

## **[Your Company Name] Launches Campaign to Promote Vaccine Literacy, Workplace Wellbeing**

**[City] [Month, Day, 2022]**—Today, **[Company Name]** launched the ‘There’s More To Be Done’ Campaign, an initiative that seeks to maintain workplace wellbeing. Employers can encourage vaccination for COVID19 and other preventable illness by informing and educating employees on the benefit of vaccination. ‘There’s More To Be Done’ is a global movement of employers and is part of the Business Partners to CONVINCEN initiative, which seeks to empower a “vaccine-literate” public.

The Campaign includes free [Learning Modules for employers](#) that incorporates training videos, action steps, learning objectives and resources.

The Campaign is simple, actionable, and vital for a safer workplace. The Campaign:

- Focuses on the important role of employers
- Recognizes the hard work by employers to date
- Identifies the role of vaccines in creating a safer workplace and employee well-being.

**Scott Ratzan** MD, BP2C executive director, stated: “In collaboration with our partners, we created this Campaign and designed these Learning Modules to provide businesses of all sizes around the globe with free resources for developing and supporting employee vaccination. Companies of all sizes from 16 countries, representing over 250,000 employees, have joined. Employers play a critical role in the health and wellness of employees. Having a plan to inform and educate employees on the benefit of vaccination is the key to success.”

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

Join the movement and access a free Toolkit and Learning Modules at:  
[businesspartners2convince.org](https://businesspartners2convince.org)

For more information, contact:

**[Contact Name, Title]**

**[Email, Phone number]**

### **ABOUT [Company name]:**

**ABOUT THE USCIB FOUNDATION:** The USCIB Foundation is the research and educational arm of the United States Council for International Business (USCIB). 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 TO CONVINCEN:** The United States Council for International Business (USCIB), The USCIB Foundation, and Business Partners for Sustainable Development (BPSD) have launched Business Partners to CONVINCEN, 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 CONVINCEN (Coalition for 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.