
<b>VAX RATES</b>		
<b>% Vaxxed</b>	<b>38.3%</b>	<b>48%</b>
<b>INTENTIONS</b>		
<b>“Wait &amp; See”</b>	<b>24%</b>	<b>19%</b>
<b>Not Unless Required</b>	<b>12%</b>	<b>11%</b>
<b>BARRIERS</b>		
	<ul style="list-style-type: none"> <li>• Possibility of serious side-effects (84%)</li> <li>• Distrust in Vaccine Safety (78%)</li> <li>• Being Mandated To Vaccinate (61%)</li> <li>• Side-Effects Impairing Work Ability (44%)</li> <li>• Misinformation On Fertility (44%)</li> </ul>	<ul style="list-style-type: none"> <li>• Possibility of serious side-effects (66%)</li> <li>• Distrust in Vaccine Efficacy (64%)</li> <li>• Being mandated for vaccination (61%)</li> <li>• Side-Effects Impairing Work Ability (53%)</li> <li>• Awareness of Vax Site Locations - Lower Income (45%)</li> <li>• Awareness of Eligibility -Lower Income Essential Workers (58%)</li> </ul>
<b>DRIVERS</b>		
	<ul style="list-style-type: none"> <li>• Airline Requirements (40%)</li> <li>• Event Attendance Requirement (39%)</li> <li>• One-Dose Vaccination (38%)</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Time Off (21%)</li> <li>• Cash Incentives (19%)</li> <li>• Onsite Vaccination (23%)</li> </ul>

***Alive & In Color* was created as a movement for the community, by the community.**

The multi-channel behavior change and outreach initiative was conceived to empower Fulton County's at-risk Black & LatinX Communities & their Advocates, with guidance and resources to halt the spread of COVID-19 and mitigate its impact. The messages were simple but smart:

**TRAIN**

- Arm yourself with knowledge
- Be proactive with your health
- Manage Risk

**TEST:**

- Know your status - Get tested

**TREAT (Early)**

- Get treated
- Take advantage of care and resources provided by Fulton Co. & Partners

**In 2021, *Alive & In Color*** is focused on communications around vaccine equity and increasing vaccine acceptance, while encouraging Fulton County residents to continue to practice the 3W's of risk mitigation (*Wear a Mask, Wash Your Hands, Watch Your Distance - practice physical distance*).

**ALIVE** &  
IN **COLOR**

FOR MORE INFORMATION, VISIT [ALIVEANDINCOLOR.COM](http://ALIVEANDINCOLOR.COM)