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

Here’s why.
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

2021 Edelman Trust Barometer
CASE STUDY: CIVIC ALLIANCE

Since 2020, we’ve mobilized the business community to increase voter turnout and strengthen our democracy.
<table>
<thead>
<tr>
<th>Low participation</th>
<th>Low trust</th>
<th>Low satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only 60% of eligible voters participated in the 2016 presidential election. In many local races, just 10% participate.</td>
<td>Nearly half of Americans (46%) said they were not confident the 2020 election would be conducted fairly and accurately.</td>
<td>45% are dissatisfied with how democracy works in the U.S.</td>
</tr>
</tbody>
</table>

Source: US Elections Project

Source: Democracy Fund + UCLA Nationscape Project Survey

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

founded by
powered by

CAA foundation, Democracy Works, Meteorite
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
<table>
<thead>
<tr>
<th>inspired Americans to vote</th>
<th>supported local elections officials</th>
<th>stood up for our democracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>more votes cast in 2020 than ever before</td>
<td>helped recruit 700,000 new poll workers + donated PPE &amp; facilities</td>
<td>700+ CEOs spoke out for our democracy</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Confusion + Politicization</th>
<th>Resistance + Misinformation</th>
<th>Health Inequities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of clear, consistent guidance for businesses to operate safely + uncertainty about role of business in vaccine rollout.</td>
<td>Vaccine hesitancy was heightened by mis- and disinformation.</td>
<td>Disproportionately impacted groups, communities of color and rural populations faced even more obstacles.</td>
</tr>
</tbody>
</table>
We are the Health Action Alliance, unlocking the power of business to accelerate the COVID-19 response, advance health equity and rebuild public health.
### Participating Companies + Organizations

#### 1,500+ Participating Companies

- Walmart
- VISA
- BCG
- gm
- Pfizer
- Dell Technologies
- Spotify
- Bago
- CVS Health.
- Fortune Brands
- MERCER
- Sofar
- SeniorCare
- LVMH
- Humana.
- PREIT
- Univision
- Facebook
- LinkedIn
- HealthNEXT
- Amazon
- Chubb
- Johnson & Johnson
- Lyra
- Verizon
- Comcast NBCUniversal
- Tempus
- Cisco
- G3
- Pepsi
- Kaiser Permanente.

#### 50 Business & Public Health Organizations

- ANA
- APHA
- ASA
- Manufacturers
- National Center for Healthy Housing
- National Framework for Health Equity
- American Bar Association
- Health Care Innovation
- Business Group on Health
- Coalition for Health Coverage
- COVID Collaborative
- National Rural Health Association
- Business Roundtable
- U.S. Chamber of Commerce Foundation
- U.S. Chamber of Commerce
- National Alliance for Public Housing and Community Development
- National Association for Educational Opportunities in Agriculture
- National Alliance for Latino Health Excellence
- National Alliance for Hispanic Professionals
- National Black Business Association
- National Association of Hispanic Health Professionals
- National Action Council for Minorities in Engineering
- National Hispanic Construction Association
- National Hispanic Leadership Institute
- Hispanic Association of Colleges and Universities
- Hispanic National Bar Association
- Latino Leaders Foundation
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 provided PTO for vaccination

- Increases employee vaccination rates by 47%

Employer requires vaccination

- 99% United
- 99% Methodist
- 99% NFL
- 97% Kaiser Permanente
- 97% NYC
- 96% Tyson

Source: KFF Vaccine Monitor
“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.”

Source: Washington Post, October 5, 2021
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 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.

   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.