

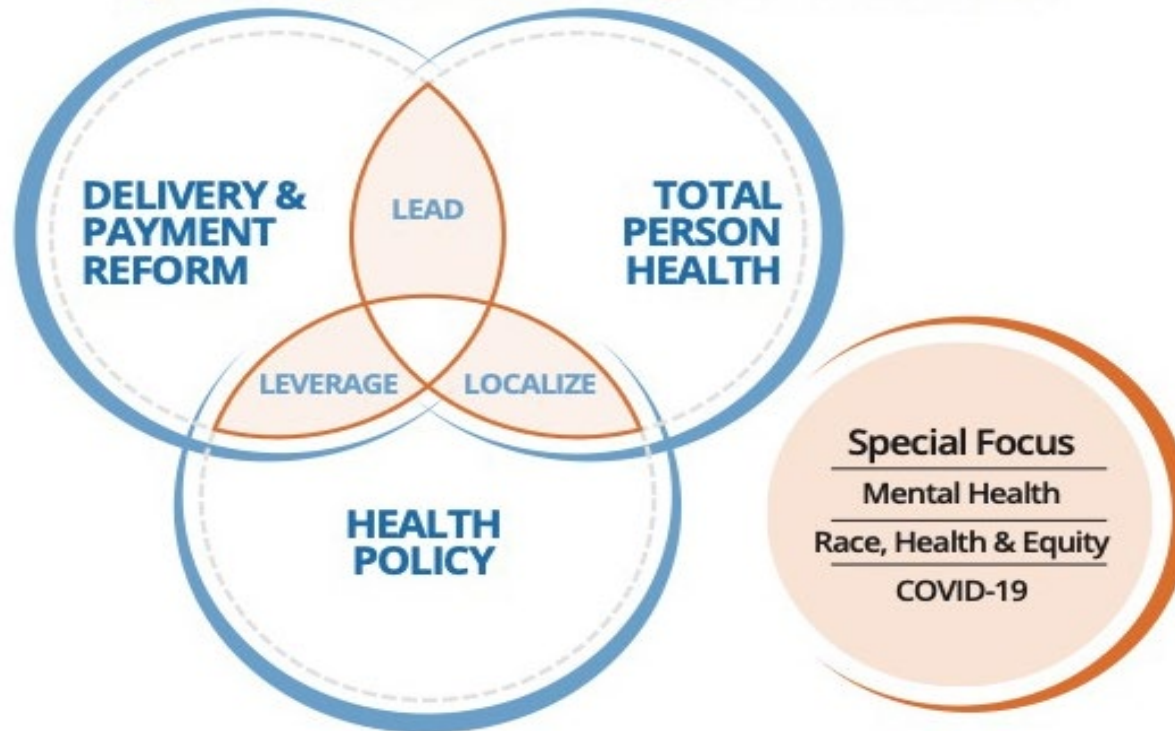
Health Action Alliance: The Last Mile for Vaccines

May 13, 2021



NATIONAL ALLIANCE OF HEALTHCARE PURCHASER COALITIONS

Representing purchasers covering 45 million Americans



OUR APPROACH

define and drive healthcare value
assess and improve the market
engage and enable purchasers
partner with and influence stakeholders
continually connect and learn

Speakers



MODERATOR
Michael Thompson
President & CEO
National Alliance of
Healthcare Purchaser
Coalitions



Stephen Massey
Managing Director
Health Action Alliance



Brian Castrucci, DrPH, MA
President & CEO
de Beaumont Foundation



Lisa Boyd
Director of Social Impact
Lyft



Zeta Smith
CEO, North America
Seniors
Sodexo



The Last Mile for Vaccines

A TOWN HALL FOR EMPLOYERS

May 13, 2021



We are the
Health Action Alliance,
unlocking the power of
business to help
accelerate the COVID-19
response, strengthen
vaccine acceptance and
rebuild public health.

Turner

HealthNEXT

VIACOMCBS

CISCO

synchrony

sodexo



VISA

CVS
Health

MERCER

CIVIS

JPMORGAN CHASE & CO.

BANK OF AMERICA

salesforce

Uber



COMCAST
NBCUNIVERSAL

verizon

WELLS
FARGO

Unilever

amazon

TEMPUS

Humana

PRIZE

Spotify

MARSH & MCLENNAN
COMPANIES

KAISER
PERMANENTE

Walgreens

UNIVISION

BCG

Pfizer

OUTZ
BRANDS



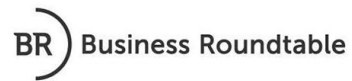
Walmart

UNITED



We are informed by top experts in public health, communications, and business management.

founded by



powered by



Thanks to our Partner Network



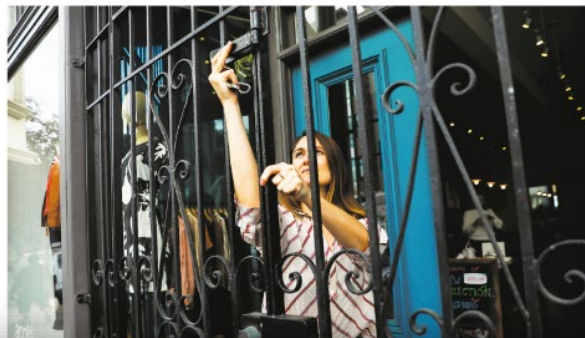
San Francisco Chronicle

SanFranciscoChronicle.com | Tuesday, March 17, 2020 | CONTAINS RECYCLED PAPER | \$2.00 *****

CORONAVIRUS PANDEMIC

STAY AT HOME

6 Bay Area counties order nearly 7 million people to shelter in place



By Erin Allfrey

Six Bay Area counties announced "shelter in place" orders for all residents on Monday — the strictest measure of its kind yet in the continental United States — directing everyone to stay inside their homes and away from others as much as possible for the next three weeks in a desperate move to curb the rapid spread of coronavirus across the region.

The directive was set to begin at 12:01 a.m. Tuesday and includes San Francisco, Santa Clara, San Mateo, Marin, Contra Costa and Alameda counties — a combined population of more than 6.7 million. It is in place until at least April 7. The three other Bay Area counties — Sonoma, Solano and Napa — did not issue similar mandates.

Just outside the Bay Area, Santa Cruz County late Monday also announced a "shelter in place" order for its 275,000

LOCAL & STATE
Guardianship bill goes to DeSantis
House passes measure to fix flaws in the program unanimously. B1



BUSINESS
SpaceX to hold launch Saturday
Rocket will be carrying Starlink internet satellites into orbit. A14

TRUSTED. BALANCED. LOCAL.

Orlando Sentinel

FINAL EDITION

10c

Friday, March 13, 2020

\$3

NATIONAL

Testing lag 'a failing,' a top US health official said. Experts still don't have an understanding of spread's size. A6

BUSINESS

Deepening crisis sent stocks into another alarming slide, triggering an automatic shutdown in trading. A14

DISNEY WORLD CLOSING IN MIDST OF PANDEMIC



Universal plans to shutter park for weeks as well

By DENISE BEVEL, GAMBELLA & RICHMOND

Throughout its nearly 50-year history, Walt Disney World has

The Boston Globe

THURSDAY, MARCH 12, 2020

OUTBREAK NOW A PANDEMIC

As WHO makes declaration, infectious disease experts issue dire warnings, local firms, colleges shift operations

By William J. Reager
A pandemic is under way, infectious disease experts warn. The World Health Organization declared the coronavirus outbreak a pandemic on Thursday, the latest in a series of warnings that the disease could spread globally. The organization's decision comes as the United States and other nations grapple with the impact of the virus, which has caused more than 100,000 deaths worldwide.



NBA suspends its season

By Adam Hirsch
The NBA suspended its season on Thursday, the latest in a series of warnings that the disease could spread globally. The organization's decision comes as the United States and other nations grapple with the impact of the virus, which has caused more than 100,000 deaths worldwide.



A sudden, real-life test for telecommuting
Directives could increase acceptance of working at home. Pitfalls, however, loom.

Parents on edge over health fears
Public classrooms will be shuttered — for now

By James P. ...
The coronavirus outbreak has caused a global health crisis, with millions of people infected and thousands of deaths. The World Health Organization declared the outbreak a pandemic on Thursday, the latest in a series of warnings that the disease could spread globally.

The New York Times

Later Edition
Today: mostly cloudy, high in the 40s, low in the 30s. Windy, very mild. Conditions may vary. See our weather map on page 10A.

Vol. CLXIX ... No. 58,630

NEW YORK, THURSDAY, MARCH 12, 2020

\$3.00

U.S. LIMITS TRAVEL AFTER W.H.O. CITES PANDEMIC



Trump Suspends Most Flights From Europe for 30 Days, but Excludes the U.K.

By PETER HADNER

WASHINGTON — President Trump on Wednesday night blocked most visitors from continental Europe to the United States and issued an emergency aid to workers and small businesses as the World Health Organization declared the coronavirus a global pandemic, such measures pined for and millions of people cut themselves off from their regular lives.

In a prime-time address from the Oval Office, Mr. Trump outlined a series of measures intended to contain the virus and its economic impact as he sought to reassure Americans that he was taking the crisis seriously and previously playing down the scope of the outbreak. He said he would halt arrivals from Europe within 72 hours and would ask Congress to support measures like a payroll cut tax.

"The virus will not have a chance against us," Mr. Trump declared in his 18-minute speech, reading from a teleprompter in an understated manner. "We are all in this together."

The president's address came as the virus was sucking millions deeper into a meltdown, prompted the N.C.A.A. to bar growth from its soccer March Madness annual basketball tournament and forced the N.E.L.A. to suspend its season beginning as early as its players' usual position. Schools, universities, businesses, theaters and sports stadiums shut their doors. And the so-

of Responses, Without Harmony or a Conductor

A Baffling Virus Results in a Leadership Void

CHICAGO TRIBUNE

CHICAGO SPORTS

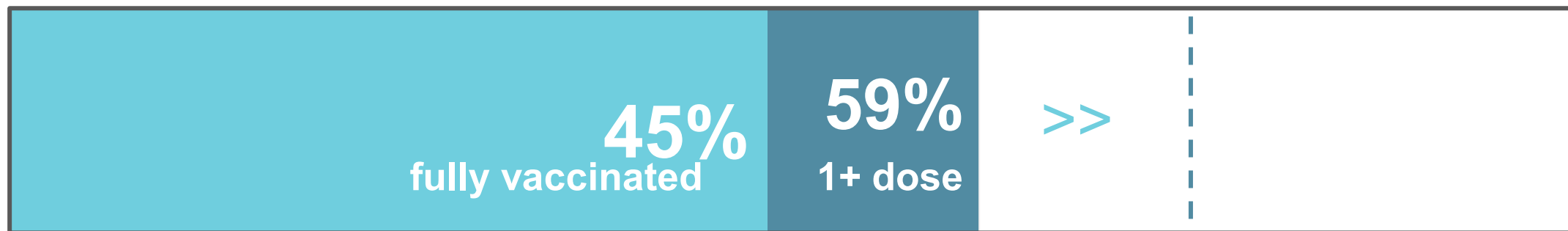
CORONAVIRUS & SPORTS
TEAM EVENTS COME TO A STOP
NCAA TOURNAMENT CANCELED

When sports stood still



14 MONTHS INTO THE PANDEMIC

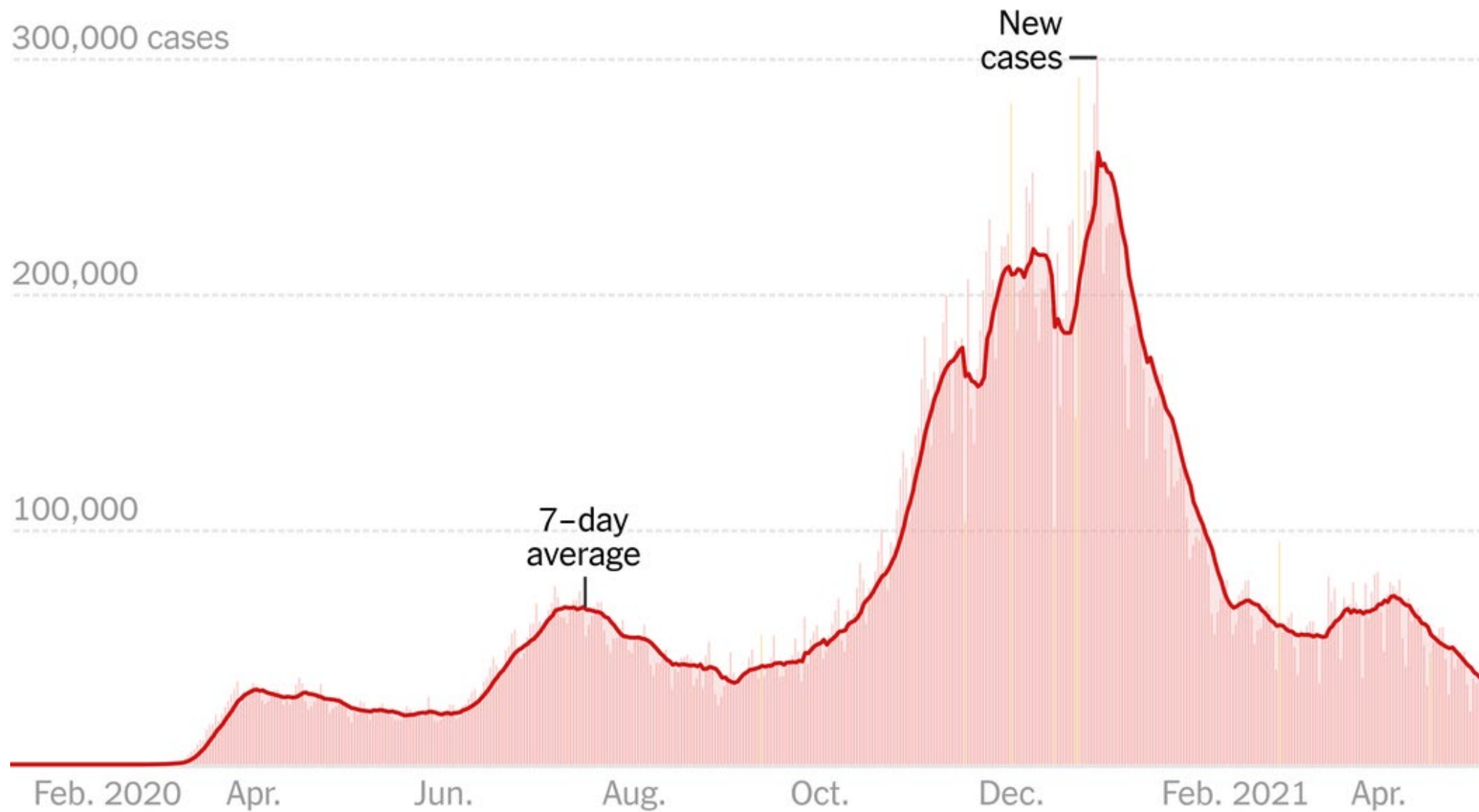
U.S. Adults 18+



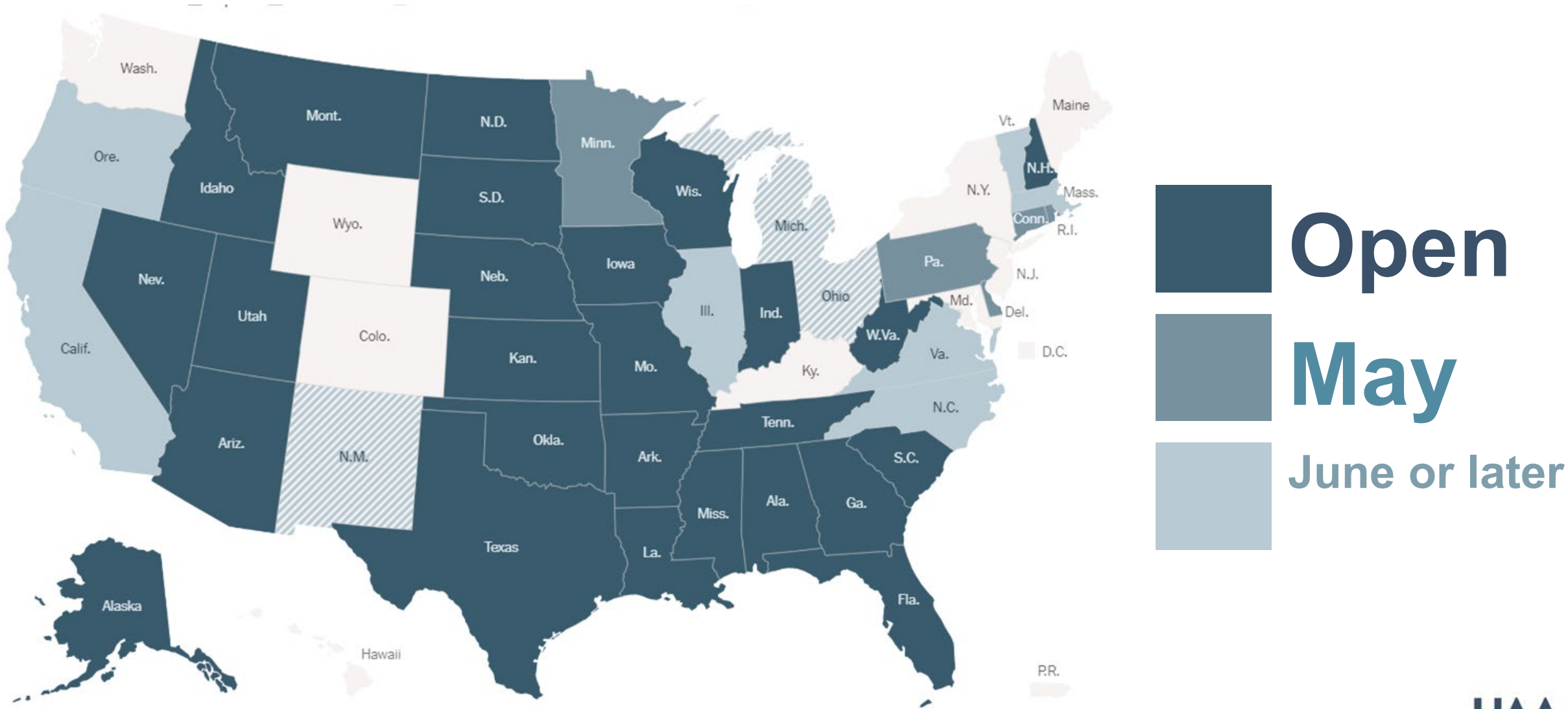
The New York Times

C.D.C. Advisers Endorse Pfizer Vaccine for Children Ages 12 to 15

Immunizations will quickly begin nationwide, officials predicted.



14 MONTHS INTO THE PANDEMIC



Source: New York Times as of May 10, 2021

14 MONTHS INTO THE PANDEMIC



TRANSITIONING BACK TO WORK



45%

expect to reopen in

Q3

2021



24%

expect to reopen in

Q4

2021

COVID-19 vaccine check-in

SELECT NARCOTICS
IN TIME-DELAY SAFE

Pharmacy
hours

Pharmacy technician
SIGN-ON BONUS

Dodger Stadium Vaccination Site

JANUARY 2021



MAY 2021



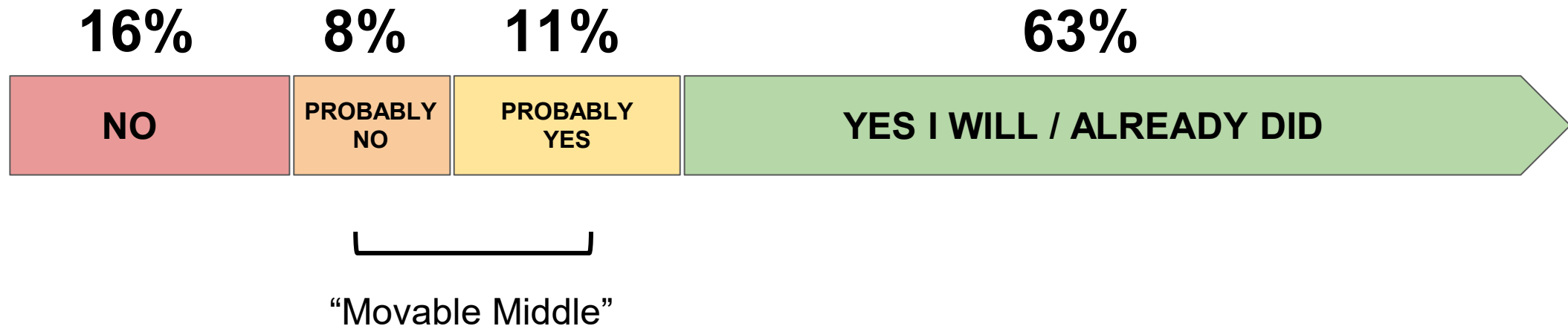


White House has set new goal to reach **70% of adults** with at least one vaccine dose by July 4.

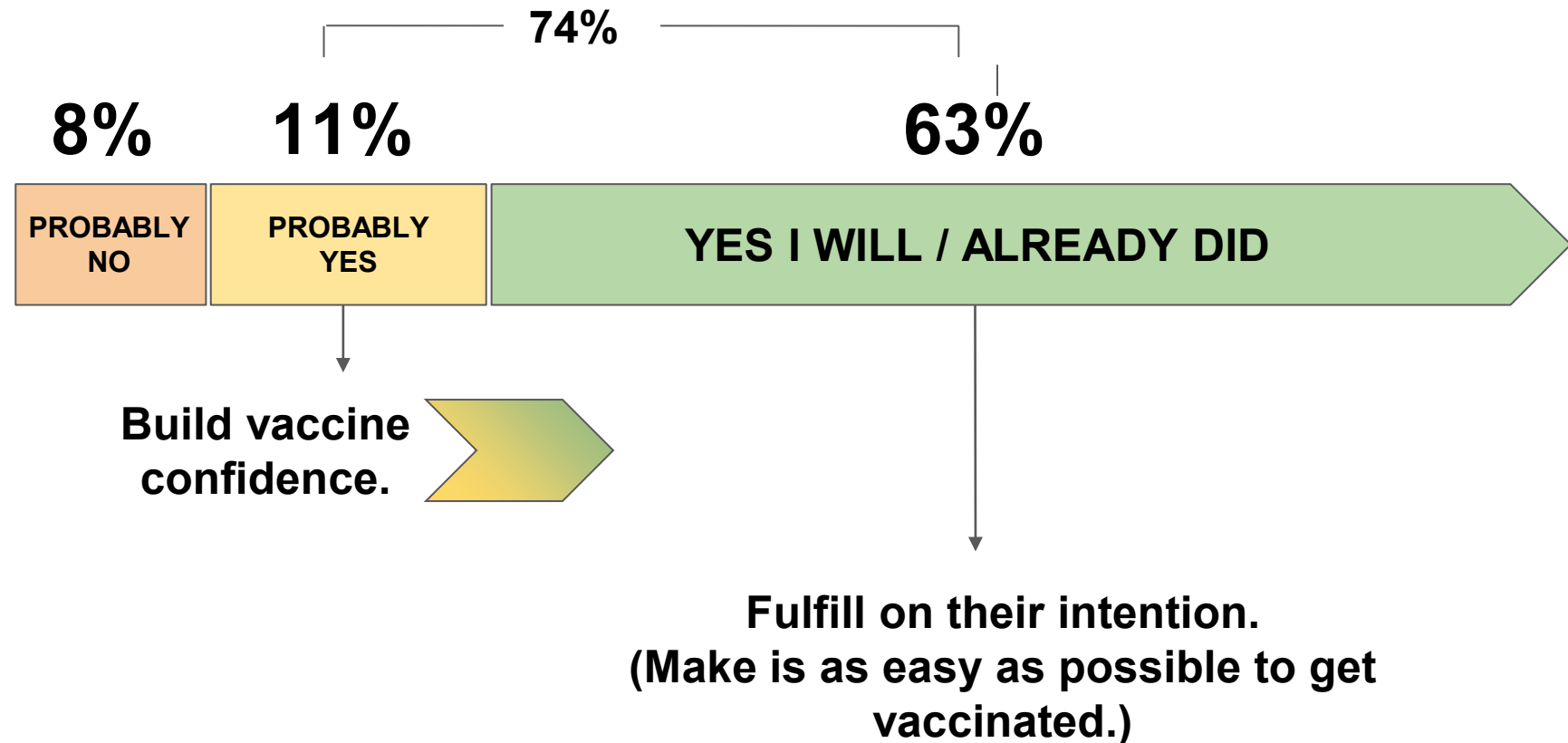
Roughly 36 million additional adults would need to receive a first dose in the next two months.

We need to focus on the moveable middle

Will you get a COVID-19 vaccine when it's available to you?

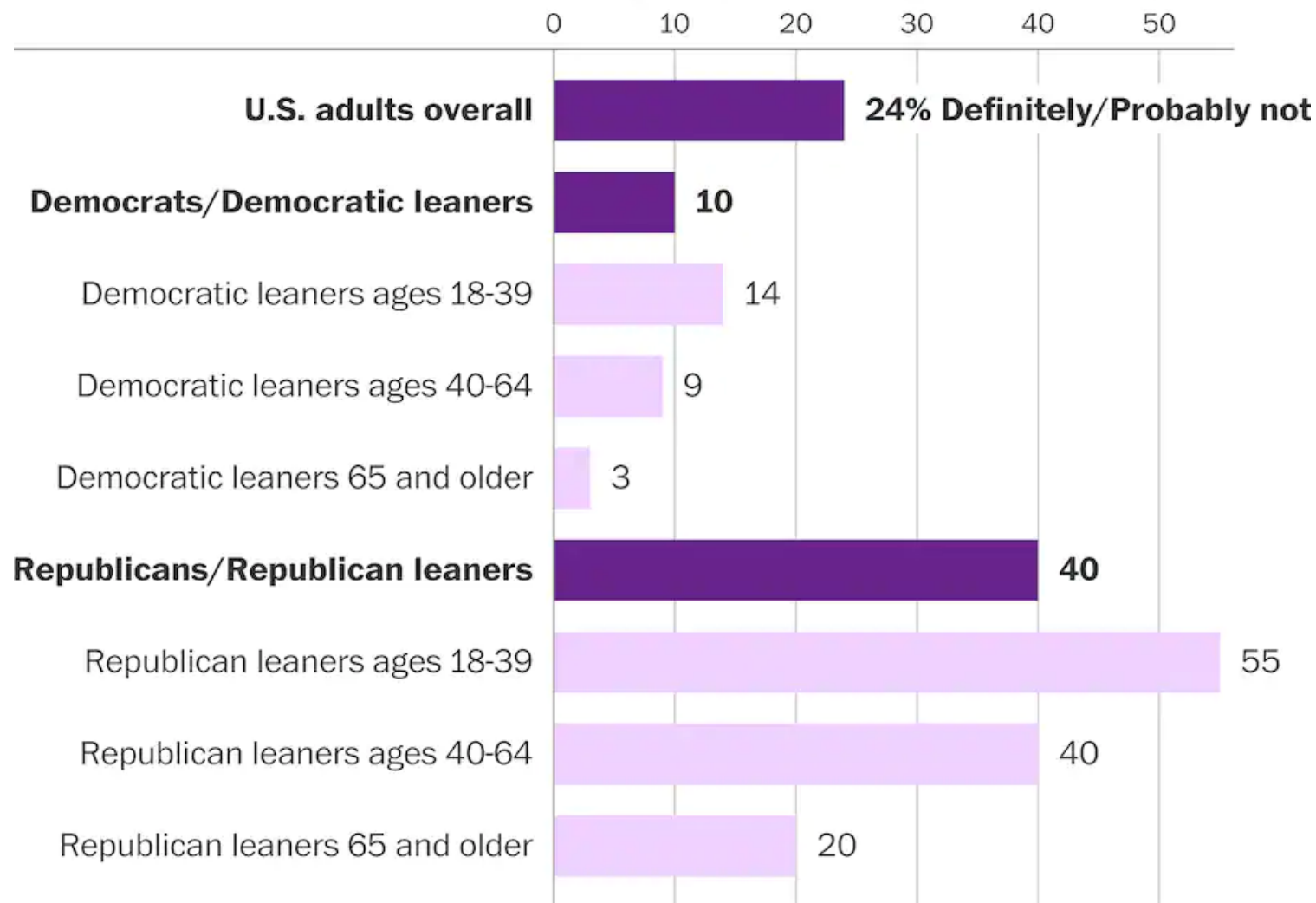


Reaching 70% adult vaccination is achievable.



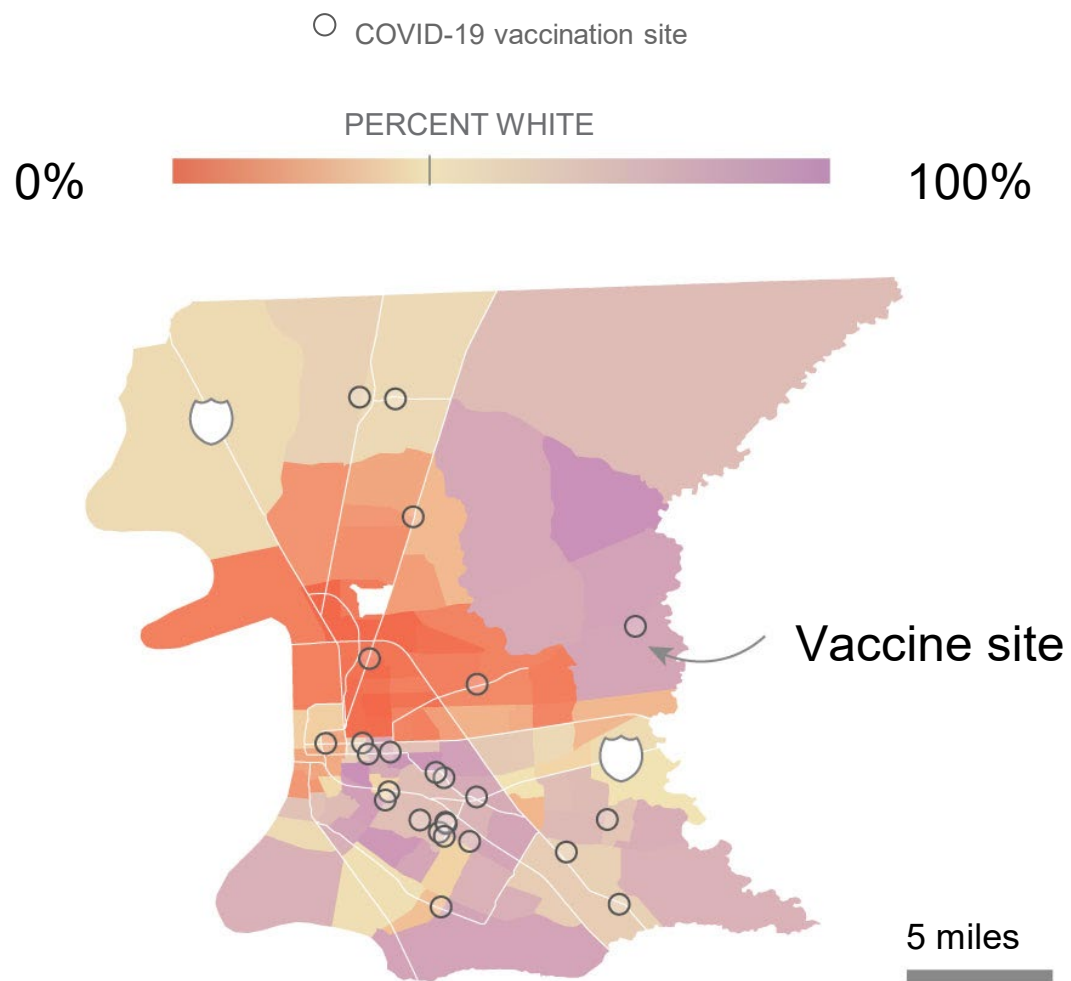
Partisanship and age shape vaccine hesitancy, with younger Republicans most likely to say they will not get vaccinated

% of U.S. adults who say they will “definitely” or “probably” not get a coronavirus vaccine



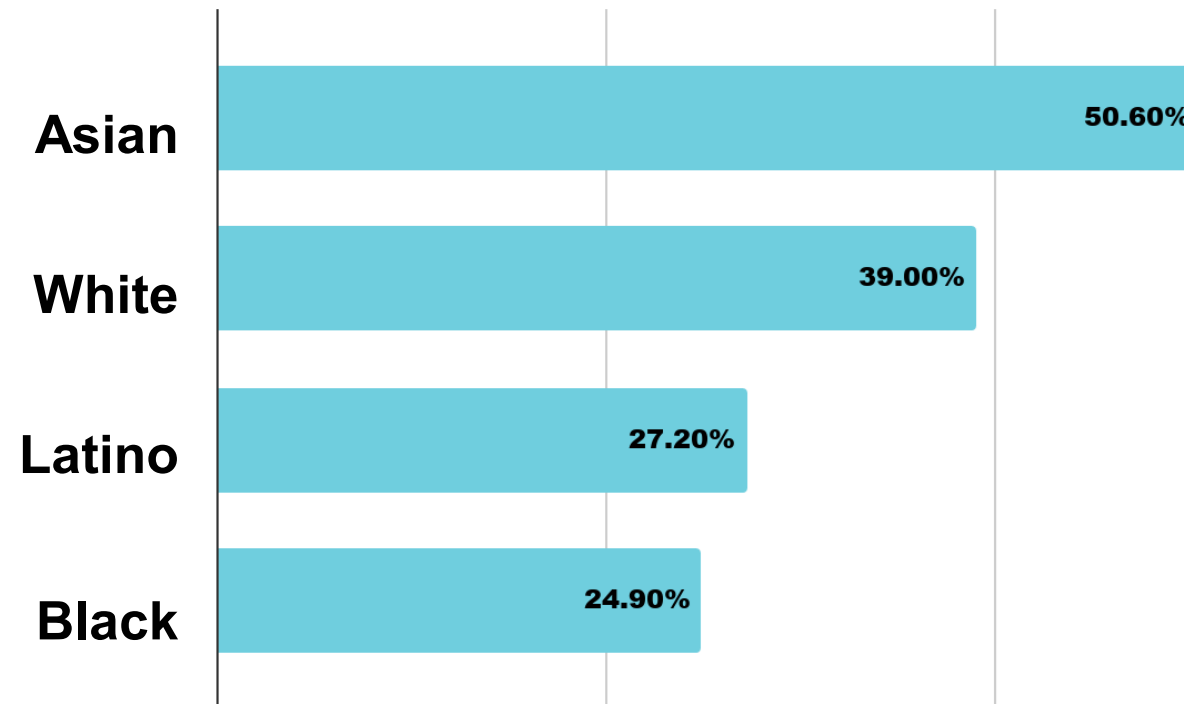
[Source:](#) Washington Post / ABC News, April 18-21, 2021

COVID-19 Vaccination Sites in East Baton Rouge Parish



**Disparities in
access remain a
serious concern for
racial and ethnic
minorities.**

Percentage of U.S. residents who have received at least one dose of COVID-19 vaccine, by race/ethnicity, across all states with available data.





72%
of Americans trust
their employer, more
than any other
institution.

Source: Edelman Trust Barometer, 2021

What Can Businesses Do to Help Employees Get Vaccinated?

1

Remove barriers to vaccination and **make it easier** for employees and workers to get vaccinated when it's their turn.

2

Educate employees and workers about the safety and efficacy of vaccines, and **encourage** them to get vaccinated.

3

Engage workforce populations that may have unique questions or concerns about vaccines, or who may need extra support accessing them.

4

Strengthen community vaccination in partnership with your local public health department.

Employers can **help motivate cautious employees** through convenience and modest incentives

37%

30%

28%

of employees who are still undecided about vaccines say they'd be more likely to get one if their employer:



arranged for on-site vaccination



offered a \$50 incentive



offered PTO to get vaccinated and recover from side effects

COVID-19 Vaccine Policy

A vaccination policy & plan will help clarify and organize your efforts.

GOOD

Promote vaccination

by providing your workforce with the **latest educational materials** and public health guidance.

58% of companies are sharing vaccine facts.

52% of CEOs are communicating about vaccines.

BETTER

Improve access

by offering **paid time off** and covering transportation, child care and other expenses

54% offering PTO for vaccination

34% offering PTO for recovery from side effects

BEST

Vaccinate

all eligible workers **on-site** and offer **paid time off** for recovery

1 in 3 companies is offering on-site or nearsite vaccine clinics

OTHER CHALLENGES

1

Safer Workplace Reopening

2

Mental Health Support for Employees

3

Strengthen Relationships with Public Health

All these resources and more are available at healthaction.org



Our Resources

Quick Start Guide

- Best practice vaccine policies
- Communications strategies
- Tips for strengthening relationships with public health

Sample Communications

- Vaccine fact sheets & FAQs
- CEO communications
- Conversation Guides
- Communications calendar
- Key messages
- Social media tools & graphics
- Videos

Small Business Resources

Tools for Diversity Professionals & ERGs

- Workshops
- Fact Sheets
- Conversation Guides
- Messages and Insights for Black, Hispanic, American Indian, Alaska Native, LGBTQ and rural communities

Mental Health Resources

Safer Reopening Guidance

- Toolkit for Employers
- Tips for Safer Return to Work

Download at healthaction.org/resources



MARK YOUR CALENDAR

VACCINE WORKSHOP

for **Diversity Leaders, HR
Professionals & Employee
Resource Groups**

Register at
healthaction.org

Wed, May 19

3pm EDT / 12pm PDT

MARK YOUR CALENDAR



NATIONAL RURAL BUSINESS SUMMIT

Strengthening Vaccinations in Rural Communities

Thurs, June 3

Register at
healthaction.org



Join us.

Sign up to receive resources
healthaction.org

Questions? We're here for you.
questions@healthaction.org



Q&A



MODERATOR
Michael Thompson
President & CEO
National Alliance of
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Coalitions



Stephen Massey
Managing Director
Health Action Alliance



Brian Castrucci, DrPH, MA
President & CEO
de Beaumont Foundation



Lisa Boyd
Director of Social Impact
Lyft



Zeta Smith
CEO, North America
Seniors
Sodexo

Thank you!

May

Mental Health Index

May 21, 2021, 12:00 p.m.-12:30 p.m. (ET)

June

Shifting Mindsets to Improve High Value Benefit Design

June 3, 2021, 12:00 p.m.-1:00 p.m. (ET)

Fiduciary Check In

June 17, 2021, 12:00 p.m.-12:30 p.m. (ET)

DOL Issues: Additional Guidance on Parity Compliance

June 17, 2021, 2:00 p.m.-3:00 p.m. (ET)



***Attendees who
visit our sponsors
will be entered in
a raffle to win a
Peloton Bike!***

