

RALLY FOR RECOVERY

Essential Work of Local Chambers in the Fight Against COVID-19

Updated: March 10, 2021



- 1 Remain Vigilant
- 2 Provide Resources
- 3 Act as Liaison
- 4 Create Partnerships

Local business groups have a critical role to play in the fight against COVID-19. Employers of all sizes have made major sacrifices over the last year and continue to step up to protect workers, customers, and communities during the coronavirus pandemic. Vaccine supplies are expected to increase in the coming weeks, so it's incumbent on all of us to ensure demand remains high, especially among groups that appear to be more hesitant about getting the shot, and that we continue to follow the recommendations of CDC (Centers for Disease Control) and local health authorities.

In addition to encouraging members to sign the [Rally for Recovery](#) commitment, local chambers can take four important steps to help our communities return to health.

1. ENCOURAGE EMPLOYERS TO REMAIN VIGILANT

These are challenging times, but there are things all of us can do to stop the spread while we work to vaccinate America. This includes wearing masks, practicing social distancing, and washing our hands on a regular basis—even after vaccines become more widely available.

TIPS:

- Encourage businesses to commit to educate workers and customers about public health measures and make it easy for people to get [vaccinated](#).
 - Promote health and safety measures recommended by [CDC](#).
 - Post information about the steps you're taking to fight the virus. The U.S. Chamber has a [customizable flyer](#) you can print out and hang in your window.
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Right now, we don't have enough doses to meet demand. But with three approved vaccines, supplies are expected to increase in the coming weeks. Chambers need to be part of the information chain and help employers to encourage mass vaccination against this deadly disease.

TIPS:

- Designate one person to serve as the single point of contact for vaccine-related information. This person should be responsible for keeping track of the most recent news, best practices, etc., and coordinating outreach efforts.
- Dedicate a portion of your website to vaccine information specific to the community.
- Distribute PSAs from the [Ad Council](#) and these videos from a recent "[Role of Employers](#)" event on [public attitudes about vaccination](#).

2. HELP PEOPLE MAKE SENSE OF THE SITUATION AND HOW THEY CAN HELP

We all have questions. Some have answers, others are still unanswerable right now. The U.S. Chamber is curating the best answers to common questions about COVID-19 vaccines in its Digital Resource Hub. You can reuse [this material](#).

TIPS:

- Create mechanisms that make it easy for members to ask vaccine-related questions.
- Keep track of the questions people are asking during local events; categorizing these questions can be helpful in creating guides, website content, or sharing with decision-makers (local and state health departments, lawmakers, etc.).
- Use future events and newsletters to answer the most pressing or frequent questions businesses have about the pandemic.

Rely on official sources—not social media posts—for the latest information about the state of the pandemic and the best ways to prevent infection at the local level.

TIPS:

Don't repeat misinformation about the virus. Instead, amplify positive messaging from local official sources that speak to the concerns of employees.

Employers are trusted voices in the community so it's important for local business leaders to make it clear that they intend to get vaccinated when their turn comes. It's also important for this information to come from local sources, especially medical professionals who can reassure people who might have concerns about side effects.

TIPS:

- Review the one-pager from the U.S. Chamber Foundation on [employee messaging](#).
- Create an “ambassador” program for people who've already been vaccinated to speak with colleagues.
- Ask local doctors and nurses to speak about the safety and effectiveness of the COVID-19 vaccines as you try to alleviate concerns about vaccination among some employees.

3. ACT AS A LIASON TO LOCAL HEALTH & EMERGENCY MANAGEMENT OFFICIALS

Businesses of every size have played a vital role in the national response to COVID-19, so it's important for this to remain a whole-of-community response to the crisis that includes private-sector perspectives.

TIPS:

- Keep track of the contributions your members are making to fight the pandemic.
 - Praise these acts on social media and in your newsletters.
 - Encourage businesses to send a summary of their work to our [Corporate Aid Tracker](#) dedicated to the vaccine.
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As we move into the next phase of the pandemic, it will be important for local chambers to act as an information hub so business leaders and government officials have the best available information about local conditions and the steps needed to stop local clusters of infection. Help the community work through roadblocks and advocate for prompt information about local challenges and solutions.

TIPS:

- Several local chambers take part in coordinating groups that include local government officials, healthcare providers, and emergency managers. If this doesn't exist in your area, consider setting up a mechanism for monthly or biweekly coordination calls that bring these people together to share updates and other critical information.
- Another option is for local chambers to collect input from employers and share it with local health officials.

4. BE A STRONG ADVOCATE FOR PUBLIC-PRIVATE PARTNERSHIPS

Every level of our society has relied on the strength of the private-sector to fight the pandemic, from the development of safe and effective COVID-19 vaccines through Operation Warp Speed to the organization of worksite clinics that convert vaccines into vaccinations. Every business should support efforts to ease barriers to vaccination.

TIPS:

- Urge businesses to help the local vaccine rollout by providing specific offers of help to the health officials responsible for vaccination your region.
- Track workforce vaccination efforts in other states to offer best practices for your members in [your own community](#).

Local officials can help you find local needs. But the most common requests for private-sector support fall in a few categories: space for mass vaccination sites, transportation for vulnerable populations, support for public education campaigns, and volunteers to help staff clinics.

TIPS:

- Some health officials are overwhelmed with offers of help from the public. Local chambers can alleviate this burden by functioning as a matchmaker between members and local authorities.
- Conduct proactive outreach to members to gather feedback on vaccine best practices, ongoing challenges, future concerns and their level of interest in engaging in local vaccination efforts.
- Consider asking members to second someone qualified to serve as a liaison to local government agencies.

Sign the [Rally for Recovery](#) commitment.