



Benevity Webinar | November 3, 2021

Mobilizing for Vaccine Equity

Our panelists shared how CSR programs can be used to activate and encourage your people to support vaccine equity and COVID-19 relief globally by providing resources to low income countries.

This webinar highlighted ways to engage employees through year-end campaigns, how to support both vaccine equity and COVID-19 relief globally and how nonprofits partner with companies, individuals and governments to create trusted relationships to enable vaccine access.

Featured Panelists



Dr. Emanuele Capobianco

Director of Programming, WHO Foundation



Nisha Kadaba

Global Social Impact Programs, Pager Duty



Kathryn Pisco (Moderator)

Director, Goodness Solutions, Benevity

Key Themes

- Vaccine equity requires collaboration among individuals, companies and communities.
- To share information that combats vaccine hesitancy and resonates with your communities, it's important to build trust first.
- Companies have the power to mobilize employees and customers to solve for vaccine inequities at a local and global level.
- Reaching different audiences to promote vaccine education can begin to solve for inequity.

Key Takeaways

- Leverage your executive champions to understand what the current sentiment is as it relates to bringing people together and solving for vaccine inequity.
- Encourage continued participation by sharing the results and the impact of your campaign.
- Build empathy around the issue by responding and providing resources and recognizing everyone has been impacted by the pandemic.
- Educate people on vaccine inequity by understanding each audience and sharing a 360 perspective at a local and global level.

Watch the on-demand webinar **Mobilizing for Vaccine Equity**

