

Corporate Citizenship Watch: The Role of Corporate Citizenship in Addressing Health Equity

April 05, 2022



Today's Speakers



Tanisha D. Hill
U.S. Senior Medical
Director, Respiratory
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Nicole Kelm
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Dr. Sylvia Bartley
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Francisco Oaxaca
Chief Communications
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L.A. Care Health Plan



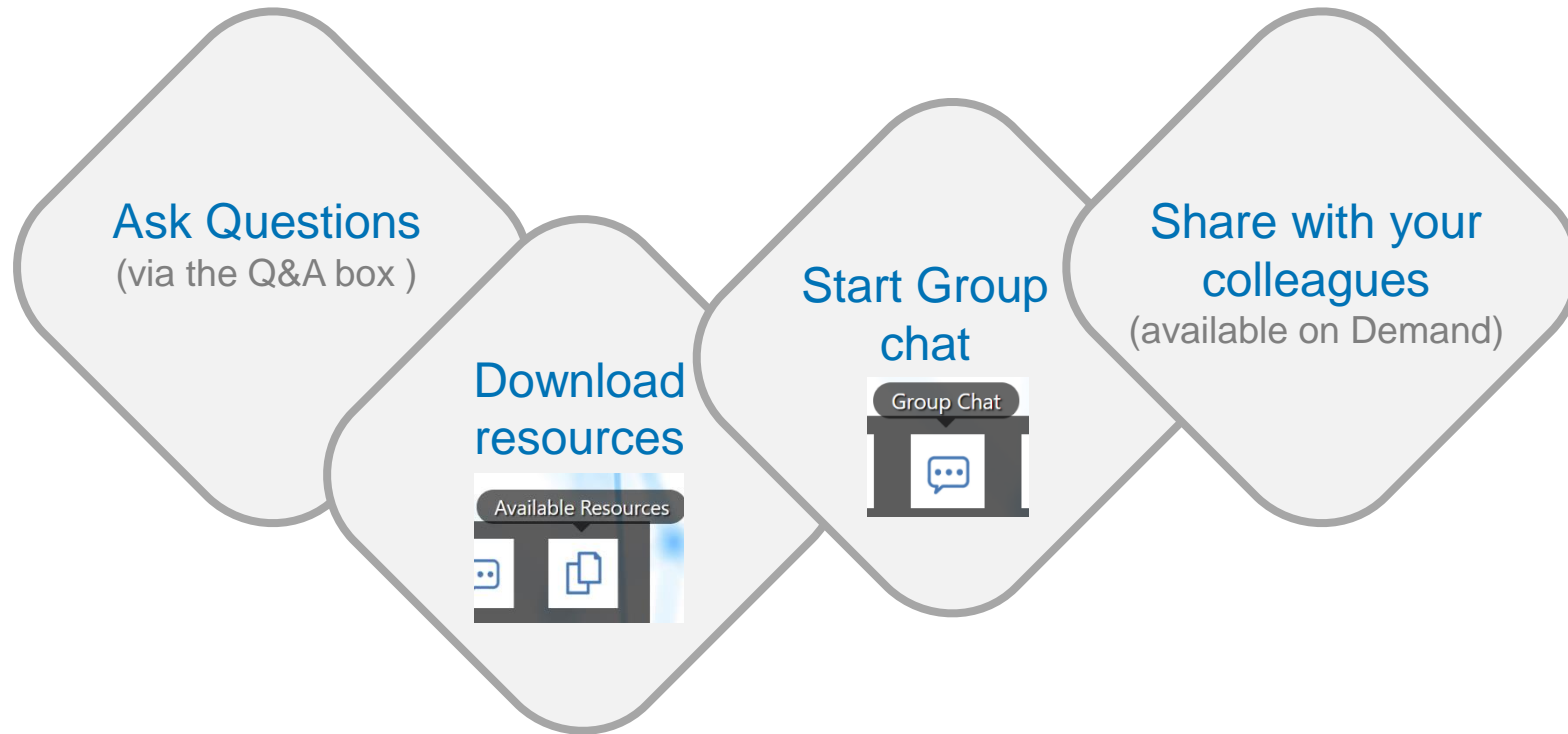
Jeff Hoffman
Institute Leader,
Corporate Citizenship &
Philanthropy, ESG
Center
The Conference Board

Some of the critical issues we will be addressing today

- How the COVID-19 pandemic worsened the health equity gap
- Causes of health inequity
- The multiple roles that business can play in addressing health inequity
- Ways that for-profit corporations can collaborate with government and non-profit organizations to improve health ecosystems



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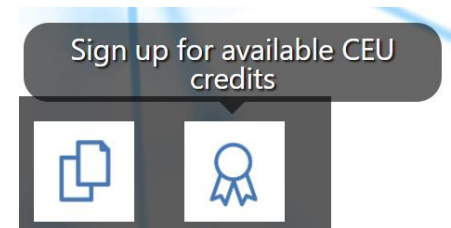
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Healthcare access barriers

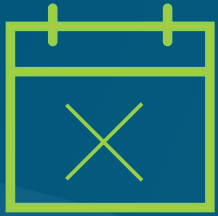
are **harming** vulnerable communities
during this pandemic **and beyond.**

National survey from the Morehouse School of Medicine and Teva Pharmaceuticals shows intensified impacts among vulnerable populations driven by lack of access to care



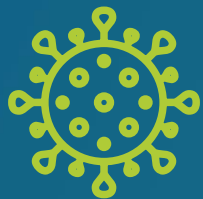
The survey asked **4,000+ healthcare consumers** and **600+ healthcare providers** about their experiences accessing and providing healthcare during the pandemic

Healthcare Consumers Delayed Care During the Pandemic



1 in 2 healthcare consumers say they postponed or canceled healthcare services since the pandemic began with **64% of BIPOC** delaying care more often

Primary reason for delay of care:



**Exposure to
COVID-19**

Additional reasons for delay of care:



Lack of
childcare



Lack of
transportation



Inability to
take time off

More than 4 out of 5 doctors report uptick in mental health diagnoses



84% of healthcare providers report an increase in mental health diagnoses since the pandemic began and nearly 65% report worsening conditions among existing patients



Mental health conditions (anxiety & depression) are reported more among **Hispanic adults, women, younger adults**, and adults residing in **lower income households** or those with **lower education**

Digital healthcare is increasingly important for healthcare needs, but not accessible to all



58%

of healthcare consumers are likely to continue telehealth visits even after the pandemic



36%-54%

of healthcare providers say that low-income households have limited access to telehealth (e.g., lack of Wi-Fi/computers at home)

Digital Health For Equitable Health (DHEH) Alliance



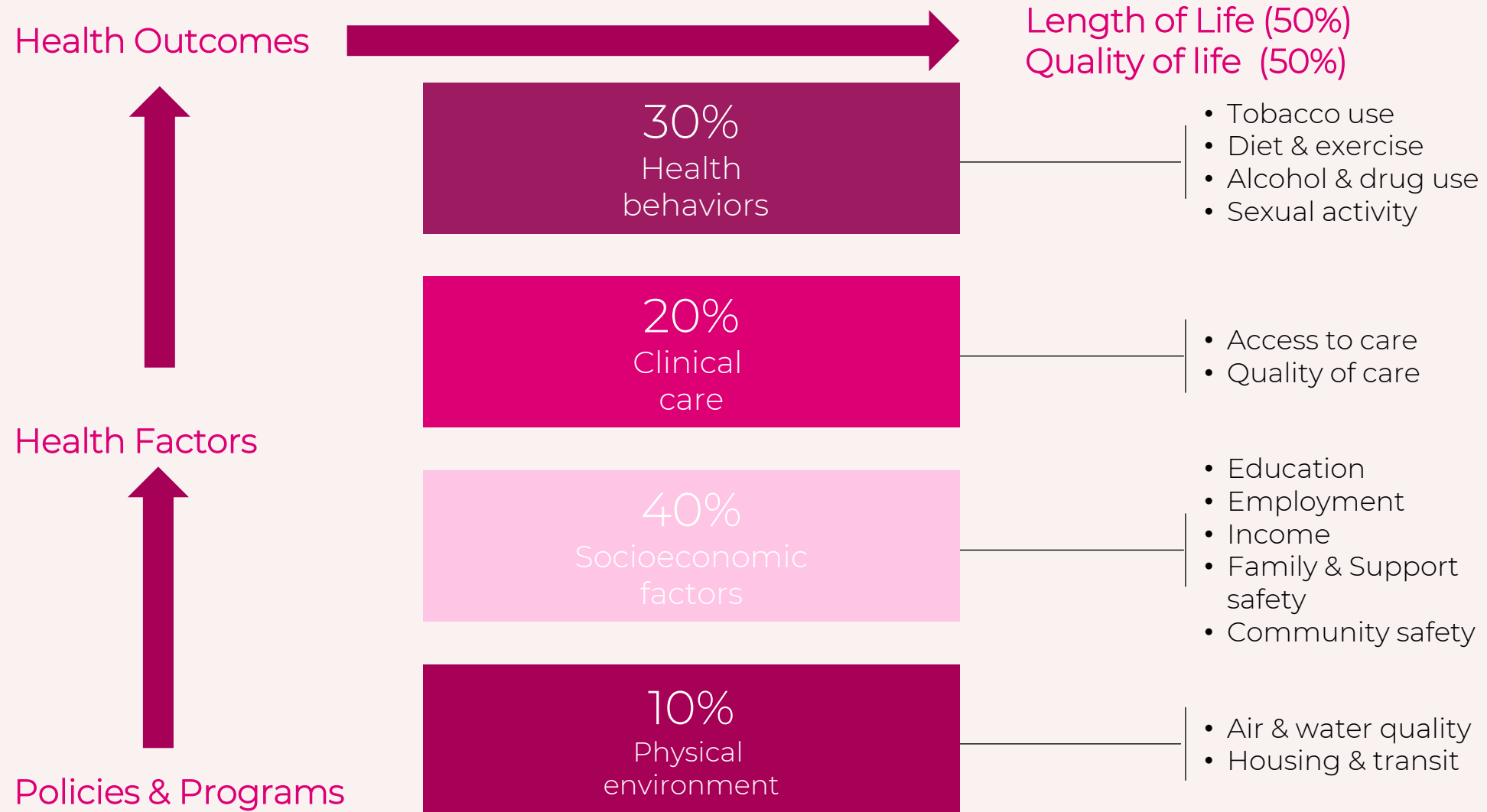
A coalition developed to support social change through digital health technology

www.DHEHAlliance.org

Our Mission

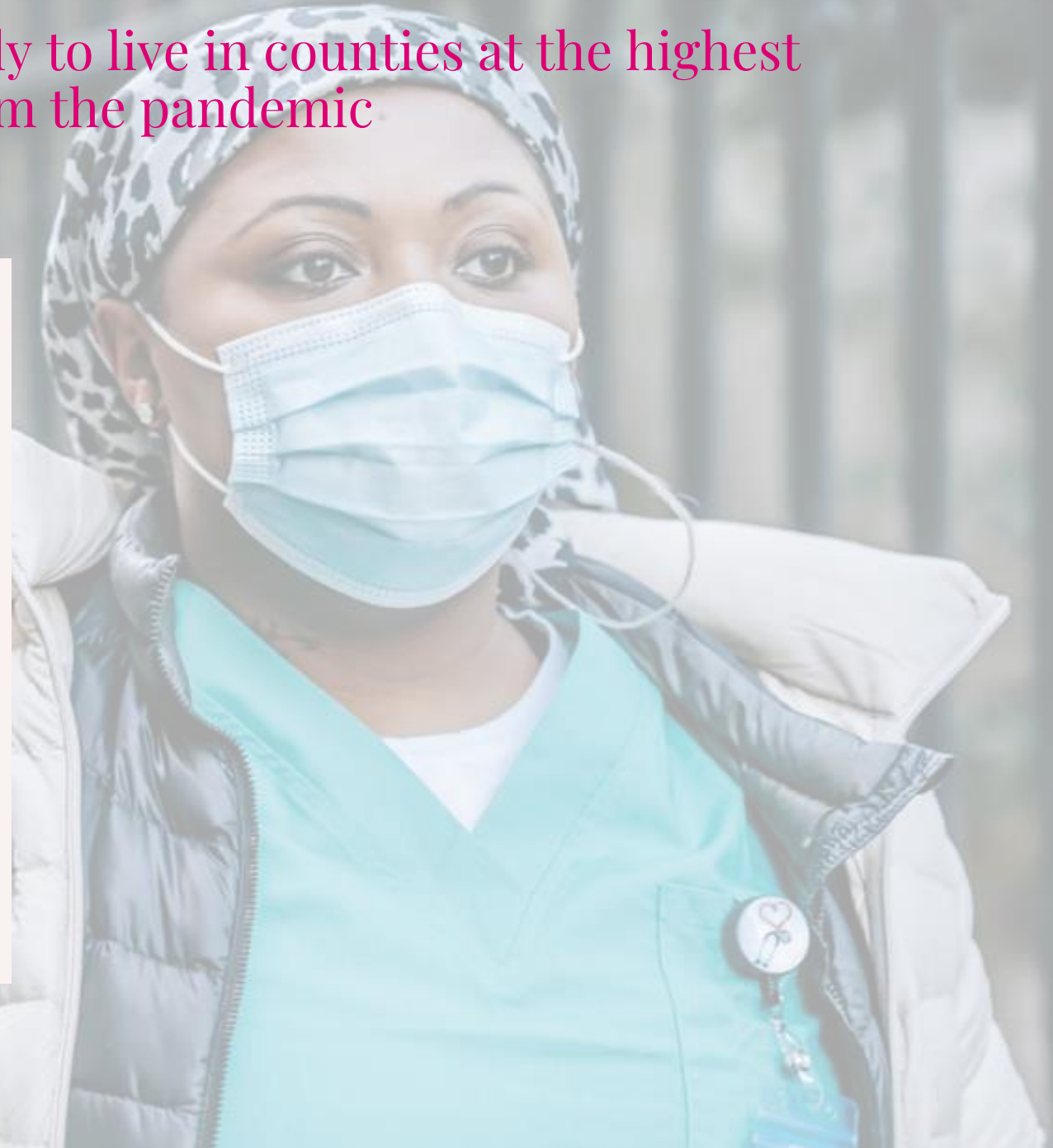
To form a multi-sector alliance with a shared aim to create a more digitally inclusive society that facilitates improved health and wellbeing for underserved populations.

Effects of social determinants on health



Black Americans are almost twice as likely to live in counties at the highest risk of health & economic disruption from the pandemic

- Densely populated housing
- Multi-generational households
- Racial residential segregation - cause of health disparities
- Zip code determines your health outcomes & linked to underlying health conditions, increase the likelihood of severe illness from COVID-19
- Milwaukee: Life expectancy for black people is 14 years shorter, on average than white counterparts
- Food deserts and lack of medical facilities
- Over-represented in jails, prisons & detention centers
- Air pollution



African Americans are more likely to experience stressful situations than white Americans

e.g., Material hardship, interpersonal discrimination, structural discrimination in housing and employment, multiple caregiving roles, ambient stressors in residential or work environments.



The screenshot shows the APA PsycNet interface. At the top, it displays the 'APA PsycNet' logo and the 'AMERICAN PSYCHOLOGICAL ASSOCIATION' logo. Below this is a blue horizontal bar. The main content area features a journal cover for 'Developmental Psychology' on the left. To the right of the cover, the article title 'Discrimination, segregation, and chronic inflammation: Testing the weathering explanation for the poor health of Black Americans.' is displayed in blue. Below the title, there is a 'Request Permissions' link. The author list 'Simons, R. L., Lei, M.-K., Beach, S. R. H., Barr, A. B., Simons, L. G., Gibbons, F. X., & Philibert, R. A.' is followed by the publication details: '(2018). Discrimination, segregation, and chronic inflammation: Testing the weathering explanation for the poor health of Black Americans. *Developmental Psychology*, 54(10), 1993–2006. <https://doi.org/10.1037/dev0000511>'. A short abstract follows, starting with 'Several studies have reported a relation between race-related stressors and the poor health of Black Americans. Such findings raise questions regarding the mediating biological mechanisms that might account for this link. The present study investigated elevated systemic inflammation, a factor shown to be a strong predictor of chronic illness and mortality in all ethnic populations, as a possible factor. Using 7 waves of data from the Family and Community Health Study, collected over a 20-year period from over 400 Black Americans, we investigated the extent to which exposure to...'. On the left side of the article, there are links for 'Journal Information', 'Journal TOC', and a 'Search APA PsycNet' button.

A grim tale...

2-3X

more Black women are likely to die from **pregnancy-related causes** than white women

3X

more Black Americans are likely to **die from asthma** than white Americans

4X

more 35- to 54-year-old Black Americans than white Americans die from **stroke**.

7.6%

Black women have **heart disease**, compared to 5.8% of white women (CDC)*

56.8%

Black men and more than 57.6% of **Black women** aged 20 and older have **high blood pressure**.

50%

Black men are more likely than white men to get **lung cancer**.

Additional Resources

[How Companies Can Make an Enduring Difference in American Cities](#) (publication, June 2021)

In corporate philanthropy, the approach of making donations and launching programs that are primarily driven by corporate objectives makes it easier to design, fund, and achieve scale to address social issues. But this approach has led to missed opportunities, mistrust in communities, and suboptimal outcomes. This report suggests a new approach to corporate citizenship in urban areas: begin by listening to a variety of community stakeholders; establish trust so that non-profit grantees can share their own challenges and the company can be clear about its objectives, business capabilities, and limitations; mutually agree on an action plan; be open to long-term commitments with the ability to iterate and innovate.

[Toward Stakeholder Capitalism: What the Shift Means for CEOs and the C-suite](#) (publication, November 2021)

Nearly 90 percent of C-suite executives surveyed worldwide believe the shift from primarily serving stockholders to serving a broader group of stakeholders is underway, and almost 80 percent say the shift is occurring at their firm. This is according to a new report from The Conference Board that discusses what the shift to stakeholder capitalism means in practice, for CEOs and the C-suite, including Chief Financial Officers, Chief HR Officers, Chief Legal Officers, Chief Marketing Officers, Chief Government Relations Officers, and Chief Communications Officers.

[Choosing Wisely: How Companies Can Make Decisions and a Difference on Social Issues](#) (research report, June 2021)

From LGBTQ+ equality to Black Lives Matter, and from gun rights to gun control, companies have been asked to take public positions on social issues, but the process for doing so hasn't always been clear or consistent. This report discusses (1) the evolving context in which companies are operating; (2) who is involved in raising and deciding the company's stance on social issues; (3) the criteria used in deciding whether and how to respond; (4) how companies ensure that there is appropriate follow-through; and (5) lessons learned from 2020 and what companies are planning to do differently.

[Brave New World: Creating Long-Term Value through Human Capital Management and Disclosure](#) (publication, December 2020)

There is no doubt that companies, investors, and other stakeholders have a heightened awareness of the importance of human capital management. As discussed in this report, companies should consider having a board-level human capital strategy, either as part of or adjacent to, its business strategy, that talks about how they plan to take the workforce they have to get it to where they want it to be in five years.



Geopolitics Content Hub

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Additional Resources

[Cutting Ties with Russia \(Part 1\): A Guide to Decision-Making Now and in the Future](#) | [\(Part 2\): A Guide on Disclosure and Communications](#)

While the corporate reaction to the Russian invasion of Ukraine has been swift and unprecedented, companies need to follow established—and robust—processes to comply with SEC disclosure requirements and with the company’s own communications policy to describe the actions they have taken. Even companies that have not withdrawn from Russia need to consider what communications are required or appropriate. And firms need to continuously assess whether they should update those communications.

[Will the War in Ukraine Lead to Recession? CEOs Must Pivot and Adapt Amid Economic Fallout](#)

This report, described as “must-read” materials for CEOs, and other C-suite executives, and corporate directors highlights five simultaneous shocks to the global economy from the invasion that could increase inflation in the US by 0.8-2.5% in 2022, lower GDP growth in the US by 0.2-0.6%, and cause wider and more significant supply chain disruptions that many are anticipating. These shocks will reverberate in higher prices and lower growth around the globe, which will have knock-on effects on both business customers and retail consumers alike. While government policies may ease some of the effects, expect interest rates to continue to rise in the US and many other economies.

[Corporate Citizenship During a Geopolitical Crisis \(Part 1\): War is Different](#) | [\(Part 2\): How the Natural Disaster Playbook Can Help](#) | [\(Part 3\): Refuges](#)

How is corporate citizenship different during a geopolitical crisis, as compared to natural disaster relief during peacetime? Part 1 of this essay explains that in addition to the increased difficulty in providing relief in a war zone, the need to focus on cash over in-kind donations, and the imperative of working through established international agencies, the focus of philanthropy is different. In Part 2 of this series, we address the similarities and suggest five ways that the corporate approach to natural disasters and to addressing social issues honed during the pandemic can be helpful. In Part 3, we discuss how businesses, and their employees are stepping up to address the Ukrainian refugee crisis.

[Sustainability During a Crisis](#)

A CEO’s first thought when a geopolitical crisis hits is not likely to be, “What does this mean for our sustainability efforts?” But it’s important to ask that question, not least because customers, employees, and investors may also be asking that question. In addition, CEOs should consider how the company’s sustainability program can inform the firm’s response to a geopolitical crisis.

