

There's More To Be Done:

# Delivering a Whole-of-Society Approach to Global Health Crises

February 7, 2023 • 8:30 - 10:30 AM EST (Virtual)

Business Partner  
**Roundtables**

Topline Action Report

An initiative of



## KEY DISCUSSION QUESTIONS

- What are the priority areas we need to address immediately, and in the short, medium and long term?
- What are the implications of weakened public respect for government, science and authority? What can be done to rebuild trust?
- What steps are needed to establish 21st century systems to prevent, avert and address ongoing threats to our health and well-being?



**Leadership matters.**

There's **more** to be done

## MEETING OBJECTIVE

The USCIB Foundation hosted more than 20 representatives from WHO, CFR, CDC, academia, civil society, and the business sector to share ideas about ways to increase multisectoral collaboration to better respond to health crises in the post-COVID19 era.

The objective of the discussion was to build a better understanding of what is meant by a whole-of-society approach post-COVID19, taking stock of lessons learned, including the role of multilateral agencies and specific ways the business sector can be more fully engaged to address future health crises.

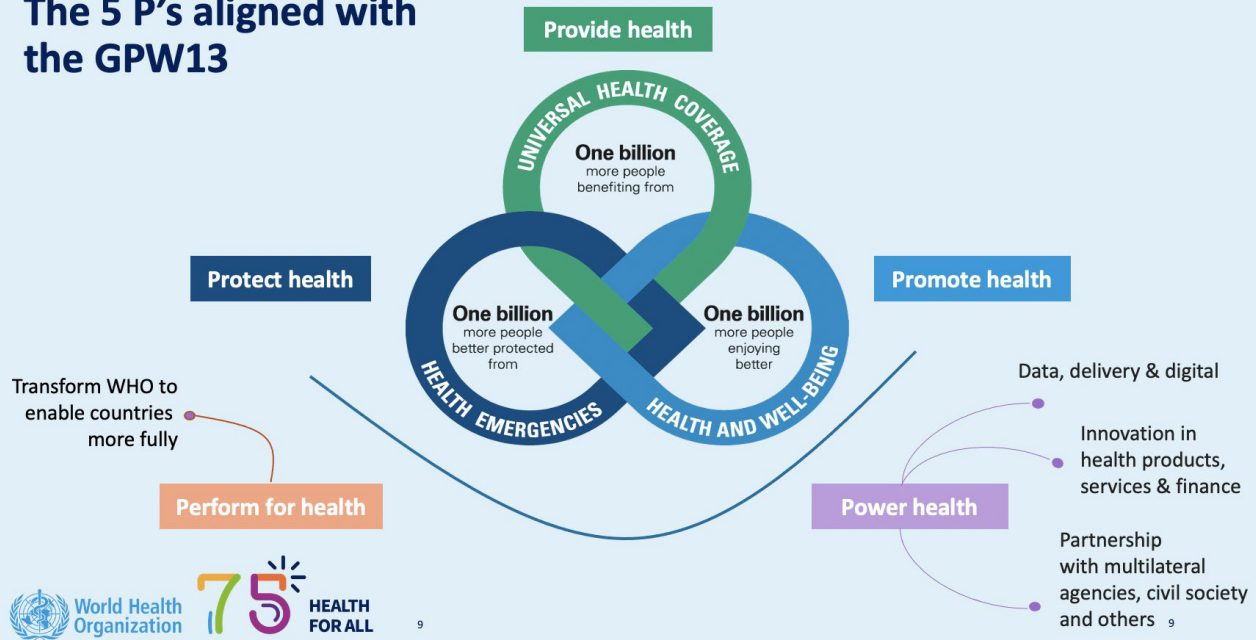
## DISCUSSION OVERVIEW

The discussion provided an opportunity to exchange views on the evident shortcomings in the delivery of accurate and trusted health information, health services and systems performance, the diminution of public trust, and inadequate coordination between political, business and health leaders over the course of the COVID-19 Pandemic. Participants highlighted the challenges of dis- and misinformation along with health equity, access and understanding of diverse communities.

The session included a review of the recently published Nature multinational Delphi consensus recommendations to end the COVID-19 public health threat, followed by summaries of the following data and insights:

- *Nature Medicine* Global Survey Findings on Vaccine Hesitancy
- *World Health Organization* 2023 5P's Strategy
- *Council on Foreign Relations* Trust, Democracy and Pandemic Preparedness and Response
- *Edelman Trust Barometer* 2023 Global Report
- *Kaiser Family Foundation* COVID-19 Vaccine Monitor
- *Pew Research Center* Trust Research
- *SAIS* CDC Reform consensus report
- *National Academies of Medicine* perspectives on trusted sources

## The 5 P's aligned with the GPW13



## DISCUSSION OUTCOMES

The participants agreed with the Business Partners Roundtables Theme *There's More To Be Done* emphasizing the WHO Independent Panel for Pandemic Preparedness' stark warning: "Current institutions, public and private, failed to protect people from a devastating pandemic... and...without change, these institutions will not be able to prevent a future pandemic."

Along with the priorities of the global Consensus report, the BPR ranked communication as an imperative globally, foundational for trust including the need for investment at the national level as highlighted in the School for Advanced International Studies recent CDC report.

Participants agreed on key action areas and next steps, including the following:

1. Convene more opportunities to exchange views and build out evidence-based action-oriented approaches and scenarios to respond to future health crises.
2. The next session will begin with a "bottom-up" approach bringing participants together with Dr. Heidi Larson, Professor at the London School of Hygiene and Tropical Medicine where she is the Director of The Vaccine Confidence Project. She will discuss her global listening research on the salient issues related to global health threats with recommendations for innovative actions.

3. Continue to Identify and advance proven techniques and systems employed in other emergency responses, including "traffic light" systems at the national and global levels that resonate with prevention, preparedness, and response for health threats.
4. Continue to connect, catalyze, and coordinate existing organizations and new stakeholders in a *Pandemic Preparedness Alliance* and propose milestones and indicators of progress.



## CRITICAL INSIGHTS

- Pandemic preparedness and response planning should adopt a **whole-of-society** approach that includes multiple disciplines, sectors, and actors (e.g., business, civil society, engineering, faith communities, mathematical modeling, military, media, psychology).
- Community leaders, scientific experts, and public health authorities should **collaborate** to develop public health messages that build and enhance individual and community trust and utilise the preferred means of access and communication for different populations.
- Public health authorities **should partner with** individuals and organisations that are trusted within their communities to provide accurate, accessible information about the pandemic and inform behaviour change.

Lazarus, J.V., Romero, D., Kopka, C.J. et al. A multinational Delphi consensus to end the COVID-19 public health threat. *Nature* 611, 332-345 (2022).  
<https://doi.org/10.1038/s41586-022-05398-2>

## THE ROLE OF BUSINESS PARTNER ROUNDTABLES

As the organizers of these programs, we recognize that we are aiming high and that, in particular, we are asking for a more inclusive, collaborative global approach to meet the challenges of future health crises that includes all stakeholders working together in transparent, proactive and creative partnership.

Our theme *There's More To Be Done* seeks to galvanize partnerships among all players - governments, multilateral agencies, business, medical and public health professionals - to not only be ready for future pandemics but to be to and for the health and members of the health care profession, health professional. Given recent shifts in public trust for the important sectors of civil society, it is clear that the private sector with engagement of international business can provide unique perspectives.



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**Dr. Scott Ratzan**  
Business Partners to CONVINCE  
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