

Recruitment Email for Business participants

Building Business Tools to Strengthen Vaccine Confidence in NH Workers

NH Occupational Health Surveillance Program, University of New Hampshire

Dear “Business Representative”

My name is Karla Armenti, an Assistant Research Professor in the Institute on Disability, Occupational Health Surveillance Program, at the University of New Hampshire (UNH). We are conducting a research study in collaboration with the NH Public Health Association (NHPHA) to learn more about workplace COVID-19 vaccine hesitancy. The COVID-19 pandemic has manifested a rise of vaccine hesitancy, particularly among small businesses and certain worker groups. Our research frames this not as “an unprecedented crisis” but a renewed opportunity for dialogue, consensus-building, and education.

The study aims to conduct two sets of focus group sessions among small businesses and employees separately to better understand: 1) successful workplace practices; 2) gaps and challenges for small businesses to support employees’ COVID-19 vaccination; and 3) workers’ perspectives regarding COVID-19 vaccination.

The study targets **New Hampshire small local businesses with 10-100 employees**. Two sets of focus group sessions will be held among employers and workers separately. **Eligible individuals for the employer focus groups should be persons who can speak for the company on its policies toward employees’ COVID-19 vaccination and workplace safety and health during the pandemic.**

I am writing to invite you to participate in one of the focus group sessions of employer representatives. You are invited because you are listed as the point of contact for your company. Benefits of participation include the opportunity to share strategies and challenges that your business uses to support employees’ COVID-19 vaccination as well as learn from others. Study results will be shared with participants along with policy and practice recommendations for creating safe and healthy workplaces in New Hampshire facing infectious disease outbreaks such as COVID-19.

The first step toward participation is to take a short survey about your company and your role at the company.

Follow this link to the Survey: https://unh.az1.qualtrics.com/jfe/form/SV_3VQVvFNokhGeOIU

The survey should not take more than a few minutes and at the end, you may provide your contact information to let us know you are interested in participating in our focus group sessions. If you do agree to participate in this study, we will reach out to invite you to one of the focus group sessions, using the Zoom platform, that will last approximately 60-90 minutes. The session will likely take place in the following two months. Sessions will be audio recorded for notetaking purposes only. For your participation, **you will be given a \$50 gift card** (Visa or MasterCard) that will be digitally sent to your personal email within 5 business days after your participation in the session.

The study has been approved for human subjects research (UNH IRB # FY2022-177). We wish to note that taking part in this study is completely voluntary. You may choose not to take part at all. If you agree to participate, you may refuse to answer any question. If you change your mind, you may stop participating at any time. Your participation will have no bearing on your job, or any work-related activities.

Any data collected as part of your participation will remain part of the study records. When reporting the data, we will not identify you nor will there be a link or connection to your employment except for type of industry you are in. Data from all respondents will be grouped together and shared in reports or publications.

If at any time you have questions about this study, contact Karla Armenti, Program Director of the NH Occupational Health Surveillance Program at UNH (karla.armenti@unh.edu) at 603-862-2923. If you have questions about your rights

as a research subject, you may contact Melissa McGee in UNH Research Integrity Services at 603-862-2005 or Melissa.McGee@unh.edu to discuss them.

We thank you for your interest and hope to hear back from you soon.

Sincerely,

Karla Armenti, MS, ScD

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