

FOUR COVID PIVOTS

Note from Mary Ann: COVID has changed the world for all of us. And many of those on the front lines have pivoted their organizations or created new ones to respond, in true American fashion, to this threat. Here are four examples I happen to know about; there are thousands more.

Project HOPE Partners with Business Roundtable to supply PPE: In 2001 Project HOPE, a global health and humanitarian relief organization, began training highly skilled nurses in China - in guess which city? Yes, in Wuhan, where tens of thousands of nurses trained by HOPE worked on the front lines of the first wave of the pandemic. And those connections allowed Project Hope to source PPE from China when the US was facing a critical shortage a few months later. In April Business Roundtable CEOs raised millions to allow HOPE and Healthcare Ready to deliver PPE to frontline health workers fighting in New York, Michigan, New Jersey, Illinois and Massachusetts.

CDC Foundation and Microsoft Fund Center to Coordinate COVID Assistance: The Global Health Crisis Coordination Center (GHC3) was founded in April to deepen collaboration between the private sector and Atlanta's global health community. The timeline for the establishment of GHC3 was accelerated to help CDC handle numerous offers of pandemic-related assistance from the private sector. GHC3 was set up with \$1 million from the CDC Foundation and Microsoft to harness the power of the private sector's technology, logistics, and innovation. The Atlanta Metro Chamber of Commerce, under Hala Moddelmog's leadership, was key to setting up GHC3.

Carter Center Addresses COVID-related Domestic Abuse: A largely unforeseen consequence of the pandemic and "stay at home" orders has been a sharp increase in domestic violence around the world. UN Secretary General Antonio Guterres has called for a global ceasefire on a "horrifying global surge in domestic violence." In Liberia, for instance, the Carter Center not only pivoted to work on COVID and related mental health issues but also began a focused campaign to spread awareness about domestic violence during the pandemic.

CARE Packages Come Home: At the end of World War II, CARE introduced the first CARE Package® for the post-war hungry, ultimately delivering 100 million of them to families around the world. For 75 years, CARE has been helping those in need around the world. In response to COVID-19, for the first time ever, CARE called on all Americans to help deliver new CARE Packages - financial support and messages of hope - to frontline medical workers, caregivers, essential workers and individuals in need around the world. Martha Brooks, Co-Chair of the CARE Board of Directors, can tell you about CARE's other COVID pivots.

Mary Ann Peters