

ONLINE REWARDS HAS BEEN HELPING U.S. CARRIERS AND EMPLOYEES WITH DEVELOPING BEHAVIOR CHANGE PROGRAMS AROUND HEALTH AND WELLNESS FOR ALMOST 20 YEARS.

Some tips and observations that may help as you consider your Company's approach.



1 DEVELOP A WRITTEN POLICY

A written policy offers a consistent message, both for employees and managers that must communicate the message. The written policy should include the expectations, timelines, and reasons why the company has adopted the policy.

2 DEMONSTRATE IMPORTANCE FROM LEADERSHIP

If your C-level executives demonstrate their willingness to take the vaccine, your employees are likely to follow suit. Look to leaders like former presidents and business leaders who have taken this to heart.



3 APPOINT "VACCINE AMBASSADORS" AT ALL LEVELS OF YOUR ORGANIZATION

Key to adoption will be making sure employees at every level have someone they can talk to directly about questions or concerns. Make sure every department has someone appointed who can fill this role.

4 MAKE EDUCATIONAL MATERIALS READILY AVAILABLE

Post details about the vaccine and its availability on your intranet. Communicate regularly via email. Make sure your employees have an easy place to get questions answered. Education will encourage adoption.



5 PROVIDE INCENTIVES

Carrots versus sticks are especially powerful when approaching emotionally charged behavior changes - i.e. asking your employees to get a vaccine.