



BUSINESS FIGHTS POVERTY: REBUILD BETTER

THREE INSIGHTS: UNDERSTANDING THE HEALTH PATHWAYS OUT OF THE PANDEMIC

DATE: THURSDAY 01/21

THEME: WHERE NOW?

FORMAT: WEBINAR

SPEAKERS

■ **Desta Lakew**, Global Director of Partnerships, Amref Health Africa

■ **Daniella Foster**, VP & Global Head, Public Affairs, Science & Sustainability, Consumer Health, Bayer

■ **Scott Ratzan**, Distinguished Lecturer, CUNY Graduate School of Public Health and Health Policy, and Co-lead, CONVINCe - COVID-19 New Vaccine Information Communication & Engagement

Moderator:

Zahid Torres-Rahman, CEO, *Business Fights Poverty*

IN THIS WEBINAR, HOSTED WITH AMREF HEALTH AFRICA AND BUSINESS PARTNERS TO CONVINCe, OUR PANELLISTS DISCUSSED HOW WE CAN BUILD VACCINE LITERACY AND HOW WE CAN ENSURE THAT HEALTH SYSTEMS ARE BETTER POSITIONED TO COPE WITH THE CURRENT PHASE OF THE PANDEMIC. OUR SPEAKERS TOUCHED ON TOPICS RELATED TO PARTNERSHIPS, BEHAVIOUR CHANGE, AND HOW BUSINESS CAN HELP WITH AN EQUITABLE DISTRIBUTION OF THE VACCINE.

KEY INSIGHTS

1 CROSS-SECTOR PARTNERSHIPS ARE CRUCIAL IN THE FIGHT AGAINST COVID-19

Our panellists listed several challenges facing not only the rollout of the vaccine around the world but also the overall obstacles we face in overcoming the pandemic together. For instance, as Scott Ratzan pointed out, companies must be concerned with both the health needs of their employees and how to encourage vaccination globally with a special focus on the most vulnerable. In this sense, strategic partnerships are essential for the success of initiatives that aim to improve vaccine literacy, spread information about hygiene and handwashing practices, and ensure that everyone has access to health care. Initiatives like CONVINCe

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and the Amref-backed National Business Compact Kenya are successful examples of initiatives in which civil society actors, NGOs, businesses, governments, and international organisations joined forces in the fight against COVID-19.

2 WE NEED BEHAVIOUR CHANGE AND SELF-CARE TO HELP HEALTHCARE SYSTEMS REBUILD BETTER

Initiatives around education for health and vaccine literacy are critical drivers to the type of behaviour change we need in order to build health pathways out of the pandemic. Our speakers remarked that companies can be extremely effective in sharing the message about how vaccines work, why they are important, and what types of problems they prevent. In addition, Daniella Foster explained that strengthening healthcare systems has been a concern for governments around the world even before the pandemic. In this respect, businesses can play an important role in advancing technological innovations that empower people and support them to take more control of their own health. For instance, self-care can be greatly enhanced with the help of mobile phones and other digital tools. Also, Desta Lakew reminded us that contextualised interventions are key. Where basic infrastructure is lacking, corporate philanthropy and collaborative projects between companies and governments have succeeded in providing human resources, clean water, and appropriate sanitation to vulnerable communities.

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3 EVERY COMPANY MUST DO THEIR PART FOR VACCINES TO REACH EVERYONE

Companies must show that they care. That was a common understanding shared by all the participants of our panel. And to this point, aiding in equitable distribution of the vaccine is of paramount importance in fighting against COVID-19 as well as ensuring that vulnerable and distanced communities also have access to the vaccine. Businesses should use their leverage, expertise, long value chains, and established partnerships to transmit trust and transparent information to schools, communities, and other social organisations. From a prevention standpoint, they should embark on monetary and product donations to the most vulnerable and to public healthcare systems that are very often poorly funded. Finally, companies' communications with their supply chains, their employees, and their customers can also contribute towards the transparency and trust needed around the vaccine.

RESOURCES

- [Business Partners to CONVINCE \(COVID New Vaccine Information, Communication and Engagement\)](#)
- [National Business Compact on Coronavirus Kenya](#)
- [Amref COVID-19 Africa Information Centre](#)
- [Handwashing Behaviour Change Coalition \(HBCC\)](#)
- [Self-Care for a Healthier Future](#)
- [Insight Report on "How Self-Care Can Help Health Systems Rebuild Better"](#)