

The Great Reset: Reopening to a Healthy Society

A BSR and JUST Capital Partner Event



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Agenda: The Great Reset: Reopening to a Healthy Society

- Welcome and setting the scene
- What do Americans expect businesses to be focusing on and prioritizing during the pandemic?
- What actions can businesses begin to take today, to build back better?
- Audience Q&A

COVID-19 Response: Meet the Moment, Build the Future

Meet the Moment:

How Do We Respond in 2020?

- This moment calls for urgent solutions to the widespread economic vulnerability, human health crisis, and social and political uncertainty created by COVID-19.
- Many businesses have stepped up to this challenge by maintaining employment, repurposing manufacturing, aiding populations disproportionately affected by the pandemic, and investing in communities to meet urgent needs.
- Business will be judged on its actions during this crisis, and has an immense opportunity to meet a generational challenge.

Build the Future:

How Do We Rebuild for 2030/50?

- This is also the time to recommit to rebuild the economy on a fairer and more sustainable foundation.
- The world faces both structural and sudden changes. COVID has accelerated many underlying changes and needs.
- The recovery depends on redefinition of the social contract; decisive action on climate change; protection of human rights, and truly inclusive economic opportunity.
- Business can help put the world on a path towards truly shared and sustainable prosperity.

01

What do Americans expect businesses to be focusing on and prioritizing during the pandemic?

02

What actions can businesses begin to take today, to build back better?

Take Action

The Healthy Business Coalition's (HBC) eight Business Actions for a Healthy Society offer guidance for business on how to "move the needle" on community health in the U.S. and positively impact the social determinants of health

Healthy Business Coalition



Our Mission

To build a community of cross-sector leaders to create communications and tools that drive interest and investment in health & well-being across value chains.



Healthy Business Definition

A management approach that seeks to create value and optimize performance by improving the health and well-being of employees, consumers, and communities.

Current HBC Corporate Contributors

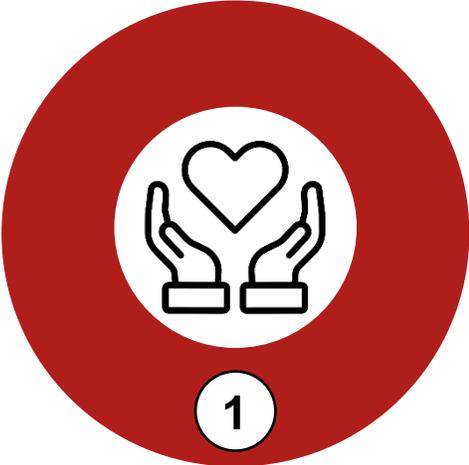


With support provided by: Robert Wood Johnson Foundation

*Companies that have attended the annual convening or webinars in the past year.

HBC's Business Actions for a Healthy Society

Ensure Access to Health Care



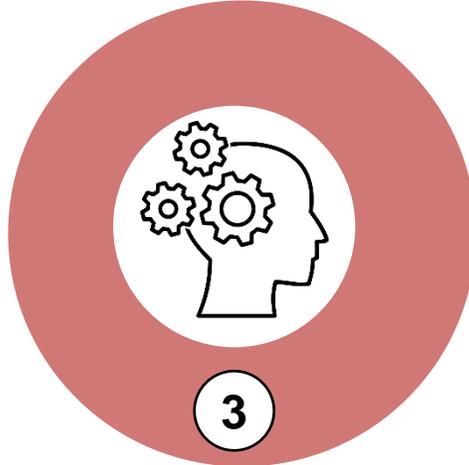
Provide access to affordable, quality, comprehensive direct health and family care to direct and indirect workers and their families, and communicate clear expectations to suppliers

Build Workforce Economic Security



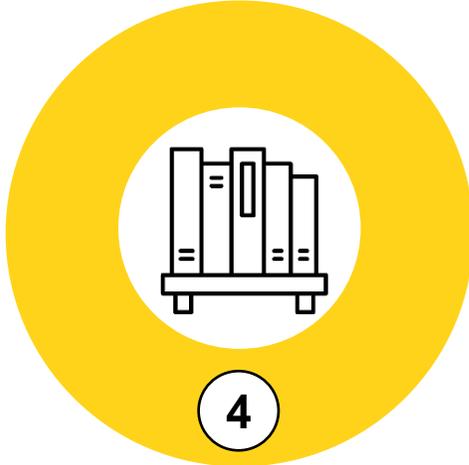
Create good jobs—including offering paid leave, living wages, financial health, and benefits that meet the basic needs of direct and indirect workers and their families—that reduce poverty and build wealth

Promote Mental Well-Being & Resilience



Cultivate a work environment that supports and provides resources for positive mental health—psychological, emotional, and social—for all workers so that mental health achieves parity with physical health

Invest in Life-Long Learning



Empower all workers to pursue life-long learning and skill development to seek purpose in their work, enabling them to find fulfillment and upward mobility while keeping pace with technological changes

HBC's Business Actions for a Healthy Society

Provide a Healthy Workplace



Maintain a safe, inclusive, and productive working environment for all workers in response to the modern world of work that covers both the prevention of harm and the promotion of health.

Innovate for Wellness



Design and invest in accessible and affordable products, services, and programs that support healthy customers and societies.

Support Community Health



Promote good health for all in a community by addressing social determinants to health that improve the social and environmental conditions of places where people live, learn, work, and play.

Advocate for Health for All



Engage in policy advocacy and stakeholder dialogue to promote inclusion of under-represented populations in all aspects of a healthy society and elimination of health disparities, ultimately contributing towards a healthier enabling environment for business growth.

Healthy business programs span four scopes of action to drive health equity across the entire value chain

Workforce & Operations

Products & Services

Community Engagement

Policy & Advocacy

1

Ensure Access to Health Care

2

Build Workforce Economic Security

3

Promote Mental Well-Being & Resilience

4

Invest in Life-Long Learning

5

Provide a Healthy Workplace

6

Innovate for Wellness

7

Support Community Health

8

Advocate for Health for All

BUSINESS ACTIONS

Learn more about the business scopes of action in the HBC's [Metrics Guide](#) and accompanying [case studies](#).



Action 2: Build Workforce Economic Security

Create good jobs – including offering paid leave, living wages, financial health, and benefits that meet the basic needs of direct and indirect workers and their families – that reduce poverty and build wealth

Impact to Business and Health

- Financial insecurity, characterized by a lack of basic necessities and access to a safety net, causes cognitive distress, which measurably affects employee physical and mental health, including leading to decreased productivity and performance, and increased injury rates⁷
- A study of employers in LA found lower rates of labor turnover, absenteeism and overtime rates and higher rates of training among 75 living wage contractors when compared to 210 similar non-living wage firms⁸
- More than 80% of employers involved in the London Living Wage Program (LLW) believed that the LLW had enhanced the quality of the work of their staff. Almost 75% of employees also reported increases in work quality⁹

Scale of the Issue

- A detailed study of tax returns in the US showed relative intergenerational mobility to be stagnant since the 1970s and absolute income mobility on a downward path since the 1940s¹⁰
- The net worth of working-class and poor households has declined in real terms by 20 percent due to an escalating accumulation of debt, with 25 percent of Americans lacking any savings for retirement¹¹
- White workers already earn around 1.5 times more than their Black peers with the same educational background; an average Black American family has only 10 percent of the wealth of a typical White family¹²



Action 3: Promote Mental Well-Being and Resilience

Cultivate a work environment that supports and provides resources for positive mental health – psychological, emotional, and social – for all workers so that mental health achieves parity with physical health

Impact to Business and Health

- People seeking inpatient care for behavioral health issues are 5.2 times more likely to be relegated to an out-of-network provider than for medical care. Mental health treatment accounts for 2.4% of total health care spending¹²
- Investments in prevention are recouped by improvements in productivity over the long run for employers that offer and provide coverage for mental health services¹⁴
- Depression is the leading cause of disability and premature death. It can result in about five missed workdays and 11.5 days of reduced productivity every three months, costing the U.S. 200 million lost workdays annually, resulting in \$17 to \$44 billion in lost productivity overall¹⁵

Scale of the Issue

- One in five adults, 47.6 million Americans, experience mental illness, and conditions such as anxiety and depression are the second-most common reasons for workplace disability claims¹⁶
- The surge in economic insecurity and unemployment due to the COVID-19 pandemic has exacerbated the stress and anxiety many workers face¹⁷
- Mental health is expected to worsen due to increasing demands placed on workers, the precariousness of working in the gig economy, the loneliness of remote work, and anxiety about job loss due to automation¹⁸



Q&A

More information on Healthy Business Coalition and to sign up to our mailing list visit:
<https://healthybusiness.bsr.org/>

For more information on JUST Capital and the latest survey, visit:
<https://justcapital.com/reports/survey-what-americans-want-from-corporate-america-during-the-response-reopening-and-reset-phases-of-the-coronavirus-crisis/>



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