



# Our Best Shot - A Look at Successful Vaccine Awareness Practices in the Tourism Industry

Thursday, July 29, 2020  
2:00 – 3:30 P.M. ET



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

**FIGMENT** **DESIGN**  
Powered by Imagination

**interval**  
INTERNATIONAL

  
**marketplace**  
EXCELLENCE

  
**mastercard**

  
**str**

**TRAVELZOO®**

  
**UNITED STATES  
VIRGIN  
ISLANDS**  
at ORIN at JOHN at THOMAS

# Exclusive Membership Offer

## Growing Your Business from Travel Advisors

Exclusive Discount on ASTA Membership



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

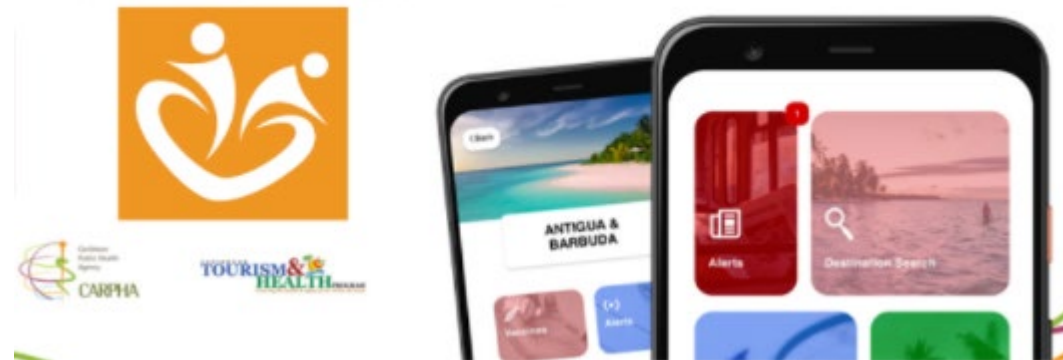
# Marketing Tools to Build Customer Trust

## **CARPHA's Caribbean Travellers Health Assurance Stamp**



## **CARPHA's Caribbean Travellers App** *(Available for Download on your Apple or Android Device)*

Stay healthy during your stay.



**Open to CHTA Members & Non-Members**

[www.caribbeanhotelandtourism.com/health-safety-resources/](http://www.caribbeanhotelandtourism.com/health-safety-resources/)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# Marketing Tools to Build Customer Trust



**Step 5: Upon receipt of CARPHA's Caribbean Travellers Health Assurance Stamp – you can apply to receive:**



Insert Your  
Logo Here

As a Safe Travels Ambassador,  
CHTA is authorized to issue  
this globally recognized stamp  
to Caribbean businesses

\*Non-members can apply for a  
processing fee of \$50.00



**Exclusive to CHTA members,**  
including listings in websites  
and resources to travel advisors  
and consumers

[www.caribbeanhotelandtourism.com/health-safety-resources/](http://www.caribbeanhotelandtourism.com/health-safety-resources/)

# CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.



Join the **#MyCHTA** community!  
Membership@CaribbeanHotelandTourism.com  
[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# Our Best Shot - A Look at Successful Vaccine Awareness Practices in the Tourism Industry

Thursday, July 29, 2020  
2:00 – 3:30 P.M. ET



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

**FIGMENT** **DESIGN**  
Powered by Imagination

**interval**  
INTERNATIONAL

  
**marketplace**  
EXCELLENCE

  
**mastercard**

  
**str**

**TRAVELZOO®**

  
**UNITED STATES  
VIRGIN  
ISLANDS**  
at ORIN at JORR at THOMAS





## Vaccination/Hospitality Sector

Patrice Simon



**ABHTA**  
ANTIGUA BARBUDA HOTELS & TOURISM ASSOCIATION

# What have we done:

- Dedicated Vaccine Sites
- Video/Destination PSA
- Education





# What are our employees saying?

- Not enough time for us to see the **long-term effects** on the human body
- I **don't have enough information on the vaccine** (majority of concern is in this area)
- Don't know **how it will react with some chronic preexisting conditions** and the medications taken for these conditions
- I want to get pregnant in the near future, can't risk not knowing the effects on **my unborn baby**
- **It will make me impotent**



# What have we done:

- Dedicated Vaccine Sites
- Video/Destination PSA
- Education
- Collaboration







# JAMAICA HOTEL AND TOURIST ASSOCIATION

Our best shot - A look at successful vaccine awareness practices in the tourism industry

**Presented by Nicola Madden-Greig: Group Director of Marketing & Sales: The Courtleigh Hospitality Group  
Past President: The Jamaica Hotel & Tourist Association**



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

# ACTIONS: PARTNERSHIPS

- **Ministry of Tourism/JHTA Task Covid Task Force:**
  - Established comprehensive protocols
  - Trained entire tourism workforce pre-opening and on-going re-training
- TPDCo Covid Compliance Certification programme implemented to ensure on-going compliance. Scheduled and ad hoc inspections carried out
- **Ministry of Health & Wellness:** On-going consultation and review of protocols. Training sessions to address protocols and issues around vaccination. Donated in-kind and cash to support vaccination efforts



# ACTIONS:

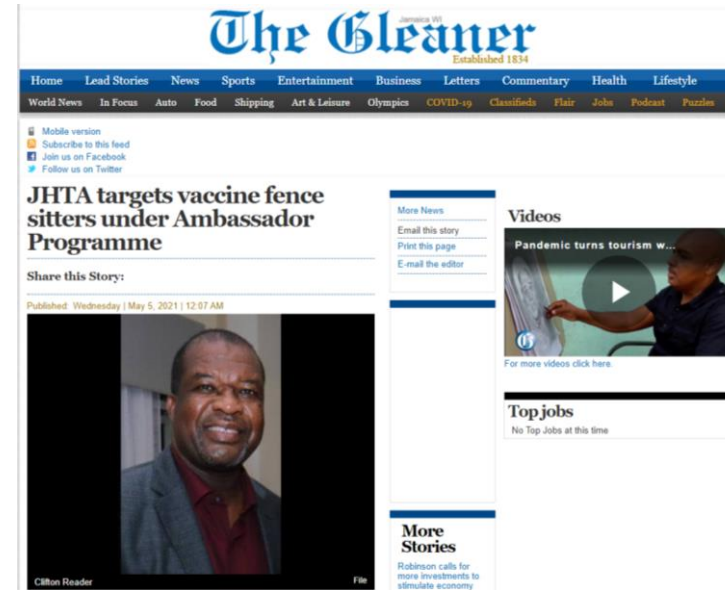
- **JHTA LAUNCHED COVID AMBASSADOR PROGRAMME**

## Tourism Minister Highlights Importance Of JHTA COVID-19 Ambassador Programme

CORONAVIRUS

DECEMBER 18, 2020

WRITTEN BY: OKOYE HENRY



- Training and public relations campaign geared at local communities where tourism workers live. Utilizing tourism team members are volunteers to educate their community both on protocols and encouraging vaccination.
- Distributed over 30,000 masks and other PPE in conjunction with Ministry of Tourism and Tourism Enhancement Fund

# ACTIONS:

- **On-going tourism training** and sensitization sessions both online and in-person.
- Bubble Hotels and Group Travel
- **Each one, Teach One** – LEAD by EXAMPLE
- **Incentives:** Hotel stays, days passes, Government: \$10,000 for over 60 persons who are fully vaccinated. VAX Lottery
- **Logistics Support** – ***Vaccination at properties.*** Hotels as VAX Centre's

## Private sector to introduce pilot programme to vaccinate 1,200

Share this Story:



4

Published: Wednesday | July 28, 2021 | 1:01 PM



# VAX+WIN!



Lottery Winnings if you get the Vax!



# ACTIONS: PARTNERSHIPS

## Private Sector Vaccine Initiative:

The JHTA partnered with the Private Sector Organization of Jamaica, The Jamaica Chamber of Commerce and the Jamaica Manufacturers & Exporters Association

- **Comprehensive PR plan** inclusive of posters, flyers, VAXnation Podcasts, Social media posts. All material was offered to members free of cost to download and share. Have in place a “Fake News” response team
- **Weekly Webinars:** e.g. Understanding the types of Vaccines
- **Monthly Q & A Sessions** open to all members
- **Vaccination Blitz** in conjunction with Ministry of Health & Wellness

## PSVI Vaccine Public Education Campaign

PRIVATE SECTOR VACCINE INITIATIVE



## Objective

Engage the private sector workforce and civil society to **build trust and foster awareness** about vaccine **safety** and the wider **benefits of achieving population immunity** over an initial six-month period (May – November 2021) .

*“A growing body of empirical evidence suggests that vaccine decisions may be influenced by thoughts and feelings but that trust, underlying moral values, beliefs and worldview may also determine people’s decisions “*



## Purpose

Strengthen the amplification of ***the vaccine promotional messages*** (MoHW and PSVI-generated) to help move pro-vaxxers from intention to action and ***motivate behaviour change*** among the undecided within the private sector companies.

Also a strong use of  
Celebrities,  
Entertainers and other  
influencers who have  
been vaccinated to  
reach out to their  
followers plus do  
videos!



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

#GETTHEFACTS  
>>>>>  
#GETTHEVAX

[www.psvija.com](http://www.psvija.com)



PRIVATE  
SECTOR VACCINE  
INITIATIVE





**If you are going to a Blitz site today,  
carry with you:**



Your confirmation text or email if you  
have an appointment.

*If you don't - that's fine. Walkins are welcome*



Form of  
identification



Bottled  
water



Hand  
sanitizer



Healthy  
Snack



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## VACCINATION BLITZ CONTINUES

APRIL 12 & 13, 2021  
10am -8pm

THE **BLITZ** SITES SLATED TO OPEN ON  
THE 12TH AND 13TH ARE:

### KINGSTON & ST. ANDREW

National Arena  
Good Samaritan Inn  
Mona Ageing and Wellness Centre  
St. Joseph's Hospital

### ST. ANN

Bahia Principe Hotel

### ST. MARY

Claude Stuart Park

### ST. THOMAS

Morant Bay Health Centre

### PORTLAND

Port Antonio High School

### ST. CATHERINE

Twickenham Park Open  
Bible Church

### ST JAMES

Montego Bay  
Convention Centre

### MANCHESTER

Manchester High School

### CLARENDON

Denbigh Agricultural  
Show Ground

### HANOVER

Hopewell Sports Complex

#### TAKE WITH YOU:

GOVERNMENT ISSUED ID, BOTTLED WATER, A HEALTHY  
SNACK, HAND SANITISER AND DEPENDING ON THE  
WEATHER, AN UMBRELLA.

Individuals wishing to be vaccinated may go directly to the Blitz Sites without  
appointment (only Monday April 12 and Tuesday April 13), or book online  
through [www.moh.gov.jm](http://www.moh.gov.jm) or by calling 888-ONE-LOVE (888-663-5683).

PRIVATE SECTOR  
VACCINE  
INITIATIVE (PSVI)



# How is success measured?

- Easy Access to vaccines and choice. As many on property centres
- # of Vaccines administered
- Increase in Public Awareness and on-going education
- Changes in Perception: JHTA conducts on-going surveys to track vaccine hesitancy and get feedback on pain points that can be removed
- Monitoring of social media
- Reopening of the economy and tourism recovery to pre Covid levels. Growing jobs, while saving lives..
- Continued low positivity rate in the industry and islandwide
- Seamless compliance from team members

Register now for your  
vaccine if you are:

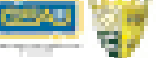
- **60 years or older**
- **A Tourism Worker**
- **A Teacher or staff at a school**
- **A Fire Fighter**
- **Staff - PICA**
- **Staff - Dept. Correctional Services**
- **Staff - Jamaica Customs**

To register now visit or call:

[www.moh.gov.jm](http://www.moh.gov.jm)

888-ONE-LOVE

PRIVATE SECTOR VACCINE  
INITIATIVE (PSVI)



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION





# Guidelines/policies for non-vaccinated employees

- Vaccination is encouraged. Government of Jamaica has announced no mandatory policy. JHTA similar position
- SOP's for persons who cannot get vaccinated for religious or health reasons
- Adherence to the protocols
- Mask wearing, sanitising, handwashing, social distancing
- Testing: Free or subsidized
- Utilization of Sick leave and other tools to reduce impact of salary

The infographic is set against a blue background with a subtle pattern of white virus particles. At the top left, a white face mask graphic contains the text 'MYTH BUSTERS' in blue and yellow. Below this, a woman in a pink shirt and blue overalls is shown holding a sign that says 'MYTH' in red. A white arrow points from the sign to a text box that reads: 'I have already been diagnosed with COVID-19, so I do not need to get the vaccine'. To the right, a white banner with the word 'FACTS' in red is positioned above a list of three bullet points. The bottom of the infographic features a row of logos: the Ministry of Health & Wellness (a heart with a pulse line), the Private Sector Vaccine Initiative (PSVI) (a blue circular logo), the Jamaica Chamber of Commerce (JCC) (a green logo with 'THE VOICE OF BUSINESS'), the Jamaica Medical Association (JMEA) (a blue logo), the Jamaica Society of Accountants (JSA) (a yellow logo), and the Jamaica Hotel & Tourism Association (JHTA) (a green and yellow shield logo).

**MYTH BUSTERS**

**MYTH**

I have already been diagnosed with COVID-19, so I do not need to get the vaccine

**FACTS**

- If you have **already had COVID-19**, you will **still need to take the vaccine**
- We are **unsure** how **long natural immunity** lasts
- Since COVID-19 can **have severe health risks** and the **possibility of re-infection** the recommendation is to **take the vaccine**

MINISTRY OF HEALTH & WELLNESS

PRIVATE SECTOR VACCINE INITIATIVE (PSVI)

JCC The Jamaica Chamber of Commerce THE VOICE OF BUSINESS

JMEA

JSA

JHTA



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## Get in Touch!

[membership@caribbeanhotelandtourism.com](mailto:membership@caribbeanhotelandtourism.com)



@CHTAFeeds



@CHTAFeeds



@CaribbeanHotelandTourismAssociation



Caribbean Hotel and Tourism Association

