

## Get Back To Business: Incentivize COVID-19 Vaccination

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It's time to get North Carolina fully back to business after a year of battling the COVID-19 pandemic. The good news is that we are getting closer and closer to having people safely back together to work, shop and eat as more North Carolinians are vaccinated. Businesses can help speed the process by incentivizing COVID-19 vaccination.

North Carolina has made great progress. We have been working very hard to get as many people vaccinated as quickly and as fairly as possible. Once two-thirds of North Carolina adults get vaccinated with at least one dose, we plan to stop requiring masks indoors, although it will still be a public health recommendation. Getting vaccinated is the best way to slow the spread of COVID-19, boost the economy, and ensure we can lift pandemic restrictions safely. You can help increase COVID-19 vaccination rates in North Carolina by promoting vaccination among your employees, patrons and guests, and in the community. Here are three key ways businesses and employers can promote the physical and economic health of North Carolina:

### 1. Offer incentives and make it easy for your employees to get vaccinated:

Encourage workers to get vaccinated in order to protect themselves, colleagues, customers and clients. One of the biggest barriers to vaccination is time off of work and lost wages. Giving employees paid time off to get their shots and recover from any temporary reaction may increase vaccination rates. [New federal tax credits](#) make that possible by reimbursing small and medium-sized employers for providing paid leave for vaccination. Also consider covering the cost of transportation to a vaccination site and providing employees who get vaccinated with additional incentives, such as cash bonuses, gift cards or additional vacation days.

- **American Airlines** is giving vaccinated employees an extra vacation day in 2022 plus \$50 in employee rewards.
- **Dollar General** is giving employees a one-time payment equivalent to four hours of regular pay to accommodate for their time away from the store.
- **Target** is offering free Lyft ride credits and up to four hours of pay so employees can get to a vaccination site.

### 2. Offer discounts or giveaways at vaccination events:

Providing special incentives for the public to get a COVID-19 vaccine will promote vaccination while generating interest and brand value in your business. Work with local vaccine providers to provide free products or services at a vaccination event, or give away branded swag—such as T-shirts, water bottles, and sunglasses—when people get vaccinated.

- **Barbershops** in Chicago are offering free cuts while customers get vaccinated.
- **Breweries** in Charlotte, NC are partnering with vaccine providers to host pop-up vaccine clinics and offer free drinks after vaccination.
- **Racing Louisville FC**, a National Women's Soccer League team in Louisville, KY, is hosting pop-up vaccine clinics where people who get their shot can get free tickets to a game.

### 3. Join the Bringing Summer Back campaign:

The Bringing Summer Back initiative is a “get-out-the-vaccine campaign” that helps organizations to promote COVID-19 vaccination so North Carolinians can get back to the people, places and events they love this summer. The campaign will run May 9–21 and June 6–26, during which businesses, chambers of commerce, community-based organizations, and individuals across the state will rally together to promote vaccination. Businesses can get involved by:

- **Organizing volunteer days:** Invite employees, volunteers and others to participate in phone banking, door knocking or other forms of outreach to the communities they serve.
- **Distributing information and resources:** Notify the community about efforts to help people get COVID-19 vaccine appointments through emails, social media, displaying information on your website, or other creative ways.
- **Hosting a get-out-the-vaccine challenge:** Create friendly competition with other businesses. See who can reach out to the most people via phone, door knocking, social media or other ways.
- **Getting creative:** Come up with your own approach to encourage people to get vaccinated.

Get involved by registering to participate at [covid19.ncdhhs.gov/BringSummerBack](https://covid19.ncdhhs.gov/BringSummerBack) or by emailing [BringingSummerBack@dhhs.nc.gov](mailto:BringingSummerBack@dhhs.nc.gov).