



COVID-19 Vaccine **Business and workplace** toolkit

# Information and resources

to help workplaces, non-profit groups and other organisations support COVID-19 vaccinations in their communities



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# Introduction

## **Kia ora.**

Thanks to our collective efforts against COVID-19, New Zealand is now in a much stronger position than many other countries. The key to building on this success is getting as many people as possible vaccinated.

High vaccination rates will not only protect our communities and keep people safe, but will also mean we rely less on lockdowns in the future, and there is more certainty for local businesses, and enable us to start to reconnect New Zealanders with the world.

Workplaces, non-profit groups and community organisations all have important roles to play.

This toolkit contains resources that will help you to support the national vaccine and immunisation programme – and most importantly, ensure your people are protected from COVID-19.

## **This toolkit includes:**

- Key information: COVID-19 vaccine programme
- How you can help
- Posters and other collateral for your workplace, clubrooms or meeting spaces
- Digital assets for your social media channels, newsletters and website
- Frequently asked questions about the vaccine
- Links to further information and resources.

# Key messages

## Why it's important to get vaccinated

- Getting vaccinated is the best way to protect yourself and your whānau from COVID-19. The vaccine saves lives and means you're far less likely to get sick and end up in hospital if you get COVID-19.
- Getting as many people vaccinated as soon as possible is the key to keeping our communities safe and preventing further lockdowns.

## Who can get vaccinated

Everyone in New Zealand aged 12 and over can now book their free COVID-19 vaccine. It does not matter what your visa or citizenship status is.

## How to get vaccinated

- The COVID-19 vaccine is free. You can get vaccinated at community vaccination centres, Māori and Pacific health providers, GPs and pharmacies around New Zealand.
- To book your free COVID-19 vaccine, you can:
  - Visit [BookMyVaccine.nz](https://bookmyvaccine.nz)
  - Call **0800 28 29 26** (between 8am and 8pm). All calls are free and you can ask for an interpreter if you need one.
- When booking, you can select the time and place you would like to get vaccinated at.
- For the best protection, it's important to get two doses of the vaccine. Usually these are six weeks apart. However, you can book both doses at the same time.
- Some sites do not require a booking or appointment – if you haven't yet had your first dose, you can simply show up at these sites to get vaccinated. You can find more information about this at [Covid19.govt.nz/drive-through](https://covid19.govt.nz/drive-through)
- To find out if your local doctor or pharmacist is offering COVID-19 vaccines visit [Healthpoint.co.nz](https://healthpoint.co.nz) or [Karawhiua.nz](https://karawhiua.nz)

## The Pfizer vaccine

- The COVID-19 vaccines are already the most well-studied vaccines ever made.
- The Pfizer vaccine is highly effective if people have both doses, including against the Delta variant.
- The Pfizer vaccine has a good safety record and has proven to be effective after millions of doses have been administered worldwide.
- Studies show that about 95% of people who have received both doses of the vaccine are protected against getting COVID-19 symptoms. This means that once you are fully vaccinated, you are far less likely to fall seriously ill and less likely to transmit the virus to friends, whānau or workmates.
- In New Zealand the vaccine has been thoroughly assessed by Medsafe experts and has met strict safety standards. You can find more information at [Covid19.govt.nz/vaccines](https://covid19.govt.nz/vaccines)
- Two doses of the Pfizer vaccine are needed for maximum protection.

# How you can help

No matter what your role is, there are ways you can get involved and support the COVID-19 vaccine and immunisation programme.

## How workplaces can help

Supporting your team to get vaccinated will help keep everyone safe from COVID-19 and will help to prevent future lockdowns. Here are some of the ways you can help:

### Support your team

- There are plenty of ways you can support your staff to get vaccinated. This could be as simple as ensuring your team knows how to book or where the nearest vaccination centre is, hanging posters around your office, or making sure employees can take time off to go get their vaccine.
- If you want to take the next step, you could consider organising information sessions for your staff members (such as hosting a morning tea where people can ask any vaccine-related questions they may have), arranging a team trip to a drive-through vaccination centre, or checking whether your workplace is eligible to provide vaccinations on site.
- For queries about workplace vaccinations, email [covid-19response@health.govt.nz](mailto:covid-19response@health.govt.nz)

### Spread the news

- Consider how you can use your communications channels to encourage your staff and customers to get vaccinated. This toolkit contains digital resources to help you promote the programme in your newsletters, intranet, website, and social media channels, as well as visual materials you can hang in your office or storefront.
- Team meetings and conferences are also great spaces to talk to your people about getting vaccinated – and to help with this, you'll find a Zoom background in this kit.

### Use your networks

- If you're part of an industry association or a local employers' group, think about how you can work together to encourage more people in your area to get vaccinated. Don't be afraid to think outside the box. For example, you might like to organise friendly competitions between workplaces or offer spot prizes to association members who are fully vaccinated.

## **How non-profits, community organisations and volunteers can help**

Community groups and non-profit organisations are at the heart of our communities, and will be vital in ensuring as many people as possible are protected from COVID-19.

Here's how you can get involved in the vaccination programme:

### **Use your voice**

- It's important people get factual and reliable information about the vaccine so they can make an informed decision. As a trusted voice in your community, you can ensure everyone has access to accurate information and knows where to go to get the facts.
- Whether it's holding vaccine information sessions for families, not sharing misinformation on your social media channels, or handing out key information with food parcels, you can make sure people know why it's important to get vaccinated and how they can book.
- This toolkit contains resources that will help you ensure your communities can access reliable, accurate information and know what to look out for.

### **Offer assistance**

- For some people, barriers like language, technology or transport will mean they have trouble accessing a vaccination. There are plenty of ways community groups and volunteers can support people to overcome these challenges.

- Check in with your clients to see if they need help booking an appointment or accessing further information about the vaccine. If you're already holding regular community sessions or meetings, make sure vaccination is on the agenda.
- If there are people in your area that may struggle to arrange transport, you might like to consider offering free rides to and from vaccination centres. Larger groups can be accommodated through drive-through vaccination centres.

### **Spread the news**

- Consider how you can use your communications channels to encourage your volunteers and clients to get vaccinated.
- This toolkit contains digital resources to help you promote the vaccine programme on social media, in newsletters and on your website. There are also posters and other visual materials you can hang in your office, meeting rooms or community centre.

# Digital assets

The following digital assets have been included in this toolkit to help your business or organisation promote the vaccine programme and encourage people to get vaccinated:

## Social media tiles



## Email signatures




Download social media tiles and email signatures at  
[Covid19.govt.nz/vaccines-postersandvideos/](https://Covid19.govt.nz/vaccines-postersandvideos/)

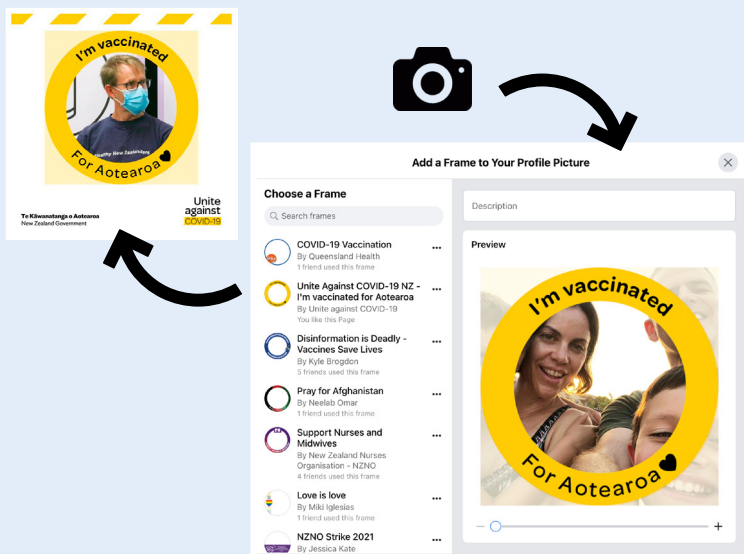


## "I'm vaccinated" Facebook frames

To promote visibility of those who are vaccinated, people can add a frame to their Facebook profile image online.

Instructions:

1. go to your profile
2. click the  to change your profile picture
3. click 'Add Frame'
4. search **Unite Against COVID-19 NZ** or **Vaccinated NZ**



Download digital screens at  
[Covid19.govt.nz/vaccines-postersandvideos/](https://Covid19.govt.nz/vaccines-postersandvideos/)

## Example text for e-newsletters, staff updates or intranet

Putting a reminder about the vaccination programme in your e-newsletter or on your intranet is an easy way to encourage your people to get vaccinated. The example text below can be customised to include the details of local drive-through vaccination centres or information that's relevant to your team (such as upcoming information sessions).

Have you and your family got your free COVID-19 vaccine yet?

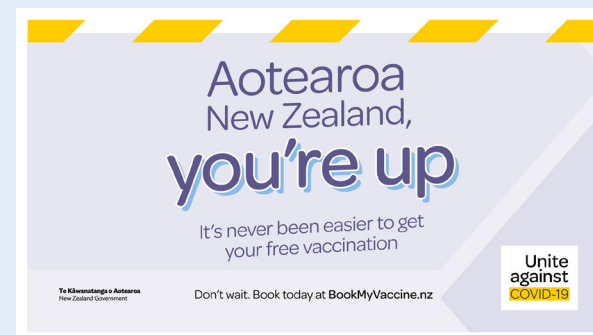
Getting vaccinated is the best way to protect yourself and your whānau from COVID-19. The vaccine saves lives and means you're far less likely to get sick and end up in hospital if you get COVID-19.

Getting as many people vaccinated as soon as possible is the key to keeping our communities safe and preventing further lockdowns.

Everyone aged 12 and over is now able to book their vaccine. You can do this online at [BookMyVaccine.nz](https://BookMyVaccine.nz), or by calling 0800 28 29 26 (between 8am and 8pm).

## Digital screen

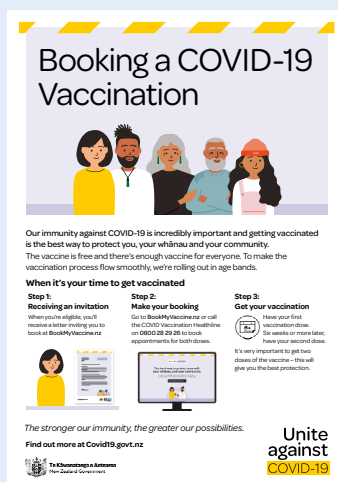
Use this for any digital screens in reception areas, meeting rooms and break out areas/kitchens. It can also be used as a Zoom/Teams background.



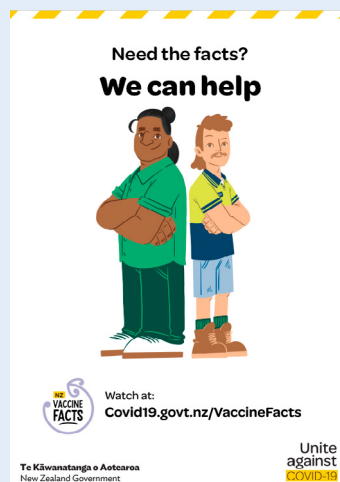


# Posters

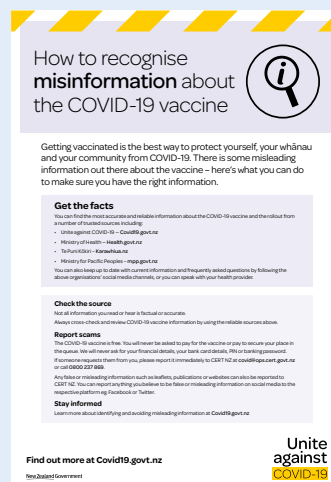
You can download a suite of posters to promote the vaccine programme in your workplace, at events, or in your local community. There is also a guide on how to recognise misinformation and where to find trusted information.



Information on booking a vaccine



How to recognise misinformation about the vaccine and where to go for help



Use these posters to promote vaccinations in your community.

Download posters at  
[Covid19.govt.nz/vaccines-postersandvideos/](https://Covid19.govt.nz/vaccines-postersandvideos/)

# Brochures and flyers

Frequently asked questions about the vaccination are answered and provided in these information sheets.


**Aotearoa  
New Zealand  
It's your time**

**COVID-19 vaccinations  
are now open for everyone  
12 years and over**

They're completely free and are one of the most powerful tools against COVID-19. Play your part in protecting all New Zealanders and giving us more options in the future. Book your vaccination today.

**Te Kāwanatanga o Aotearoa  
New Zealand Government**

**Unite  
against  
COVID-19**



**Your COVID-19  
vaccination**

Everything you need to know

**Te Kāwanatanga o Aotearoa  
New Zealand Government**

**Unite  
against  
COVID-19**

**MINISTRY OF HEALTH  
MANATU HAUORA**

**Getting your  
COVID-19 vaccine:  
What to expect**

Vaccines are one of the ways we can fight the COVID-19 pandemic and protect the welfare and wellbeing of our communities.

**Protection**  
COVID-19 vaccines are free and available to everyone 12 years and over in Aotearoa New Zealand. Vaccines protect your health and prevent disease by working with your body's natural defences so you are ready to fight the virus, if you are exposed. The COVID-19 vaccine works by triggering your immune system to produce antibodies and blood cells that work against the COVID-19 virus. Getting a COVID-19 vaccine is an important step you can take to protect yourself from the effects of the virus. Once you've been vaccinated, continue to take precautions to prevent the spread of COVID-19. Thoroughly wash and dry your hands. Cough or sneeze into your elbow and stay home if you feel unwell. This will help you protect yourself, your whānau and others. Continue to use the NZ COVID Tracer app to scan QR codes to record your visits, turn on Bluetooth tracking, and you may wish to wear a face covering or mask.

**How do we know it's safe?**  
The Pfizer vaccine has been thoroughly assessed for safety by our own Medsafe experts. Medsafe only grants consent to using a vaccine in Aotearoa, New Zealand, once they're satisfied it has met strict standards for safety, efficacy and quality.

This is the same process used to assess other medicines, like the flu vaccine. There have been no shortcuts taken in granting approval. The Pfizer vaccine has been used successfully by millions worldwide. It continues to be monitored for safety.

**Pfizer vaccine**  
This vaccine will not give you COVID-19. You'll need two doses, six weeks apart or more. To ensure you have the best protection, make sure you get both doses of the vaccine. If you can't make your appointment, reschedule as soon as possible.

**Things to consider before getting your vaccine**  
If you have had a severe or immediate allergic reaction to any vaccine or injection in the past, please discuss this with your vaccinator. If you are on blood-thinning medications or have a bleeding disorder, please let your vaccinator know. We are not currently offering the Pfizer vaccine to those under 12 years of age. If you have symptoms of COVID-19, get a test and stay at home until you get your results. You can be vaccinated once you have a negative test.

**New Zealand Government**

**Unite  
against  
COVID-19**

**MINISTRY OF HEALTH  
MANATU HAUORA**

1 | English | Getting your COVID-19 vaccine: what to expect | M7558 | 7 September 2021

**COVID-19 vaccine:  
After your vaccination**

Like all medicines, the vaccine may cause side effects in some people. This is the body's normal response and shows the vaccine is working.

What you may feel	What can help	When this could start
Pain at the injection site, a headache and feeling tired and fatigued. These are the most commonly reported side effects.	Place a cold, wet cloth, or ice pack on the injection site for a short time. Do not rub or massage the injection site.	Within 6 to 24 hours
Muscle aches, feeling generally unwell, chills, fever, joint pain and nausea may also occur.	Rest and drink plenty of fluids. Paracetamol or ibuprofen can be taken, follow the manufacturer's instructions. Seek advice from your health professional if your symptoms worsen.	Within 6 to 48 hours

Side effects are usually mild, don't last long and won't stop you from having the second dose or going about your daily life. Side effects may be more common after your second dose of the vaccine.

There are some side effects that are more serious but very rare, like a severe allergic reaction or an inflammation of the heart. If you develop difficulty breathing, a racing heart, chest pain or feel faint immediately or in the days after the vaccine, you should seek medical attention.

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MANATU HAUORA**

English | After your vaccination | M7558 | 23 August 2021

Download brochures and flyers at  
[Covid19.govt.nz/vaccines-factsheets/](https://Covid19.govt.nz/vaccines-factsheets/)

# Videos

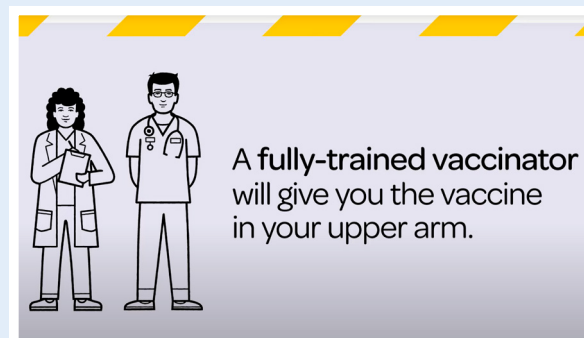
Videos to share about the vaccine.



## How to use Book My Vaccine

Information on booking your vaccination appointments using the online booking system.

Watch and share on YouTube at [Youtube.com/watch?v=UD8BBKbBv5I](https://www.youtube.com/watch?v=UD8BBKbBv5I)



## What to expect when you get the vaccine

Find out what will happen at your COVID-19 vaccination appointment.

Watch and share on YouTube at [Youtube.com/watch?v=ArFmaNkifOo](https://www.youtube.com/watch?v=ArFmaNkifOo)



## NZ Vaccine Facts

This animated series unpicks the key questions about the vaccine in an entertaining and easy to understand way.

Watch and share all at [Covid19.govt.nz/VaccineFacts](https://www.covid19.govt.nz/VaccineFacts)

# Frequently asked questions about the vaccine

It's normal to have questions about the COVID-19 vaccine, and it's important that everyone has an opportunity to have their questions answered, just like for any other health treatment. You can support your staff by helping them find accurate and trusted information. Answers to some of the most common questions are below.

If they have more questions, encourage them to talk to their doctor or call the COVID Vaccination Healthline (8am-8pm 7 days a week). Information is also available at [Covid19.govt.nz/get-the-facts](https://www.covid19.govt.nz/get-the-facts), [Health.govt.nz/covid-vaccine](https://www.health.govt.nz/covid-vaccine) and [Karawhiua.nz](https://www.karawhiua.nz).

## Can I get the vaccine?

Everyone in New Zealand aged 12 years and over can get the COVID-19 vaccination. You don't have to be a New Zealand citizen or resident. As long as you're in New Zealand, you can book yourself in. Please note that some people may not be able to get the vaccine due to having underlying health conditions. If in doubt, talk to your doctor or GP first, to make sure it is ok for you. At your appointment you'll be asked to provide your details and give consent. You don't need any identification.

## How to book

To book online, go to [BookMyVaccine.nz](https://www.bookmyvaccine.nz) and follow the simple steps to book both doses. It will take about 5 minutes to book your two appointments. Just choose the location, dates and times you prefer.

## Two appointments

Remember you'll need to book two appointments as you only get the best protection from COVID-19 after two doses. Your appointments should be 6 weeks apart or more. But don't worry, we'll work out the dates for you!

## Call if you need to

If you speak a language other than English, please ask for an interpreter. They're available to help you through the booking process and the team can answer any questions you may have.

## Whānau bookings

To make things easy, you can book yourself and your whānau in to be vaccinated at the same time. To do this, call the COVID Vaccination Healthline on **0800 28 29 26** from 8am – 8pm, 7 days a week and we'll sort the details for you. To find your nearest vaccination centre go to [Covid19.govt.nz](https://www.covid19.govt.nz) or [Karawhiua.nz](https://www.karawhiua.nz)

## Your booking reference and summary

After you've booked your appointments, a booking reference and a summary of the location, dates and times of your appointments will be sent to you by email or text. The day before each appointment, you'll also be sent a text or email reminder.

### **Assistance during your appointment**

When you book your vaccination, you'll be asked if you require assistance during your appointment. Assistance can include:

- a NZ sign language interpreter
- support to make decisions
- assistance to move around
- a longer appointment time
- a quiet or low-sensory environment
- more space to move around.

Someone else can book for you, and you can take a support person to your appointment. If you have questions about accessibility or have specific or complex needs, please call the COVID Vaccination Healthline on **0800 28 29 26**.

### **Does the COVID-19 vaccination protect me from Delta?**

'Delta' is a new variant of the COVID-19 virus. Being fully vaccinated provides good protection against catching the virus and from getting very sick.

### **What do we know about the vaccine's safety?**

The Pfizer vaccine has been thoroughly assessed for safety by our own Medsafe experts and international medical safety agencies.

Medsafe only grants consent for using a vaccine in Aotearoa, once they're satisfied it has met strict standards for safety and quality. This is the same process used to assess medicines and other vaccines, like the flu vaccine. There have been no shortcuts taken in granting approval.

The Pfizer vaccine has been used successfully by millions worldwide. Ongoing monitoring for safety continues.

### **Is the vaccine effective?**

The COVID-19 vaccine is highly effective if people have both doses. Studies show around 95% of people who have received both doses of the vaccine are protected against getting severe COVID-19 symptoms. That means once you are fully vaccinated you are far less likely to fall seriously ill and less likely to transmit the virus to others. It's the best way to protect you, your whānau and your community.

### **What's in the Pfizer vaccine?**

It is made up of chemicals and ingredients that include very small amounts of fats, salts and sugars. It does not contain any live, dead or deactivated viruses or any animal products. It cannot give you COVID-19.

# Links to further information and resources

## Useful links

How to recognise misinformation and scams

[Covid19.govt.nz/misinformation](https://www.covid19.govt.nz/misinformation)

Walk-in and drive-through vaccination centres  
(no bookings required)

[Covid19.govt.nz/drive-through](https://www.covid19.govt.nz/drive-through)

The latest vaccine data

[Health.govt.nz/vaccine-data](https://www.health.govt.nz/vaccine-data)

## Information for businesses

Advice on vaccines and the workplace

[Employment.govt.nz/leave-and-holidays/other-types-of-leave/coronavirus-workplace/covid-19-vaccination-and-employment/](https://www.employment.govt.nz/leave-and-holidays/other-types-of-leave/coronavirus-workplace/covid-19-vaccination-and-employment/)

Information on workplace vaccinations

[Health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-vaccine-strategy-planning-insights/covid-19-supporting-vaccine-rollout#workplace](https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-vaccine-strategy-planning-insights/covid-19-supporting-vaccine-rollout#workplace)

## Information for iwi and communities

Karawhiua helps whānau, hapū, iwi, and Māori communities make an informed choice about the COVID-19 vaccine

[Karawhiua.nz/](https://www.karawhiua.nz/)

Information for Pacific communities

[Mpp.govt.nz/covid-19/vaccination/](https://www.mpp.govt.nz/covid-19/vaccination/)

New Zealand sign language

[Covid19.govt.nz/vaccines-nzsl](https://www.covid19.govt.nz/vaccines-nzsl)

Easy read

[Covid19.govt.nz/vaccines-EasyRead](https://www.covid19.govt.nz/vaccines-EasyRead)

Large print

[Covid19.govt.nz/vaccines-LargePrint](https://www.covid19.govt.nz/vaccines-LargePrint)

Vaccine and COVID-19 information in other languages

[Covid19.govt.nz/translations](https://www.covid19.govt.nz/translations)