



## USCIB CROSSCUTTING POLICY BRIEF

# Promoting Vaccine Confidence, Health & Economic Recovery

### EXECUTIVE SUMMARY:

COVID-19 vaccine confidence leading to vaccine uptake will directly contribute to individual, family, community and societal health and well-being, in turn keeping people working and the global economy functioning. The private sector can play a pivotal role in addressing vaccine hesitancy with its extensive reach and high level of trust imbued in employers by their employees. Business Partners to CONVINCe (COVID-19 New Vaccine INformation, Communication and Engagement), an initiative of The USCIB Foundation, seeks to engage employers in a unified vaccine confidence project that is global in scope to combat growing mistrust and misinformation on vaccines, and on COVID-19 in particular, that will hinder our ability to vaccinate against it.

The Biden Administration must re-energize multilateral cooperation that not only supports a rules-based open multilateral system that ensures the smooth flow of investment, goods and services but also seeks to protect health as a global public good, promote access to vaccines and reinforce the scientific community in assessing the risks and remedies to the general public.

### CONTEXT & BACKGROUND: WHERE USCIB BRINGS VALUE

Global growth, international trade, global value chains and investment activities will suffer if we cannot control the virus. Business has a vital economic stake in ending the pandemic and puts great value in the health and wellness of its employees, consumers and their communities. USCIB is in a unique position to not only represent business views in promoting vaccine confidence, but through its Foundation, can also take action to promote vaccine literacy throughout the global business community.

Success in controlling the virus and getting the economy back on track depends in large measure on the United States taking a leadership role inside the multilateral system to achieve the UN 2030 Agenda for Sustainable Development, in particular in connection with UN Sustainable Development Goal 3 on health and well-being. Controlling the pandemic is essential to achieving success. Business Partners to CONVINCENCE aims to counter the growing body of misinformation and distrust about vaccines with a fact-based communication strategy to provide business with the tools and information to build confidence among their employees.

USCIB is ready to partner with the Administration to control COVID-19 by building global confidence in vaccines in a variety of ways:

- **To engage employers and employees and encourage vaccine uptake.** We have partnered with USCIB's global network of three of the world's largest employer associations (International Chamber of Commerce, International Organization of Employers, and Business at OECD) to join with us on a unified communications campaign to build confidence in, and understanding of, vaccines.
- **To engage governments.** We have partnered with the Center for International Private Enterprise (CIPE), part of the National Endowment for Democracy, to help give businesses and trade associations the tools to advocate for their needs in campaigning for vaccine confidence.
- **To provide tools and messaging to unify the campaign and avoid confusion.** We are working with healthcare professionals to ensure messaging that is factual and based on science.
- **To build trust.** Having the messaging and outreach come from a trusted spokesperson and in this case that is the employer.

#### Obstacles include:

- Low levels of public understanding and knowledge about the science of vaccination.
- Extraordinary levels of disinformation about vaccination in general and the COVID-19 vaccine in particular.
- The highly politicized environment that has undermined the credibility of government advocates of vaccination.
- The extremely abbreviated vaccine development process, which has undermined public confidence in the safety of the COVID-19 vaccine.
- High levels of mistrust in elites, such as scientists, government officials and business leaders.

#### USCIB ENCOURAGES THE ADMINISTRATION TO:

- Immediately rejoin the World Health Organization and the COVAX Access to COVID-19 Tools (ACT) Accelerator.
- Launch a nationwide conversation, led by the President and his Cabinet, with U.S. business groups on vaccination and the role of employers in promoting both the COVID-19 vaccine and safe work places.
- Launch a series of domestic and international public-private initiatives to promote a private sector role in building vaccine confidence, via the Centers for Disease Control, the Small Business Administration and the U.S. Agency for International Development.
- Announce plans to host a COVID-19 summit in the U.S. that includes a prominent role for business.