



2020 Webinar Series | May 22, 2020 @ 12:00 pm

A CONVERSATION ABOUT EMPLOYER ISSUES RELATED TO COVID19

***“Pandemic Partnerships and Community Ingenuity”
Our 29-day and 75-day Journey***

Speakers: Terry Williams, MBA, and William Satterwhite, JD, MD
Wake Forest Baptist Health

Moderator: Meg Guerin-Calvert, MPA, collaborative co-chair

INSERT INFO ABOUT SLIDES AND RECORDING

Please note that everyone will be *muted* upon joining the webinar to avoid background noise.

Please identify yourself in Zoom. Please submit your questions via Zoom’s chat feature, submit the questions to: “everyone.” The questions will be addressed by the moderator in order of submission. Thank you.

If you have any other questions, please send an email to Alina, abaciu@nas.edu

Who we are.

And the connection to today's subjects



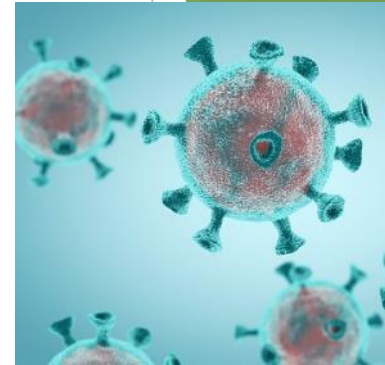
- ✓ Terry G. Williams, MBA, DipEcon
Executive Vice President and Chief Strategy Officer of Wake Forest Baptist Health
- ✓ Responsible for strategy, business development, population health, marketing, Faith Health NC, employer partnerships
- ✓ Graduate degree in economics from the University of East Anglia in England and a MBA from Emory University.
- ✓ Worked with over 200 health systems and companies in various capacities in his year career



- ✓ William M. Satterwhite, JD, MD,
Chief Health and Wellness Officer at Wake Forest Baptist Health
- ✓ Pediatrician, physician administrator, healthcare attorney.
- ✓ Leads Best Health for Business
- ✓ Davidson College; UNC Chapel Hill Law School
- ✓ Wake Forest School of Medicine and completed residency in pediatrics at Wake Forest Baptist.

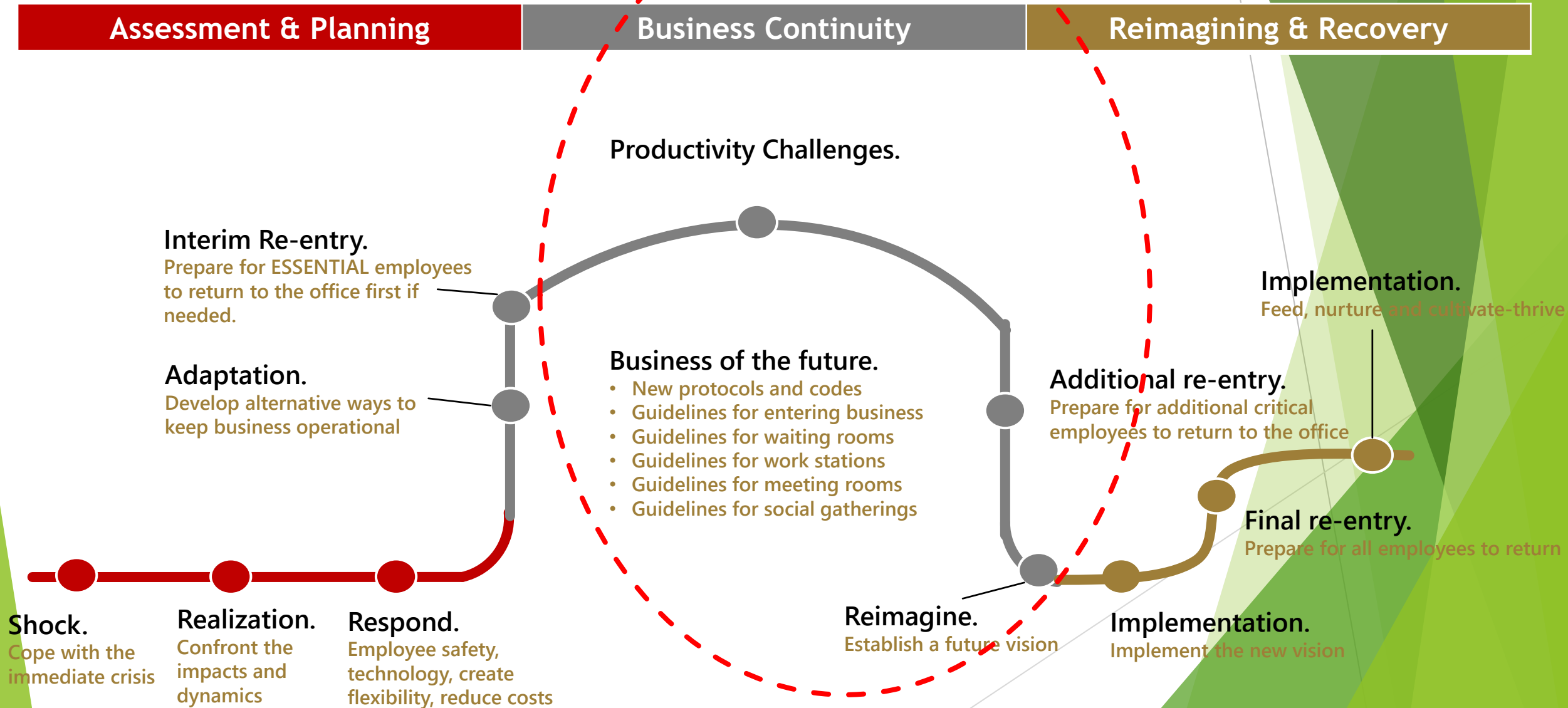
Agenda

- ▶ What are employers and communities facing?
 - ▶ Disunity
 - ▶ Concerns re safety vs need to open up
 - ▶ Low Employee and Consumer Confidence
- ▶ Success Story: Mask the City
 - ▶ Face mask
 - ▶ Amazing coalition
- ▶ Ingredients of effective community mobilization
 - ▶ Key steps, tone, leadership, ego
 - ▶ Love Out Loud case example
- ▶ What's next?
 - ▶ Assurance that a business is using best practices to be “COVID clean”
- ▶ Lessons Learned
- ▶ Your questions



Navigating the curve.

Journey through the COVID-19 pandemic response.



Relevant insights for the workplace with Covid 19...

01.

- Increase cleaning schedules – multiple times a day vs only end of day.
- Clean in the presence of customers

02.

- Near term: occupy every other work space & ongoing work from home expectations.
- Long term: increase workstation sizes.

03.

- Employees (& customers) wear face masks in the office

04.

- Limit or stop sharing – headsets, keyboard, communal supplies, etc.

05.

- Establish etiquette around bathrooms, break areas, open collaboration, etc.

06.

- Alter access points, and consider automation for access and movement

07.

- Consider screening protocols, fever checks & logs for everyone entering the building.

08.

- Mobility / staggered work schedules.
- Reduce density of conference rooms

09.

- Reinforce individual cleanliness practices – install hand free options wherever possible.

10.

- Capital upgrades - Consider hands free door opening for high traffic doors, upgrade air filtration systems, outdoor spaces, etc.

But these topics are NOT the main focus of today's discussion...

Our 29-Day Journey

A story of Pandemic Partnerships and Community Ingenuity

“We knew that we, as a community, were going to have to find our own solutions to the COVID-19 crisis. There would be little help from the outside.”

- Bill Satterwhite, JD, MD

Day (-1) Sunday, March 22, 2020

“There aren’t going to be enough face masks, so we are going to have to design and develop one of our own, if we are going to be able to protect our healthcare colleagues and the members of our community.”

“Bring your sewing machines and materials to the large conference room tomorrow morning!”



Ingenuity & Innovation Pathway

- ▶ Day 1: Met with the “mask team;” laid out Three Objectives
- ▶ Day 5: we had a very good working prototype
- ▶ Day 10: connected with Renfro Corporation, the largest sock manufacturer in the USA headquartered nearby and with an office in our building in iQ HealthTech Labs in Innovation Quarter in Winston-Salem.
- ▶ Day 14:
 - ▶ had developed a knit face mask prototype with Renfro. Met requirements of filtration, washable and comfortable.
 - ▶ Called influential business leader and friend and said, “Don, I’ve got an idea, and I think it will work!”
- ▶ Day 16: had both major health systems, the Mayor, the local Chamber, the churches, the W-S Foundation, the United Way, Love Out Loud and Ministers Conference
- ▶ Day 21: had the 30 largest employers in area on board to buy masks for their employees and their families...and make contribution to buy 60,000 masks for underserved communities
- ▶ Day 29: Mask the City press conference; first delivery of 10,000 masks



**Wear a mask.
Love your neighbor.**

Protect yourself. Stop COVID-19.



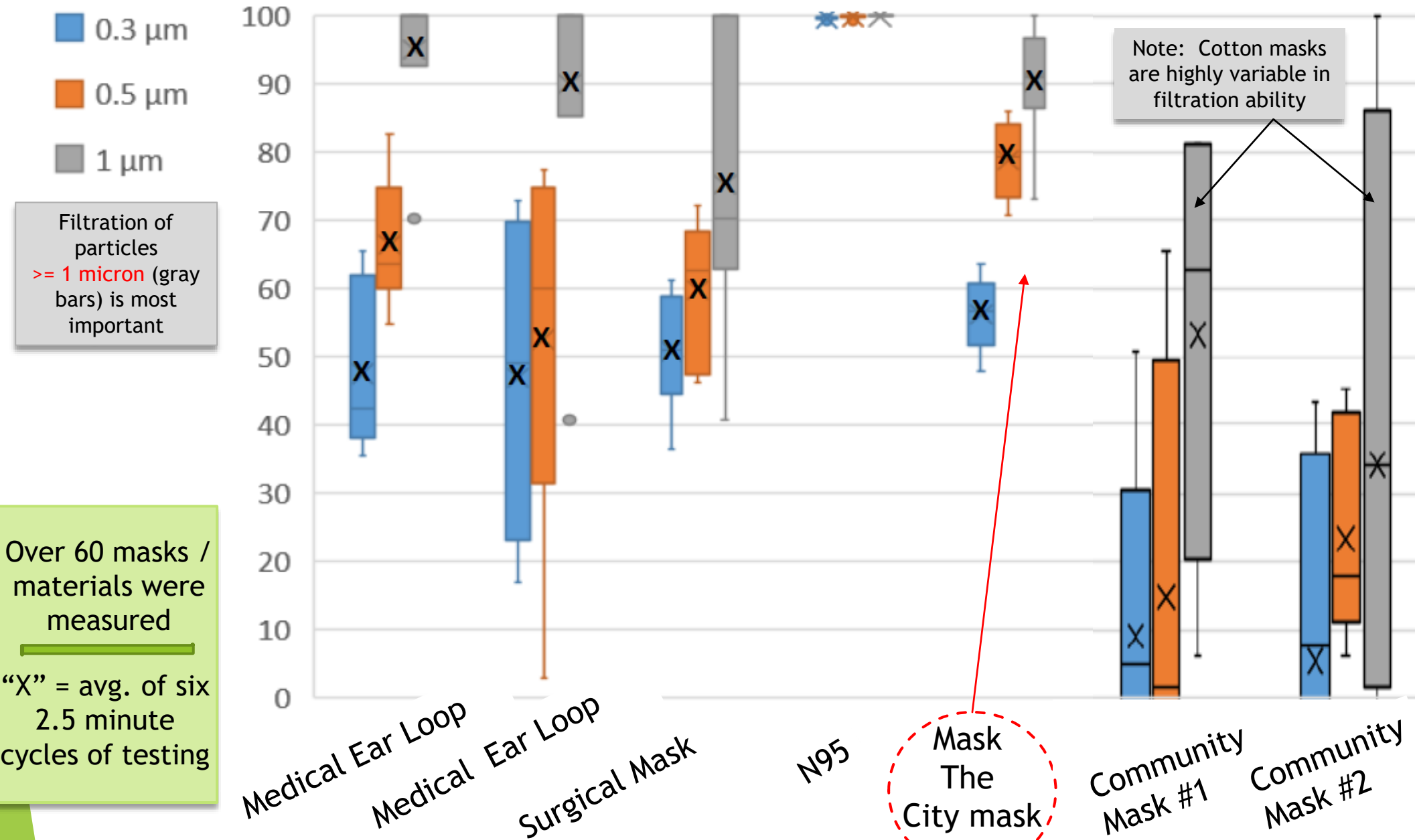
www.maskthecity.com

Over a Two Week Period

- Over 390,000 masks distributed
 - Employers: for employees and family members
 - Individual purchases
- 75,000 free masks for low income and senior residents
(needy individuals received masks first)
 - Raised > \$180,000 from individuals and companies
 - 189 organizations delivered



Comparative Analysis of N95 Against Reusable Face Masks



NOTE: internal testing was performed with calibrated equipment with a standardized, but non-validated, process for a medical mask.

Note: Cotton masks are highly variable in filtration ability

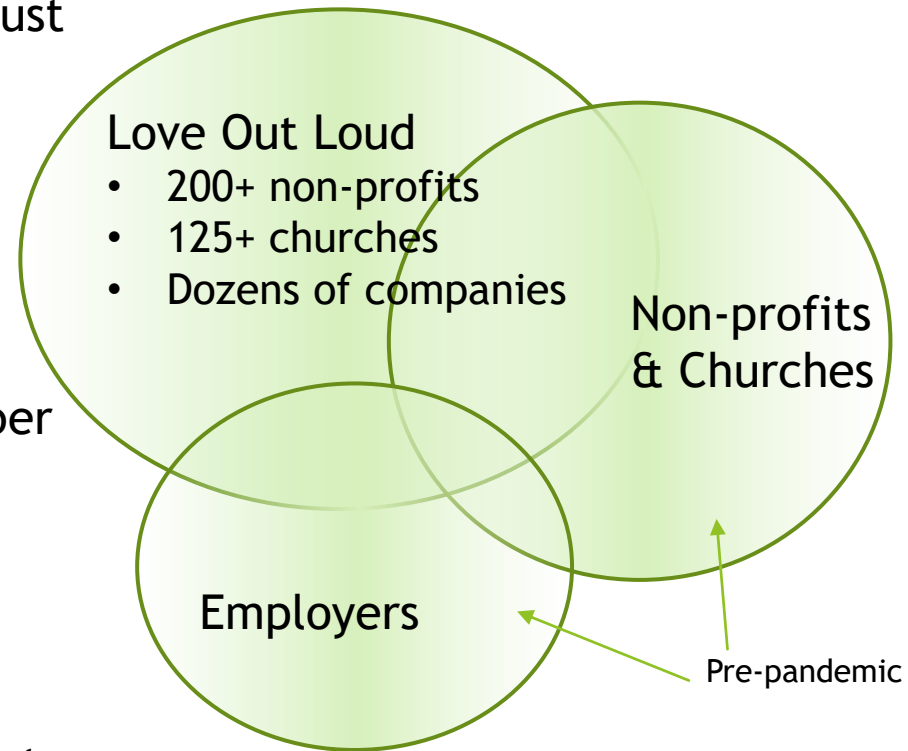
NOTE: the Mask the City mask is intended for community wear only. It is not a medical device.

Ingredients for Adoption and Spread at Scale

- Relationships...many of which are high Trust
- Influential community leadership
- Love Out Loud historic momentum
- Non profits, corporations, health care, politicians, community, churches, chamber
- Lack of concern for who get's the credit

For “**Mask the City**” *(case study momentarily)*

- Aligning “Cause” during Covid 19 - protect yourself, love your neighbor, serve all
- Support from health care leadership
- 189 organization delivered masks



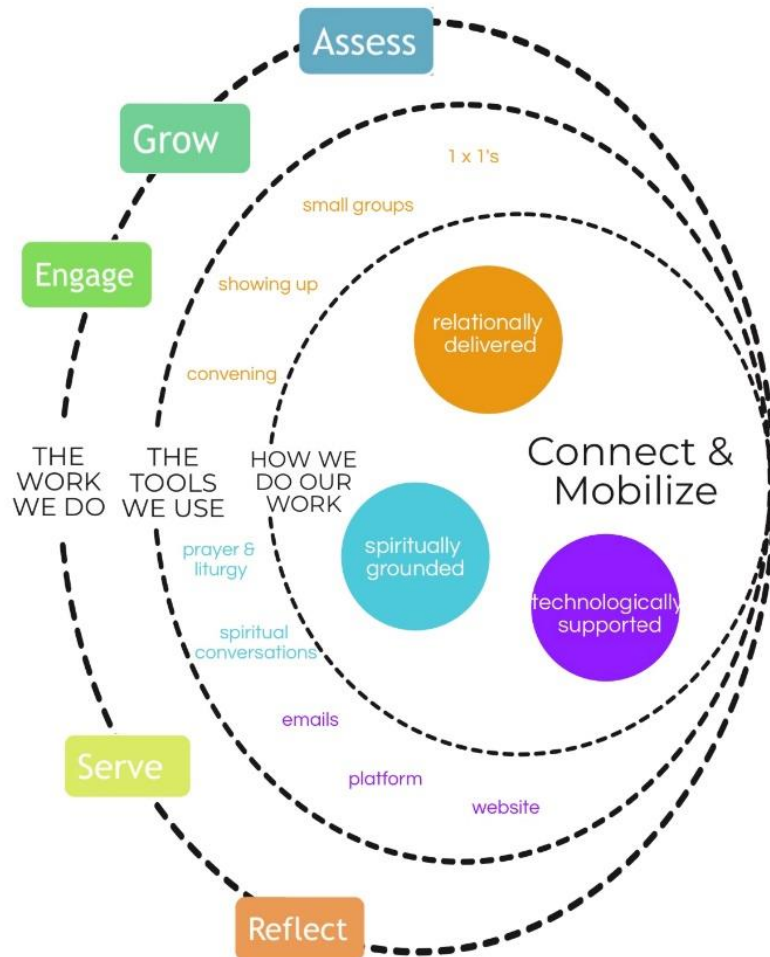
Mask the City
155 employers, non-profits & churches contributed

Love Out Loud - What is it?

- ▶ Multi-year history of impact and Trust building across the community
- ▶ Catalyst and convener. Focus on Collective Impact
- ▶ Work with over 200+ non-profits, 125 churches & dozens of companies
- ▶ Began organizing by understanding health protocols so they could engage community during pandemic. Then began delivery of thousands of meals with partners starting in early March with “shelter at home” Covid 19 declaration (before “Mask the City” began).
- ▶ Other frequent programs
 - ▶ Christmas for the City (15,000 people)
 - ▶ Joy Prom
 - ▶ WinShape camp
 - ▶ Gift Mart
 - ▶ LIT City, etc.
- ▶ Utilize an active process to move thousands of volunteers year around from *“I want to help”* → *“actively engaged”*



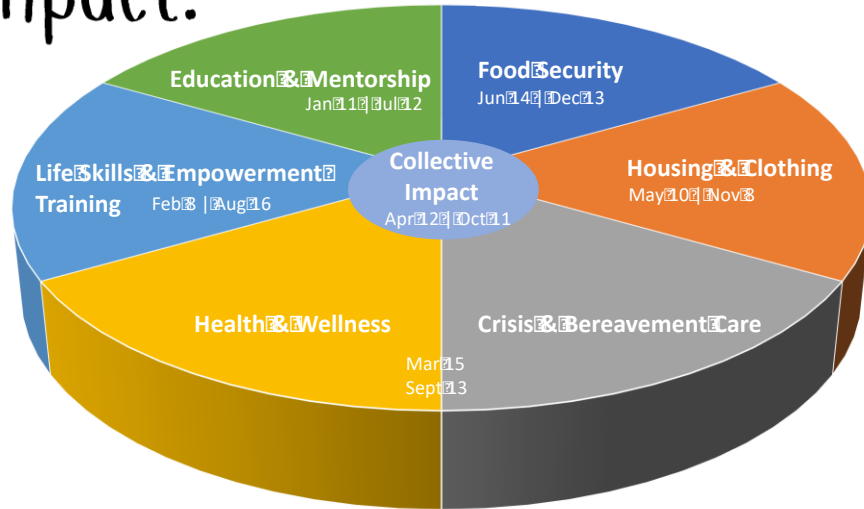
Volunteers can use Pathways and “Base” technology to find their place



The Causes I'm Passionate About:

- | | | |
|---------------------------------|---|---------------------------|
| ADDICTIONS & OPIOIDS | EDUCATION & MENTORSHIP | JUSTICE & EQUITY |
| ADOPTION & FOSTER CARE | ENVIRONMENT | LEGAL & FINANCIAL SUPPORT |
| ANIMALS | FOOD SECURITY | LOW-INCOME & MARGINALIZED |
| ARTS & CULTURE | HEALTH & MENTAL HEALTH | MATERNITY CARE |
| COMMUNITY CONNECTION & NETWORKS | HOUSING & CLOTHING | MILITARY & VETERANS |
| CRISIS & BEREAVEMENT CARE | IMMIGRANTS & REFUGEES | SENIOR CARE |
| DISABILITIES | INCARCERATED & FAMILIES OF THOSE INCARCERATED | TRAFFICKING |
| DISASTER & EMERGENCY | JOB READINESS & LIFE SKILLS | YOUTH & RECREATION |

Innovative
Impact:



- 190+ non-profits are using the Love Out Loud “Base” technology backbone to connect with volunteers
- Pathways is the active coaching process to navigate volunteers to meaningful service

OTHER PROGRAMS AND ACTIVITIES

THE BIG FIT released 106 volunteers from over 18 churches to provide shoes to 1,011 students.
BROWNSBORO released 20 volunteers from 4 churches to touch over 65 community members.
CHRISTMAS FOR THE CITY released 1,200 volunteers from 83 churches to touch over 10,000 community members.
DISASTER RELIEF EFFORTS released 44 volunteers from 18 churches to provide relief to over 20 homes.
DRUM MAJORS ALLIANCE released 25 volunteers from 13 churches to touch over 175 community members.
EMERGENCY TRANSITION HOUSING released 8 volunteers and 12 donors from 4 churches to help 2 individuals transition into housing.
GIFT MART released 400 volunteers from over 30 churches to provide gifts for 850 children.
JOY PROM released 800 volunteers to host a prom for over 350 adults with disabilities.
LIT CITY released 30 volunteers from 12 churches to touch over 175 students.
LOVE WS SHOE DISTRIBUTION released 35 volunteers from 10 churches to provide shoes to 320 people.
PATHWAYS released 20 volunteers from 9 churches to release 42 people into their passions.
PIEDMONT FREEDOM SCHOOLS released 10 volunteers and 15 leaders to touch over 160 scholars.
UNIFORM EXCHANGE released 20 volunteers from 6 churches to touch over 200 students.
VENTURE CAFE PANELS hosted 45 organizations to learn with over 225 community members.

156,000 meals, 75,000 “Mask the City” donated masks, and other critical supplies have been delivered during the pandemic to distressed neighborhoods.

And the work continues via the proven network for these and other positive purposes!

Community Engagement Learnings from middle of a pandemic from Chuck Spong, Director, Love Out Loud...

1. Relationship and trust PRECEDE partnership. A decade of “showing up” in all kinds of spaces (institutional, collective impact, focus groups, associations, cups of coffee, etc.) laid much of that groundwork for this moment.
2. It takes ALL of us, and there is a unique role of connectors *across* community assets that is essential for alignment of efforts—particularly in a crisis. David Brooks refers to “**weavers**,” People who put relationship at the center and seek to repair the community’s social fabric, which is badly frayed by distrust, division and exclusion. John McKnight lifts of the value of “connector-ship:” the fundamental power to associate ourselves in our clubs, groups and associations not our just our institutions, to connect ALL the assets of a community.
3. We spent as much time being present to partners and deepening relationships as we did on project management and accomplishing the tasks (and both aspects were incredibly daunting and time-intensive!).
4. Without relational equity and history, large-scale projects with the extraordinary level of constant adaption to changing conditions on a timeline so much faster than how we normally function easily go sideways in a heartbeat for all kinds of reasons: no prior working relationships has a higher chance of misunderstanding and mistrust; different cultures and contexts require HUGE adjustments by all; a lack of respect (whether real or perceived) impedes engagement
5. Making space for neighborhood and grassroots organizations to TAKE THE LEAD (not simply participate....or “approve”) in their own communities is paramount. Full engagement of the community is a non-negotiable.
6. Delivery of relief, care or services happens best through relationship, ideally through a partner organization ALREADY known and trusted by the recipients. In distributing the masks, it was as important (if not incredibly MORE important) that the “transaction” of giving a mask was coupled with education and making the case for wearing a mask—all of which additionally provided a check-in moment for the partner to extend additional care and encouragement.
7. Leveraging and aligning the diverse strengths and roles from residents and resident-led efforts all the way up across to citywide leaders and large institutions takes intentionality and a consistent emphasis by all on servant leadership and a humble mutuality among partners.
8. If it is truly collaborative, NO ONE LEADER, ORGANIZATION OR INSTITUTION gets—or takes—the credit; i.e., the project outcomes would have been impossible without each one playing his/her/their unique role and function, all woven so tightly together into a synergistic effort that becomes so much greater than the sum of its parts. Shared ownership is not just a label or descriptor; it must be the very culture of the effort.
9. Of course, timing, luck or [we would say] the activity of God play a role: being in the right place at the right time with the right people.

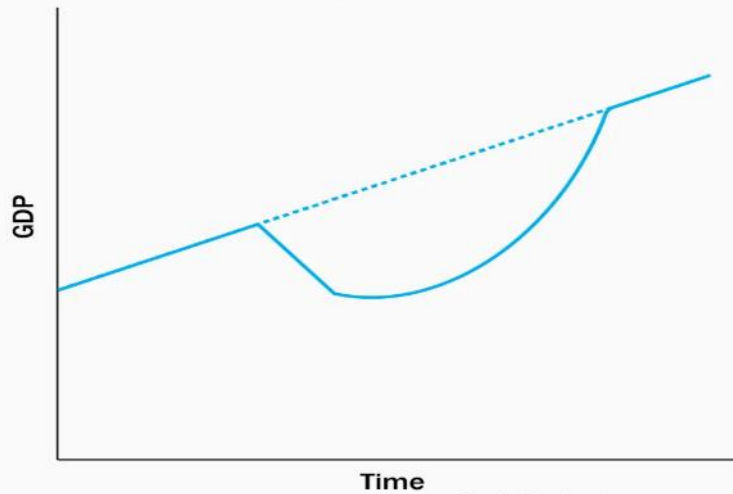
Economic predictions vary...

However, there are some truisms for employers

Somewhat pessimistic U

U-Shaped Recovery

..... Pre-Corona baseline



Time



Hutchins Center
on Fiscal & Monetary Policy
at BROOKINGS

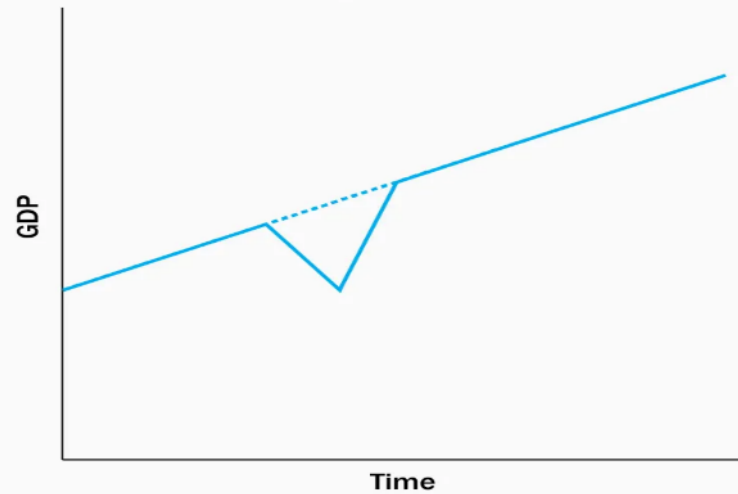
The effects of the pandemic on economic activity last well beyond the end of the social distancing, and GDP recovers slowly. Even after the health risks recede, the economy still doesn't quickly go back to where it would have been, though it does get there eventually.

This basic story has many possible shapes. In the U-shape, the level of GDP stays low for a while (perhaps because social distancing norms last a long time), but then recovers back to baseline slowly.

Still optimistic V

V-Shaped Recovery

..... Pre-Corona baseline



Time



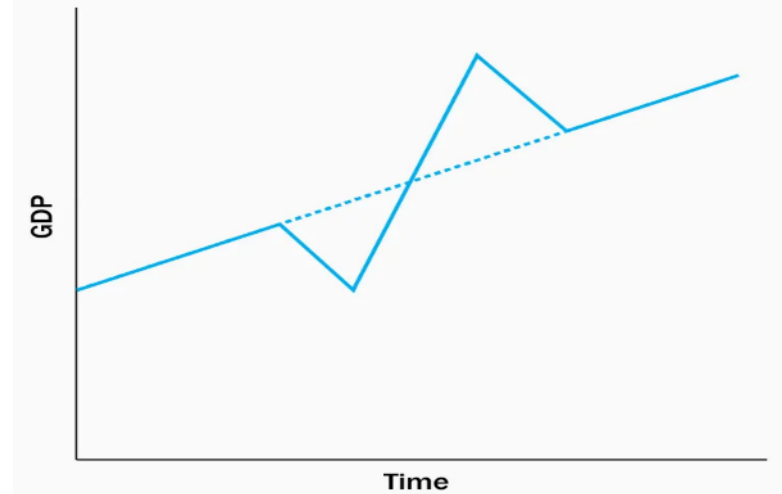
Hutchins Center
on Fiscal & Monetary Policy
at BROOKINGS

The economy permanently loses the production that would have occurred absent the pandemic, but very quickly returns to its pre-pandemic baseline once social distancing is lifted. Trips not taken, restaurant meals not purchased, and concerts not attended are forgone, rather than delayed, but once life returns to normal, everything is just as it would have been before.

Most optimistic Z

Z-Shaped Recovery

..... Pre-Corona baseline



Time



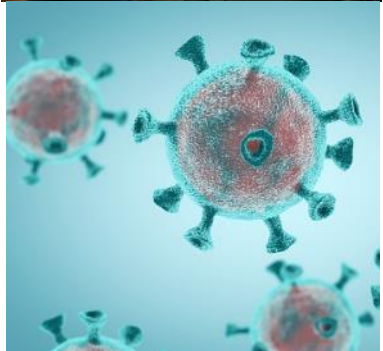
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The economy suffers a downturn during the pandemic, but then bounces back up above the level it would have been in a pre-pandemic baseline, as pent-up demand creates a temporary boom. In this scenario, a good part of the GDP foregone during lockdowns—the shopping we didn't do, the restaurant meals we didn't enjoy, trips we didn't take—was simply delayed, and is made up once the risk from the pandemic passes.

A Brave New World for Employers

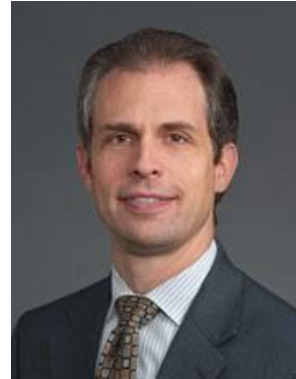
- ▶ New Considerations for Employers & Healthcare providers:
 - ▶ Preparation for ramping up business...wisely
 - ▶ Predicted 2nd Epidemic - Mental Health
 - ▶ Delays in individuals seeking care that ultimately hurts patients/employees and increases costs
 - ▶ New for accountability with employees regarding health status
 - ▶ Potential to need to understand location/movement/contacts
- ▶ New Roles for Healthcare Partners:
 - ▶ Ongoing Need for Expertise
 - ▶ Insight regarding COVID-19 testing platforms (not all are reliable!)
 - ▶ Scalable symptom surveillance platforms
 - ▶ Access to Infectious Disease expertise
 - ▶ “Certification” - clean facility; best practices





Thank you!

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Our 29-day & 75-day Journey



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What questions do you have?