

**[Enter Your Company Name Here] Joins the ‘Global COVID-19 Workplace Challenge’ to Promote Vaccine Literacy, Vaccination**

*The Workplace Challenge was launched by Business Partners to CONVINCe, a multi-sector effort to empower a “vaccine-literate” public*

**[City] [Month, Day, 2021]**—Today, **[Company Name]** has joined the ‘[Global COVID-19 Workplace Challenge](#)’; by joining the Workplace Challenge, **[Company Name]** agrees 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

The Workplace Challenge was launched in February 2021 by [Business Partners to CONVINCe](#)—a global communication and education initiative to promote COVID-19 vaccine acceptance among private sector employers and employees. The partnership also plays an integral role in the broader, global CONVINCe (COVID-19 New Vaccine Information, Communication, and Engagement).

**Scott Ratzan MD**, executive director of *Business Partners to CONVINCe* and co-founder of the global CONVINCe, stated: “The potential for business to engage meaningfully in the growing international movement to address COVID with evidence-based vaccine literacy strategies is massive. Employers have the trust, respect and reach to support vaccine confidence with communication and education initiatives at the global, national and local levels.”

Members of the *Business Partners to CONVINCe* Steering Team, which includes global organizations such as Business Fights Poverty, Business at OECD, the International Chamber of Commerce, and the International Organization of Employers, jointly agreed to 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.

**[Insert quote from Company Executive or Point Person]**

*Business Partners to CONVINCe* Steering Committee member Professor **Heidi Larson**, director of the Vaccine Confidence Project and co-founder of CONVINCe added that: “The COVID-19 pandemic challenges all of us to engage in meaningful

ways. We urge businesses of all sizes and in all industries – from multinational corporations to small- and medium-sized national and local enterprises to sign up to the COVID-19 Workplace Challenge and help expedite our return to a pandemic-free society.”

To join the Workplace Challenge, please visit: [businesspartners2convince.org](https://businesspartners2convince.org)

For more information, please contact:

[Company Contact Name, Title]

[Email, Phone number]

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#### **ABOUT [COMPANY NAME]:**

##### **ABOUT BUSINESS PARTNERS TO CONVINCENCE:**

The United States Council for International Business (USCIB), The USCIB Foundation, and Business Partners for Sustainable Development (BPSD) have launched *Business Partners to CONVINCENCE*, a global communication and education initiative to promote COVID-19 vaccine acceptance among private sector employers and employees. The new partnership will play an integral role in a broader, global CONVINCENCE (**COVID-19 New Vaccine Information, Communication, and Engagement**) campaign to advance vaccine literacy and help ensure a strong and swift recovery from the COVID-19 pandemic through widespread acceptance of safe, effective and accessible vaccines.

##### **ABOUT USCIB:**

USCIB promotes open markets, competitiveness and innovation, sustainable development and corporate responsibility, supported by international engagement and regulatory coherence. Its members include U.S.-based global companies and professional services firms from every sector of our economy, with operations in every region of the world, generating \$5 trillion in annual revenues and employing over 11 million people worldwide. As the U.S. affiliate of the International Chamber of Commerce (ICC), the International Organization of Employers (IOE), and Business at OECD (BIAC), USCIB helps to provide business views to policy makers and regulatory authorities worldwide and works to facilitate international trade and investment. More information is available at [www.uscib.org](http://www.uscib.org).

##### **ABOUT THE USCIB FOUNDATION:**

The USCIB Foundation is the research and educational arm of the [United States Council for International Business \(USCIB\)](https://www.uscib.org). The principal purpose of the Foundation is to carry out research and educational activities designed to promote and advance the benefits of a free-market economy and to demonstrate and document the role of the corporate private sector in economic growth and social development.

##### **ABOUT BUSINESS PARTNERS FOR SUSTAINABLE DEVELOPMENT:**

Business Partners for Sustainable Development is an initiative of The USCIB Foundation. It is a virtual center that establishes a framework for government, business and civil society to share information, resources, activities and capabilities to achieve things together that they could not achieve alone. Business Partners for Sustainable Development is built on four pillars – Inclusion, Innovation, Influence and Impact. The objective is to facilitate partnerships, find creative solutions, leverage proven strategies, as well as measure and optimize.