



VACCINATION FOR A HEALTHY PLANET

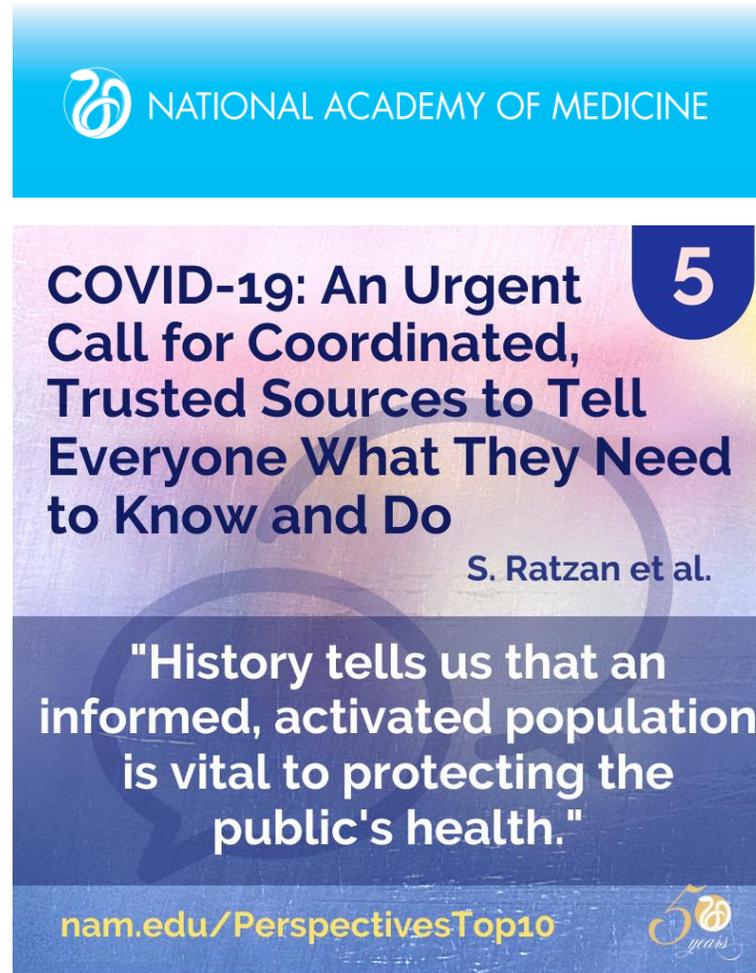
“Caribbean Region: COVID19 Prevention,
Vaccinations and the World of Work”



BUSINESS PARTNERS TO
CONVINCE

September 16, 2021

When COVID-19 hit, we called for evidence-based communication



5th Top Paper
by S. Ratzan, L.O. Gostin, N. Meshkati, K. Rabin, R. Parker
March 5, 2020

"COVID-19 is an emergent threat that requires government, media, technology platforms, and the private sector to step up..."



CONVINCE (COVID-19 New Vaccine Information, Communication and Engagement) was advanced at the official UN HLPF Side Event in July 2020.



HLPF side event on
“COVID-19 vaccines: scientific advances, access models and vaccination acceptance”

Virtual side event to the High-level Political Forum on Sustainable Development 2020

A Global Coalition



Mission: Provide a forum and clearing-house for multi-stakeholder efforts to manage this complex, nuanced and immense public health challenge

We envision a world where **society accepts and trusts the importance of vaccines** to keep people healthy and the global economy functioning.

Four workstreams:

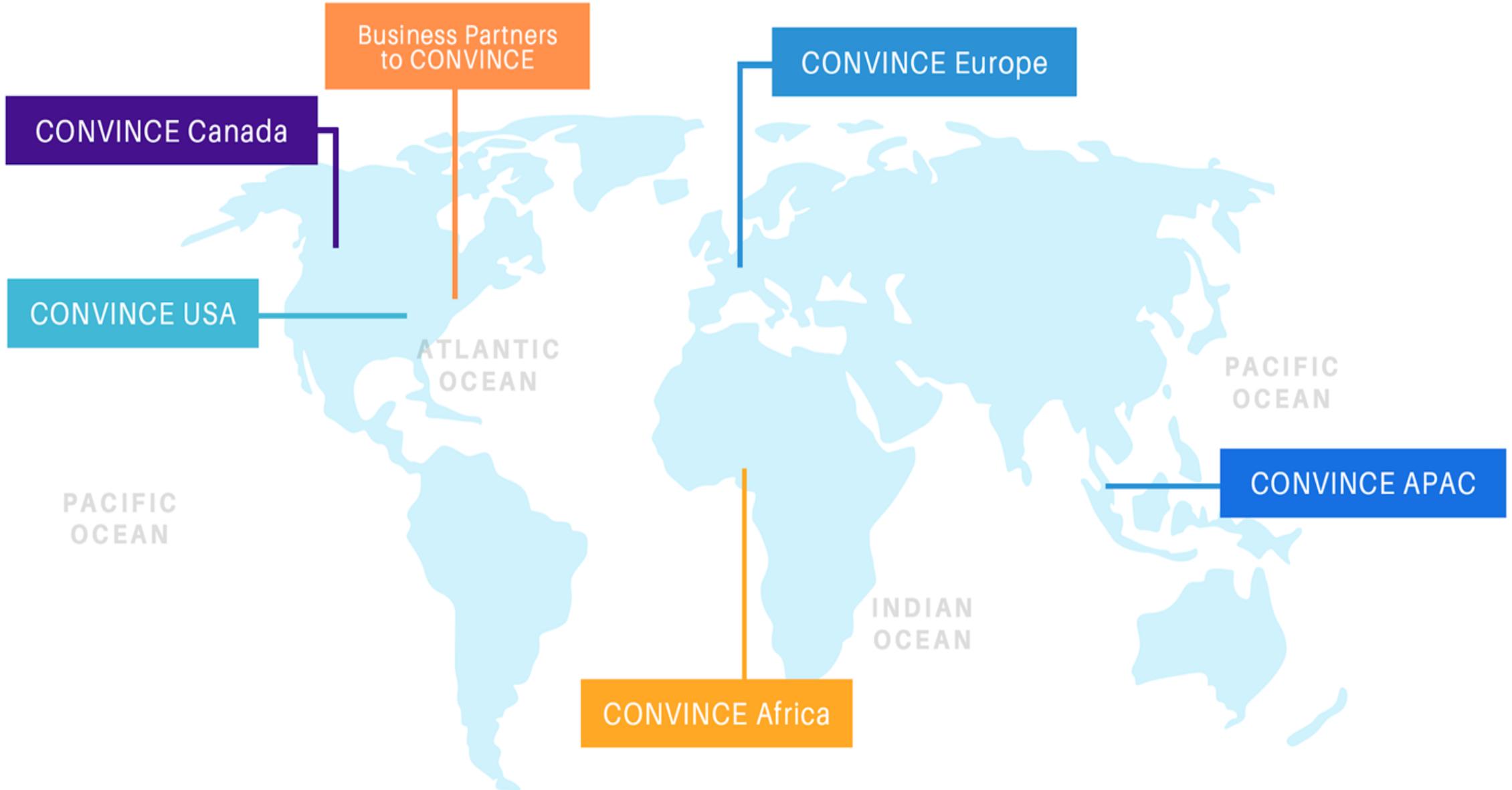
1. **Healthcare Workforce**
2. **Media and Technologies**
3. **Community Engagement**
4. **Private Sector** =  **BUSINESS PARTNERS TO CONVINCE**



A Global Initiative
Co-founded by Scott Ratzan, Heidi Larson, Nancy Lee



The Coalition for **COVID-19 New Vaccine**
INformation, **C**ommunication and **E**ngagement



CONVINCE Canada

Business Partners
to CONVINCE

CONVINCE Europe

CONVINCE USA

ATLANTIC
OCEAN

PACIFIC
OCEAN

CONVINCE APAC

PACIFIC
OCEAN

INDIAN
OCEAN

CONVINCE Africa

Statement of Shared Purpose

“**Business is a trusted source of information**, well suited to engage, inform and educate workers, their families and communities with a message that inspires confidence in vaccination and encourages acceptance and uptake as COVID-19 vaccines become available. Therefore, we pledge to hear concerns, listen to feedback, and **develop vaccine literacy strategies based on science, facts and emerging information to counter hesitation and vaccination opponents through communication and education initiatives at the global, national and local levels.**”



BUSINESSatOECD
THE BUSINESS AND INDUSTRY ADVISORY COMMITTEE



Australian
Chamber of Commerce
and Industry



IFPMA



SOCIETY FOR HUMAN
RESOURCE MANAGEMENT



LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



GRADUATE SCHOOL OF
PUBLIC HEALTH & HEALTH POLICY



National
Foundation for
Infectious
Diseases



THE USCIB
FOUNDATION, INC.



Wilton Park



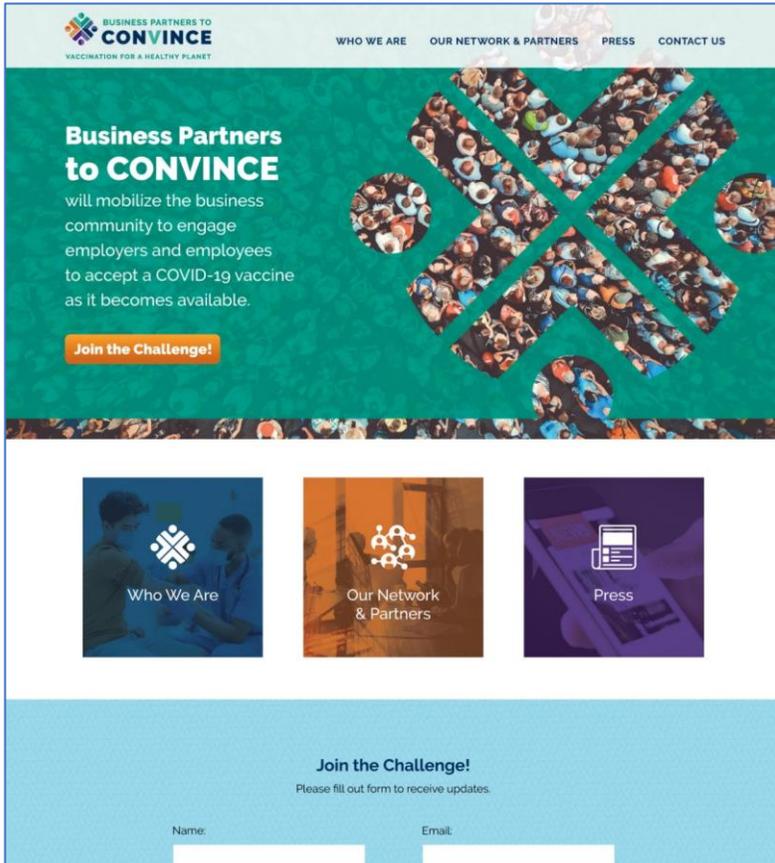
GBCHealth



VACCINE
CONFIDENCE
PROJECT™

Website and Social Media

Website: www.BusinessPartners2Convince.org



Twitter: @BP2Convince

Content:

- Workplace Challenge Sign-Up
- Workplace Challenge Tool Kit
- Employer Resources
- Partner Resources
- Academic Papers
- Media Content
- Press Releases
- Upcoming Events



[BusinessPartners2Convince \(@BP2Convince\) / Twitter](https://twitter.com/BP2Convince)

Website – Press Page

All



Podcasts & Media



Publications



Press Releases



Business Partners to CONVINC
Supports Global Workplace
Vaccine Requirements

More



BBC's Aaron Heslehurst hosts Dr.
Scott Ratzan

More



National Academies of Sciences:
Communicating COVID-19
Vaccine Efficacy and
Effectiveness

More

Website - Resources

All



Employer Resources



Business Case Studies



Partner Content



SHRM: COVID-19 and Vaccination Resources

More



MYTH



FACT

Myths vs. Facts: What to Know About the COVID-19 Vaccine

More



Merck – Silent Consequences of COVID-19: Why It's Critical to Recover Routine Vaccination Rates Through Equitable Vaccine Policies & Practices

More

YouTube Channel - Webinars

“Educate to Vaccinate: The Role of Employers”

April 29, 2021



Scott Ratzan, MD, MPA, MA
Co-Founder, *CONVINCE*
Executive Director, *Business Partners to CONVINCE*



Anuradha Gupta
Deputy Chief Executive Officer,
GAVI



Heidi Larson, PhD
Director, *Vaccine Confidence Project*
Co-Founder, *CONVINCE*



Roberto Suárez Santos
Secretary-General
International Organization of Employers



Julia Spencer, PhD, MSPH
Associate Vice President
Global Vaccines, Public Policy
& Partnerships



Wilton Park



MSD



ExxonMobil

<https://www.youtube.com/channel/UCeOwJvT8aOwTH-hO5VW4uYA>

Join the Global COVID-19 Workplace Challenge

Companies joining **The Challenge** join a global movement to:

- ❖ **Listen** to employees' needs and concerns about the impact and prevention of COVID-19
- ❖ **Follow** the latest public health guidance to protect myself, my employees, my workplace, my customers, and my community from COVID-19
- ❖ **Promote** vaccine literacy based on the latest scientific evidence of vaccination benefits and risks
- ❖ **Encourage** vaccine confidence and uptake
- ❖ **Advocate** for accessible, equitable, and timely vaccination of employees
- ❖ **Engage** with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19

We Joined THE CHALLENGE!

We are proud to be part of a growing group of companies and organizations that has joined the **BP2C Workplace Challenge!**

WORKPLACE CHALLENGE PARTNER

Join the Challenge and make an impact in your community, the workplace and the world.

#JoinTheWorkplaceChallenge #BeVaccineStrong

BUSINESS PARTNERS TO CONVINCE

 Listen to employees' needs and concerns about the impact and prevention of COVID-19	 Follow the latest public health guidance to protect myself, my employees, my workplace, my customers and my community from COVID-19
 Promote vaccine literacy based on the latest scientific evidence of vaccination benefits and risks	 Encourage vaccine confidence and uptake
 Advocate for accessible, equitable and timely vaccination of employees	 Engage with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19

<https://www.businesspartners2convince.org/join-the-challenge/>

Two Things You Can Do Today

 Join the Workplace Challenge movement: www.BusinessPartners2Convince.org



The infographic is a 2x2 grid of colored boxes with icons and text. The top-left box is white with green text. The top-right box is green with a white plus sign icon. The bottom-left box is teal with a white megaphone icon. The bottom-right box is orange with a white syringe icon. The bottom-most box is purple with a white icon of three people.

We Joined THE CHALLENGE!
We are proud to be part of a growing group of companies and organizations that has joined the BP2C Workplace Challenge!

WORKPLACE CHALLENGE PARTNER

Join the Challenge and make an impact in your community, the workplace and the world.
#JoinTheWorkplaceChallenge #BeVaccineStrong

BUSINESS PARTNERS TO CONVINC

Listen to employees' needs and concerns about the impact and prevention of COVID-19

Follow the latest public health guidance to protect myself, my employees, my workplace, my customers and my community from COVID-19

Promote vaccine literacy based on the latest scientific evidence of vaccination benefits and risks

Encourage vaccine confidence and uptake

Advocate for accessible, equitable and timely vaccination of employees

Engage with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19

 Connect, Collaborate, Partner:

Jen Faucon jfaucon@live.com

Scott Ratzan scott.ratzan@sph.cuny.edu

Abby Shapiro ashapiro@uscib.org



BUSINESS PARTNERS TO
CONVINCE

VACCINATION FOR A HEALTHY PLANET