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NEBGH Releases New Guide to Help Employers Build a Pro-Vaccine Culture in the Workplace

The Northeast Business Group on Health (NEBGH) has released a new guide to help employers build a vaccine-friendly workplace culture. *“Strengthening a Vaccination-Friendly Culture: An Employer Roadmap for 2025”* offers practical tools to boost vaccine confidence, combat misinformation, and improve access—supporting employee health and public trust. Developed with support from Pfizer and Merck, the guide is free and available for download.

New York, NY — July 17, 2025 — The Northeast Business Group on Health (NEBGH) has released a new employer guide, *“Strengthening a Vaccination-Friendly Culture: An Employer Roadmap for 2025,”* designed to help organizations educate, engage, and empower their workforce around vaccine confidence and access.

Amid rising concerns about vaccine misinformation and declining immunization rates, this practical resource offers employers concrete strategies to make vaccination a core part of employee wellbeing and public health efforts. From debunking common myths to highlighting key adult vaccines—including COVID-19, flu, and RSV—the guide equips employers with the tools to foster a culture of informed, confident health decision-making.

“In today’s health landscape, employers have an extraordinary opportunity to be trusted voices and champions for vaccine confidence,” said Kim Thiboldeaux, CEO of NEBGH. “This guide provides actionable tools and messaging to help employers support their workforce, families, and communities with credible information and easy access to recommended vaccines.”

Sandi Stein, Chair of NEBGH’s Board of Directors and Managing Director – Global Head of Total Rewards at Brown Brothers Harriman, added: “Our employees look to us for guidance on health matters that impact them and their families. By fostering a vaccine-friendly culture, employers not only improve individual and community health but also demonstrate leadership in times when credible information and reassurance are more important than ever.”

“The Northeast Business Group on Health has a great vaccine guide, full of actionable steps employers can take,” said Dr. Mandy Cohen, Former Director of the CDC. “Use the guide. Co-brand the guide. Create a culture of trust where employees know their questions are welcome, and they can count on receiving accurate, compassionate information from their employer.”

Key features of the guide include:

- A call-to-action encouraging employers to lead by example
- Clear facts vs. myths about common adult vaccines
- Communication strategies for employers
- Equity-focused strategies to improve vaccine access and address disparities

- A checklist to support vaccine-friendly practices across HR, benefits, and operations

The guide is free and available for download online: [Click here](#)

NEBGH gratefully acknowledges the generous support of Pfizer and Merck, whose partnership made this project possible.

This release is part of NEBGH's broader mission to equip employers with the tools and knowledge to promote health equity, preventive care, and employee wellbeing across the workplace.

About NEBGH:

The Northeast Business Group on Health (NEBGH) is a non-profit, employer-led, multi-stakeholder coalition of over 200 employers, healthcare organizations, and benefits stakeholders committed to driving healthcare value and improving outcomes for employees and their families. NEBGH empowers its members—who collectively cover more than 9 million lives in the U.S. and 15.5 million globally—to achieve excellence in healthcare delivery, benefits design, and the consumer experience.

Through education, collaboration, and advocacy, NEBGH helps members improve employee health and well-being while obtaining the highest value from the programs and services they purchase. NEBGH is widely recognized for producing trusted, high-quality conferences that offer timely, evidence-based content and attract decision-makers across the healthcare and benefits ecosystem. In recognition of its leadership, NEBGH was named a Healthy People 2030 Champion by the U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion.

Suggested Hashtags:

#vaccineswork, #NEBGH, #employerresources, #supportvaccination, #employeehealth, #vaccinefriendly, #vaccine2025