



# JOIN US TO HELP DEFEAT COVID-19

We are at a unique moment in history.  
Defeating COVID-19 will take leadership from across the country.

The Biden Administration is calling on America's private sector to continue meeting this historic crisis with renewed commitments to the American people to put this pandemic behind us.

## STEP 1:

### COMMIT TO DOING THESE THREE THINGS TO INCREASE THE SAFETY OF EMPLOYEES, CUSTOMERS, AND THE COMMUNITY.

**1. REQUIRE MASKING IN THE WORKPLACE:** Require masking and social distancing to protect workers and customers, and provide masks and safe OSHA-compliant workplaces.

**2. REDUCE BARRIERS TO VACCINATIONS:** Make a plan to get employees vaccinated and make it easier for employees to get vaccinated. (e.g., PTO or sick leave around vaccinations, transportation, assistance with scheduling, reminders and promotion of locations when it is their turn).

**3. COMMUNICATE WITH EMPLOYEES, CUSTOMERS, AND THE COMMUNITIES YOU LIVE IN:** Amplify CDC and local health messages about masking and vaccinations on your products, properties, and websites.

# JOIN US TO HELP DEFEAT COVID-19 CONT.

## STEP 2:

### MAKE A UNIQUE CONTRIBUTION

*Tell us the unique ways you are going above and beyond to defeat COVID for your constituents and the country.*

*Here are some examples:*

- ♥ **VACCINATIONS, MASKING, AND SOCIAL DISTANCING:** Vaccinations, masking, and social distancing are the most effective ways to slow the spread and defeat COVID. Commit to supporting progress in that space.
  - Donate free transportation to vaccination sites
  - Contact local and state officials to learn about opportunities to volunteer as they stand up additional vaccination sites
  - Dedicate call center staff to help Americans navigate the vaccination process
  
- ♥ **COMMUNICATIONS AND EDUCATION:** In the weeks ahead, the Administration will launch a public education campaign aimed at encouraging vaccinations, masking, and social distancing. This will include a slogan, hashtag, and marketing materials for partners to use and share. Commit now to supporting these efforts today.
  - Announce a promise to leverage existing advertising to support the upcoming public education campaign
  - Pledge to rebrand products to support the upcoming public education campaign
  - Produce viral social media content that amplifies public health guidance from CDC
  
- ♥ **TECHNICAL ASSISTANCE OR RESOURCES:** Many of America's best, most innovative companies are assisting with vaccination or other clinical or public health goals.
  - Commit to health equity
  - Provide technical assistance: technology, logistics, consulting or other resources contributed to assist in vaccinations
  - Offer real estate, personnel, or other assets in support of state and local vaccination programs

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*We plan to elevate these unique contributions publicly to demonstrate the creativity, caring, and unity it is taking to defeat COVID-19.*

**CONTACT US:** Email [publicprivatepartnership@who.eop.gov](mailto:publicprivatepartnership@who.eop.gov) and tell us the name of your organization, location, and 3-5 bullets about how your organization is making an extraordinary commitment to defeating COVID-19. Over the course of the coming weeks, we will be highlighting how organizations across the country are stepping up on behalf of the American people.