

**BUSINESS FIGHTS POVERTY: REBUILD BETTER**

# THREE INSIGHTS VACCINE LITERACY AND ACCESS: THE ROLE OF BUSINESS PARTNERSHIPS

DATE: **FRIDAY 24/09**

THEME: **PARTNERSHIP**

FORMAT: **WEBINAR**

## **SPEAKERS**

■ **Shamiram Feinglass**, Chief Medical Officer and Executive,  
Global Medical Affairs & Policy DanaHER Corporation

■ **Catalina Garcia**, Global Director of Corporate Affairs,  
AB InBev and Board Director, AB InBev Foundation

■ **Keith Kibirango**, Director of Philanthropy and  
Private Sector Engagement, Crown Agents

■ **Scott Ratzan**, Distinguished Lecturer, CUNY Graduate  
School of Public Health and Health Policy

### **Moderator:**

Zahid Torres-Rahman, Co-Founder &  
CEO, Business Fights Poverty

IN THIS WEBINAR HOSTED WITH BUSINESS PARTNERS TO CONVINCE, OUR PANELLISTS DISCUSSED: HOW BUSINESSES CAN BE STRONG ADVOCATES FOR VACCINE UPTAKE; KEY ACTIONS THAT COMPANIES CAN TAKE TO HELP IN THE FIGHT AGAINST COVID-19; AND WHY PARTNERSHIPS ARE SO IMPORTANT FOR DELIVERING IMMEDIATE SUPPORT IN TIMES OF CRISIS.

FINALLY, OUR SPEAKERS TOUCHED ON TOPICS RELATED TO THE CHALLENGES AROUND VACCINATION CAMPAIGNS, AS WELL AS HOW COMPANIES CAN USE THEIR REACH, RESOURCES, AND COLLABORATIVE INITIATIVES TO PROMOTE VACCINE LITERACY.

## **KEY INSIGHTS**

### **1 COMPANIES ARE POWERFUL ACTORS AGAINST VACCINE HESITANCY**

Scott Ratzan reminded us that COVID-19 continues to present a great risk to global health. While the percentage of fully vaccinated people is high in many rich countries, vaccine hesitancy remains a significant challenge, and vaccination coverage is extremely uneven around the world, with more than half of developing countries' populations still awaiting a second dose. Companies can play a critical role in fostering vaccine literacy and ensuring an equitable distribution of doses. Catalina Garcia showed that AB InBev has been able to support the vaccination effort in many

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countries through partnerships with local government authorities and international organisations. The company and its partners have developed a toolkit to help other businesses use their reach and marketing capabilities to improve vaccine uptake.

## **2 BY KEEPING EMPLOYEES INFORMED ABOUT COVID-19, BUSINESSES HELP PROTECT COMMUNITIES**

State health agencies need to overcome several practical obstacles in the day-to-day operation of vaccination campaigns. As Keith Kibirango pointed out, some countries may be experiencing a large, rapidly evolving health crisis for the first time; they may lack the resources to reach small villages in the countryside, or perhaps their control of vaccine access is inadequate and wealthy individuals are jumping to the

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front of vaccination queues. However, there are simple (yet highly effective) actions that companies can take to mitigate the risks of COVID-19. Shamiram Feinglass mentioned that multinational corporations can keep their employees informed about the best health guidelines for fighting the virus while launching communication campaigns in partnership with governments and other organisations that incentivise people to adhere to protective practices within their communities.

## **3 PARTNERSHIPS CAN ENHANCE TRUST AND ADVANCE TECHNOLOGICAL SOLUTIONS DURING CRISES LIKE THE PANDEMIC**

In successful partnerships, each partner knows their responsibilities, the goals and measuring mechanisms of the initiative, and how the end product benefits all stakeholders. Partnerships are powerful agents of change when several actors bring complementary strengths to the table. Our speakers gave examples of cross-sector collaborations that became trusted sources during the pandemic by contributing to the fight against the virus with information campaigns in social media and special engagement actions in local communities. In addition, some partnerships helped small and micro enterprises to better cope with the economic consequences of the pandemic by helping them establish or strengthen their online presence and serve their customers via ecommerce platforms.

### **RESOURCES**

- [Danaher: COVID-19 Response](#)
- [AB InBev Foundation](#)
- [Crown Agents COVID-19 Response](#)
- [CUNY SPH: COVID-19 Updates](#)
- [Vaccine Confidence Project](#)
- [Global COVID-19 Workplace Challenge](#)
- [Toolkit 2.0 Strategies for Companies: Designing and Implementing Campaigns in Support of Vaccination Efforts to Prevent and Reduce the Spread of COVID-19](#)