

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

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PART I

Motivating Employees

1. Support employees and the community

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PART II

Leveraging company's assets

1. Marketing
2. Logistics
3. Packaging
4. Retail
5. Advertising
6. knowledge of the communities serving
7. Facilities
8. Networks and partners

Who should use this Toolkit

- Those with strategic decision-making and communication responsibilities in private sector companies

