

Presidential Advisory Council on HIV/AIDS



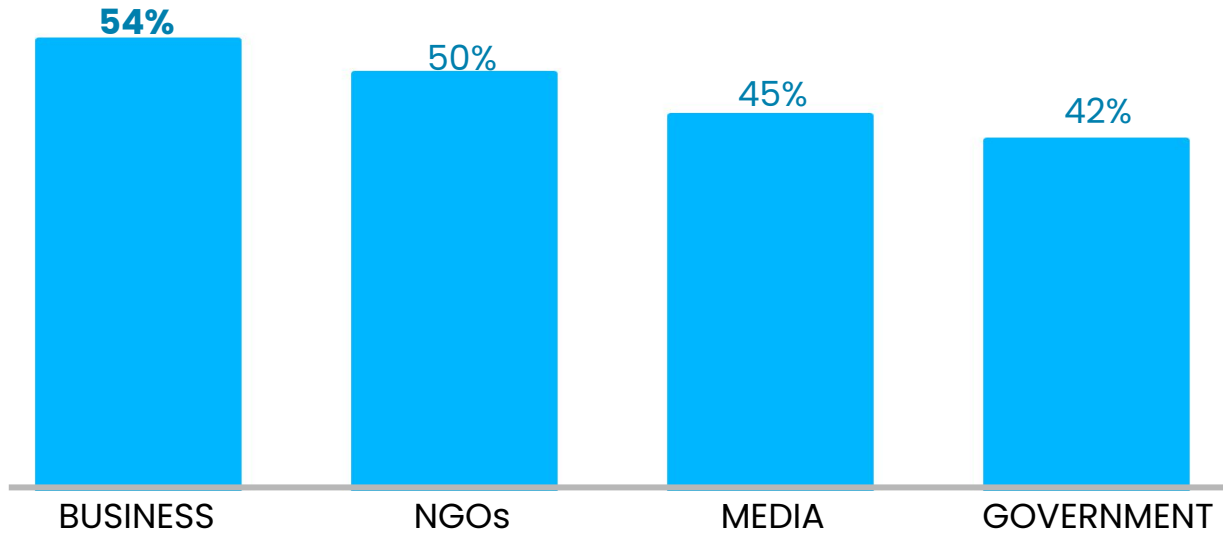
STEPHEN MASSEY
CO-FOUNDER

NOVEMBER 17, 2021

**You can't end AIDS in the United States
without the business community.**

Here's why.

Americans trust business



Americans trust business over every other sector.

72% trust their own employer

68% say CEOs should step in when government does not fix societal problems



CASE STUDY: CIVIC ALLIANCE

Since 2020, we've mobilized the business community to increase voter turnout and strengthen our democracy.

our challenge

Low participation

Only 60% of eligible voters participated in the 2016 presidential election. In many local races, just 10% participate.

Source: US Elections Project

Low trust

Nearly half of Americans (46%) said they were not confident the 2020 election would be conducted fairly and accurately.

Source: Democracy Fund + UCLA Nationscape Project Survey

Low satisfaction

45% are dissatisfied with how democracy works in the U.S.

Source: More in Common

We are the Civic Alliance, a non-partisan business coalition that strengthens our democracy by supporting safe, healthy, and trusted elections and inspiring every American to participate in shaping our country's future.

**more than
1,000
companies**

**over
5 million
employees**

**and
100s of millions
consumers**

**civic
alliance**

founded by

CAA
foundation



powered by



selection of member companies



companies can take meaningful action



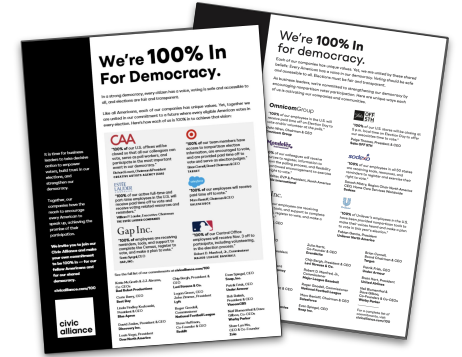
Implement paid time off to vote and flexible schedules for elections



Educate and inspire employees and consumers about elections



Provide facilities, PPE and supplies to local elections officials



Take principled stances for democracy

we created a tipping point in corporate civics

**Your voice.
Your future.
Your vote.**

Are you registered to vote?

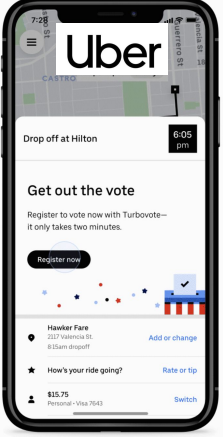
Text LETSVOTE to 26797 to register now and get ready to vote.

 McDonald's is proud to partner with non-partisan organizations I am a voter and Civic Alliance to help our customers and employees register to vote. Message & data rates may apply. ©2020 McDonald's. 05/20/21


URBAN OUTFITTERS






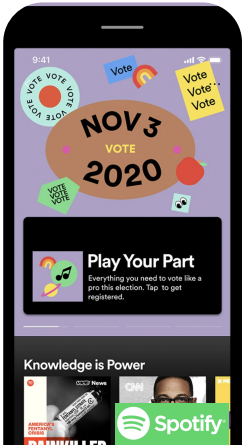












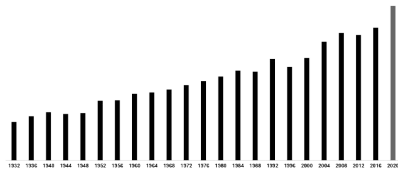




our companies delivered for democracy

**inspired
Americans
to vote**

more votes
cast in 2020
than ever
before



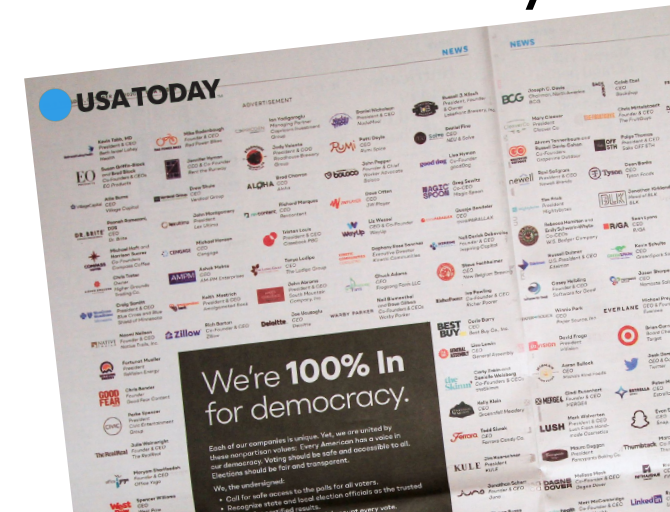
**supported
local elections
officials**

helped recruit
700,000 new
poll workers +
donated PPE &
facilities



**stood up
for our
democracy**

700+ CEOs
spoke out for
our democracy



what we've learned from the Civic Alliance

1 safety in numbers

- Companies are risk averse and don't want to be the first (but they also don't want to be the last).
- Not all companies are created equal. There are certain corporate leaders that can help set new industry standards and move the private sector in a clear direction.

2 trust takes time + discipline

- Companies fiercely protect their brand, heavily vetting partners and opportunities.
- Some of our members met with us for months before they joined the Civic Alliance.

3 principled + nonpartisan

- Companies will align behind a shared set of civic principles and goals – not partisan outcomes.
- A deep commitment to nonpartisanship remains critical to earn (and keep) company support.

4 clear action steps

- Company leaders appreciate clear information, actionable steps, and ready-to-use templates & guides.
- Companies value opportunities to learn about relevant issues from issue experts and each other.



CASE STUDY: HEALTH ACTION ALLIANCE

In 2021, we've helped thousands of companies implement effective public health measures to combat COVID-19.

our challenge

Confusion + Politicization

Lack of clear, consistent guidance for businesses to operate safely + uncertainty about role of business in vaccine rollout.

Resistance + Misinformation

Vaccine hesitancy was heightened by mis- and disinformation.

Health Inequities

Disproportionately impacted groups, communities of color and rural populations faced even more obstacles.



**We are the Health Action Alliance,
unlocking the power of business to accelerate
the COVID-19 response, advance health equity
and rebuild public health.**

founded by



powered by



participating companies + organizations

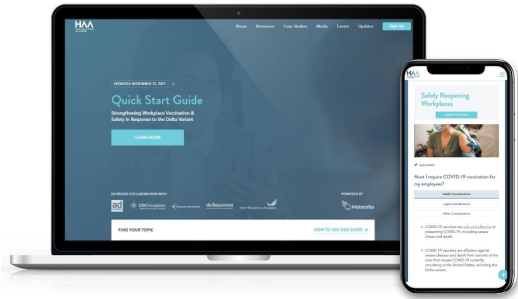
1,500+ Participating Companies



50 Business & Public Health Organizations



our response



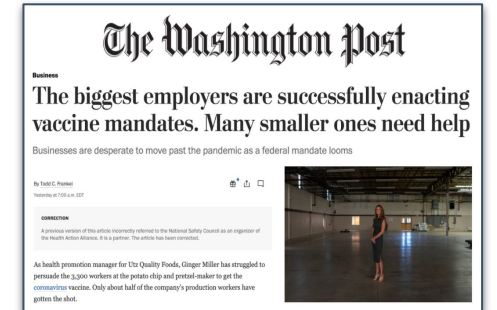
**Best-in-class
resources and
guides for
businesses**



**Events and
trainings
tailored for
business leaders**



**Partnerships
with 50+
business &
public health
associations**

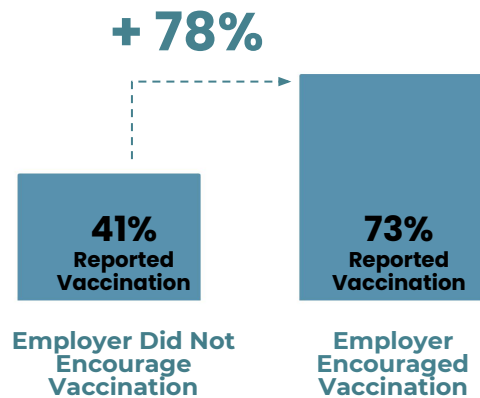


**Thought
leadership and
coordinated
action**

Employer actions are a game changer for vaccine uptake

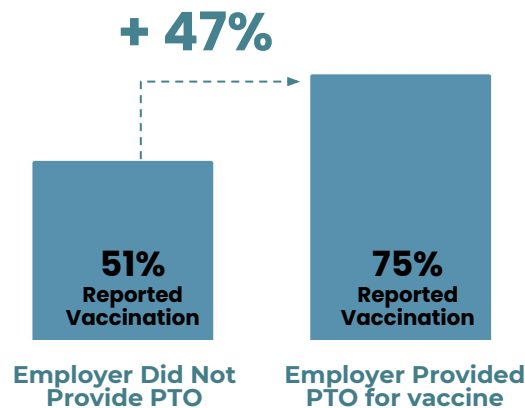
employer encourages vaccination

increases employee vaccination rates by 78%

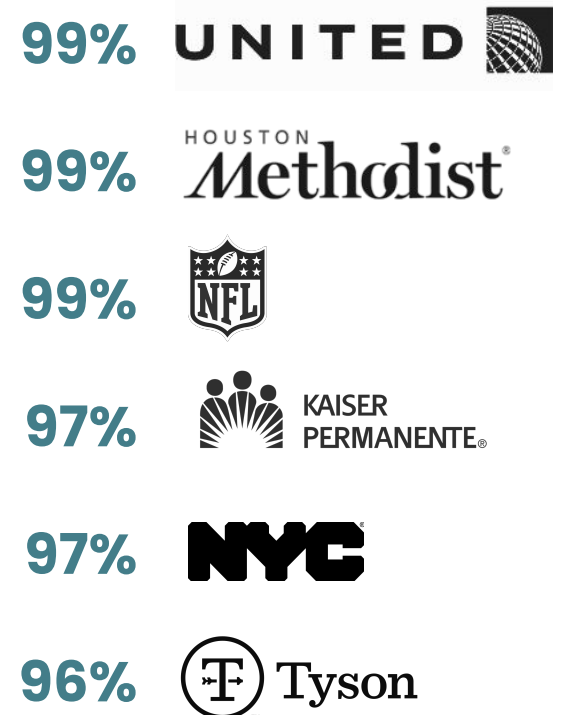


employer provides PTO for vaccination

increases employee vaccination rates by 47%



employer requires vaccination



The Washington Post

"The Health Action Alliance offers a detailed blueprint for companies intent on boosting immunization rates."

Their work "could prove critical to ensuring a smooth transition as vaccination moves from mostly encouraged to mostly required."

what we've learned from Health Action Alliance

1

Positioning matters.

Critical business challenges can be mitigated with public health solutions.

2

Provide clear, evidence-based business actions.

Businesses are more likely to take action when they're supported with tools, training and and best practices from the private sector.

3

Move at the speed of business.

A business-led coalition can respond in real-time to emerging needs + opportunities.

4

Power with public health & communications.

Businesses benefit from trusted public health information and clear policy + communications guidance.



We will end AIDS in America.

Business can accelerate our progress by taking steps to prevent new infections, improve the lives of PLWHA, fight stigma and reduce inequities.

Insights to consider

1 Organize around shared vision + values.

- Unify the business community behind a powerful vision that ending AIDS in America is possible.
- Make a clear business case that ending AIDS in America will contribute to healthier workforces and thriving communities.

2 Business leadership is critical.

- Identify corporate leaders who can create early momentum and cultivate a broader network of allies across the private sector.
- Articulate clear actions that employers can take to prevent new infections, improve the lives of PLWHA, fight stigma and reduce inequities.
- Inspire action through sharing of information and best practices across the private sector.

3 Support with tools + training.

- Employers will benefit from trusted public health information and training to guide their employee and community outreach.
- Create tools and resources for diverse business audiences, including small and medium-sized employers.
- Leverage employee resource groups to reach target populations.

4 Strengthen + scale through partnerships.

- Business associations, chambers of commerce and other private sector affinity networks can help build the coalition and identify best practices.
- Partnerships with government, public health departments, philanthropy and academia can inform the coalition and encourage action.

Let's make impact.

