Dear Employer,

Thank you for all you are doing to provide the goods and services our nation needs. We recognize that the COVID-19 pandemic has presented numerous challenges, forcing you to continually adapt while trying to keep your employees and their families safe. We are eager to support your existing efforts with another effective tool to stop the pandemic—a COVID-19 vaccine. Getting a COVID-19 vaccine gives you and your employees an added layer of protection against COVID-19.

Soon your staff will have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

It's important to vaccinate essential workers because of their role in maintaining critical infrastructure operations **and** their increased risk of getting COVID-19 and spreading it to others. Frontline essential workers are at the most increased risk of getting COVID-19 because their work-related duties must be performed on site and involve being in close contact (within 6 feet for a cumulative total of 15 minutes in a 24-hour period) of the public or coworkers.

Some of your workers may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. You can help inform your workers about the vaccines and help them feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Essential Workers was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your employees. We encourage you to review and customize these materials.

- **Introductory letter:** Send this letter to encourage your branches, offices, or units to review and use the toolkit materials.
- **Key messages:** Use these key messages about COVID-19 vaccine to educate your employees.
- **Frequently asked questions (FAQs):** Use these to help answer questions about COVID-19 vaccine.
- **Slide deck**: These basic slides about COVID-19 vaccines are for informational meetings within your organizations. You can use all or part of the set or also include your own organization's information.
- **Posters/flyers**: These posters/flyers encourage and support essential workers in their decision to get vaccinated. You can print and post them in your buildings and other locations.

- **Facts about COVID-19 vaccines:** This plain-language fact sheet is available in several languages: English, Spanish, Arabic, Korean, Russian, Tagalog, Vietnamese, Simplified Chinese, and Traditional Chinese.
- **Newsletter content**: This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- **Letter to your employees:** Customize this letter about COVID-19 vaccination to send to your staff.
- **Social media content**: These messages and images are for use on various social media channels that your organization uses, including Facebook, Twitter, and LinkedIn. You can use them as-is with the hashtag #SleeveUp or include your own identity.
- **Stickers**: Print stickers for employees who have been vaccinated to wear in the workplace.

Stopping a pandemic requires using all the tools we have available, and now we have a powerful new tool—vaccines. When you support COVID-19 vaccination, you are helping to protect against COVID-19 in your business.

We appreciate your ongoing support.

You can put your organization's logo on materials that have a "Your Logo Here" square, but you should leave the CDC URL (www.cdc.gov) on those materials.

The toolkit will be expanded to include more materials soon, so please check frequently for updates. https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/essential-workers.html