
BUILDING A RESILIENT COVID-19 VACCINATION PROGRAMME



A COMPLEX AND EVOLVING SITUATION SUCH AS A PANDEMIC PUTS ENORMOUS STRAIN ON ORGANISATIONS' ABILITY TO PROACTIVELY PROTECT THE HEALTH AND WELLBEING OF THEIR WORKFORCE. IN THE CASE OF COVID-19, ACCELERATED RATES OF VACCINE DEVELOPMENT IS ONLY ONE OF THE MANY ELEMENTS COMPLICATING ORGANISATIONAL RESILIENCE.

As dozens of vaccines began to go through development and testing, the race began for organisations to get ahead of the curve in developing a corporate vaccination strategy to support employees and communities at large. With vaccine rollout plans drastically varying per country and heavily regulated by governments, the pertinent questions remains, **how can organisations effectively build a vaccination programme based on the elements within your control?**

With decades of experience in managing and delivering global vaccination programmes for our clients, our health consultants outline the notable elements that encompass robust and resilient vaccination programmes.

1 INTERROGATED INTELLIGENCE

In order for stakeholders to make informed decisions and develop accurate policies, having access to accurate and evolving intelligence is key. During the current infodemic it has become clear that sourcing, validating, compiling and continually updating information can be a strenuous task for a company to undertake. Often the role of those in charge of information can be unclear and responsibilities spread across various departments. The centralised management of intelligence can ensure quality and consistency.

The need for vaccine intelligence will remain a constant throughout your vaccination strategy planning, with country specifics changing on a daily basis. However, vaccine intelligence interrogated by a medical professional can uncover trends and unique risks specific to your organisation and can help benchmark against similar industries. Collaborating with a health expert elevates data points and country specific information into a structured plan that is based on your organisational profile. This profile is dependent on factors such as your operating location(s), government regulations, and employee population.

2 ANTICIPATING EMPLOYEE CONCERNS

After disseminating the most accurate and up-to-date information to your workforce, the next step is engaging your stakeholders to uncover your organisational challenges, risks and goals.

Asking yourself questions such as:

- Who will take ownership of the vaccination programme?
- What critical risks could cause business disruption?
- Which of my employee population is most at risk?
- How should we communicate to employees on vaccination?
- Are there cultural or national nuances we should be aware of around vaccine uptake?

As most global vaccination rollouts of this scale are by necessity primarily governmentally driven, there are many countries where employers are fast developing an active role. Ensuring you have implemented compliance measures within your vaccination programme is key. From communication strategies with your employees, to securely collecting data or reporting back to your board members, your processes should be well considered and based on an understanding of global needs.

3 MAINTAINING OPEN COMMUNICATIONS CHANNELS

After uncovering the critical risks and opportunities for your organisation, your next priority becomes efficiently deploying your programme within your workforce.

Imperative to your programme's success is being entirely transparent with your employees and offering various channels for communication. Frequently sharing verified vaccine information that is vetted and based on the latest evidence with your workforce will empower them to make more educated decisions regarding their health and wellbeing.

Proactively sharing programme updates through townhalls, internal intranets or via email should be considered early on. Engaging with your health advisor to carry out live webinars offers an interactive outlet for their questions to be answered. There are many more techniques which can be considered to encourage vaccine uptake.



4 REPORTING & RE-EVALUATING

In a complex environment such as a pandemic, accurately collecting and reporting on your vaccination programme can help to monitor progress or may be required in certain sectors. Regularly reporting to the wider business on the programmes progress, successes and challenges allows stakeholders to remain informed and confident in the effectiveness of the plan. Notable challenges can then be proactively managed and brought back on course to ensure that employees remain protected from COVID-19 and organisations uphold their Duty of Care.

A successful vaccination programme is not static. It is a continually evolving plan that is able to adjust and account for changes in the global situation.

Our global health experts are on hand to add capacity and expertise to your COVID-19 vaccination planning. Whether your need is for strategic advice, vaccination monitoring and national vaccine programme information, or vaccine delivery strategies, our advisors add the needed capability.

To learn more, visit: internationalsos.com/COVID-19-vaccines

