

Designing and implementing campaigns in support of **vaccination efforts** to prevent and reduce the spread of COVID-19

Strategies for companies

TOOLKIT 2.0



Toolkit 2.0 – Overview

About this Toolkit

This toolkit aims to provide a guidance on developing effective COVID-19 communication strategies focused on promoting protective behaviour and maximum uptake of the new COVID-19 vaccines. It aims to offer practical examples of actions companies can make to contribute to help reduce the impact of this virus on the population by working collaboratively with local, national and international public health organizations, while leveraging their own assets.

What the Toolkit covers

1

PART I

Introduction: Mobilizing the private sector for a rapid COVID-19 vaccine rollout

1. Private sector: an ally in the COVID-19 battle
2. Role of companies in supporting and encouraging vaccination
3. Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19

2

PART II

Leveraging company's assets

1. Rational and aims
2. Role of companies in supporting and encouraging vaccination among employees

3

PART III

Companies' best practices

1. Budweiser
2. Pfizer & Nat Geo
3. UNICEF UK
4. Bavaria
5. General Motors Co & Ford
6. Uber
7. Decathlon

Who should use this Toolkit

- Private Sector and Nonprofit Companies
- Ministries of Public Health
- Secretaries of Health and Public Communication Officers
- Government Communication Offices
- Those with strategic decision-making and communication responsibilities.

