



MEMORANDUM

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The Madison Group (TMG)

FROM: Rachel Spivey
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RE: White House Briefing – Delta Variant and Vaccine Updates

DATE: September 9th, 2021 – 3PM EST

The Office of Public Engagement and White House COVID-19 Response Team held a webinar on September 9th, 2021, at 3PM EST to discuss pressing questions about President Biden’s plan to combat the Delta variant and boost vaccinations. The President is implementing a six-prong plan that will employ the same science-based approach that sharply decreased COVID-19 cases across the nation. Please note: the information detailed below is simply a recap of today's briefing and any specific language is not provided as an opinion of the Madison Group.

Overview/Notable Points

- The most recent vaccine data shows that in August 14 million people got their first shot, a 40% increase from the month of July.
- 70% of adults have at least one shot.
- 2 million people were fully vaccinated when the President took office to 175 million vaccinated in the United States today.
- Deaths of seniors, who were disproportionately impacted from the pandemic early on, have dropped by 70% since the President took office.

Speaking on Prong One, Two, and Three of the Plan: *Ben Wakana*, Deputy Director of Strategic Communication, and the White House Response Team and *Charlie Anderson*, Economic Policy at the COVID-19 Response Team

1. Getting more people vaccinated

- The Department of Labor and OSHA are developing a rule to require businesses with 100 or more employees to ensure every worker is fully vaccinated or tests negative on a weekly basis.
 - o Low vaccination states death rates are four times as high. In low vaccination states children are four times as likely to end up in the hospital. It is good for the economy, for school and people's well-being and health.
- Vaccinations will be required in hospitals and home healthcare that participate in the Medicaid and Medicare programs. That will cover 50,000 providers and 17 million healthcare workers.
 - o It is extremely critical of all places when people are dealing with patients who are immune compromised.
- The President signed an executive order that will require all federal executive branch employees to be fully vaccinated. Another executive order will require federal contractors to do the same.
 - o That's 100 million Americans who are covered by these requirements. That's two-thirds of all workers.

2. Increasing testing capacity

- It will be ensured that every American, no matter their income, will have access to free and convenient tests, including at-home tests.
 - o Testing will be expanded to 10,000 pharmacies and 25 million free at-home rapid tests will be sent to 1,400 community health centers and food banks that reach vulnerable populations
- Walmart, Amazon, and Kroger will be selling at-home rapid tests kits at cost for the next 3 months, resulting in a discount of up to 35%.
- Communities with the most vulnerable populations will be focused on in testing.

3. Protecting our economy

- Since the President took office, there has been record job creation and economic growth and can't let the delta variant undue that progress.
- First and foremost, the biggest thing for getting the economy going is addressing the pandemic.
 - o For example, there will be an announcement regarding an expansion of the economic Injury Disaster Loan program known as IDL. The maximum was \$500,000 and now will be \$2 million so they can get working capital to keep hiring and grow and invest as they are coming out of this.

Speaking on the remaining Prongs: Ben Wakana, Deputy Director of Strategic Communication, and the White House Response Team

4. Preparing for booster distribution

- The nation's top health and medical experts believe we will need boosters because they will provide the highest levels of protection.
- There will be enough booster shots for everyone, there will be a distribution system ready if they are approved by the FDA and CDC and as soon as they are authorized for those two agencies Americans eligible will get a booster for free.

5. Effect on education

- It is critical that kids are in person for education. What works to keep kids in schools is simple-- vaccination, masking, testing, ventilation. \$100 billion has been provided in funding to keep kids in school and schools open.
- Under the President's plan today he will announce any teacher or school official whose pay is withheld by a governor for implementing a mask mandate or other public safety measures they will have the pay restored by the federal government at 100%.
- Additionally, the administration will require 300,000 educators are at head start programs to be required to be vaccinated and call on governors to require vaccinations for teachers and staff as well.

6. Response to surge in cases

- The Administration has deployed 1,000 personnel across 18 states to help states respond to the delta surge. This week the Department of Defense will announce it is committed to doubling the number of DOD. Teams deployed to hospitals and healthcare workers who have been through 18 months of the pandemic and are exhausted and seeing more patients during the delta surge.
- Also, on the treatment front, the Administration will increase the weekly pace of antibody shipments and increase the number that can prescribe them to include people like pharmacists.

→ The President committed that he will do everything in his power to defeat this virus. He's done that what he is building on that and pushes it further.