

CMA Weekly Update



CMA Weekly Update – February 12, 2021

Key Issues

Small and Medium-sized Manufacturing Insights: The Manufacturing Institute's Center for Manufacturing Research and national CPA and advisory firm BKD released results from their first survey of small and medium-sized manufacturers this week. The report lays out an overview of what the "new normal" looks like for this important group of manufacturers in the wake of the COVID-19 pandemic.

Key survey findings include the following:

- More than 77% expect to continue struggling to identify talent in 2021 and beyond.
- Nearly 64% had reevaluated what work could be done remotely where possible.
- More than 83% had enhanced workplace safety measures and requirements.

Full details can be found [here](#).

Vaccine Update New research from the CDC highlights that just under half of U.S. adults said they intended to get the vaccine in December—well below the 70% to 85% scientists say is needed to suppress the virus. Meanwhile, the percentage of Americans who said they did not intend to get the vaccine fell six points—down to 32% from 38% in September. Support for vaccines among essential workers grew from 37% to 46%, but there's more work to be done. That is why NAM is working with CMA partners to combat vaccine hesitancy with our "This Is Our Shot" campaign.

- The project's first public service announcement, "[I Love Frank.](#)" has been viewed 2.5 million times and has received extensive national media coverage.
- We are taking a phased approach with this project, starting with education and research for manufacturers, including webinars and NAM.org articles about COVID-19 vaccination.
- We encourage our CMA partners to join with us in the effort by sharing the campaign's resources with your members. We will keep you updated as we built additional insights and shared practices to effectively encourage COVID-19 vaccination.

- Check out the campaign's tools for manufacturers and manufacturing workers at: nam.org/thisisourshot/
- State Vaccine Info The NAM is also highlighting new resources to help manufacturers get the latest information on state vaccine plans on our online corona virus resources available [here](#). If you or any members of your team would like to receive updates from the NAM's Manufacturers State Affairs Program please contact [Sarah Hoffman](#)

CDC Mask Recommendations The CDC is out with [new research](#) detailing how "double-masking" can help prevent the spread of new COVID-19 variants. The CDC recommends considering layering a cloth mask with multiple layers of fabric over a disposable mask or "knotting and tucking" a disposable mask to encourage a snug fit and limit airflow from the sides. The CDC is not suggesting double-masking with two disposable masks on top of each other or a mask over an N95 or KN95 mask. You can learn more [here](#).

Defense Protection Act In December 2020, the NAM shared members of the Biden COVID-19 Advisory Board [manufacturers' insights](#) on constructive uses of the DPA. In response to the Biden Administration's recent announcement, we noted that the DPA is most productive if deployed in a way that fosters partnership and provides incentives—rather than imposing demands or punitive measures. For more details on our response click [here](#).

New "Makers Series" Launched This week, the NAM and PTC partnered to launch a new series of co-branded videos to show both manufacturers and the public what the future will look like. The initiative demonstrates how software is empowering manufacturers to transform and drive outcomes. You can check out the first video [here](#).

CMA Member Highlights

- The Consumer Brands Association recently convened more than 20 diverse organizations to be part of a new Recycling Leadership Council which has released a blueprint for scalable solutions for a modern and standardized recycling system across the country. Check it out [here](#).
- The American Forest & Paper Association laid out its [2021 Advocacy Priorities](#), which include a focus on worker safety, sustainability and the continued success of paper recycling. The association also released their interactive [2020 Annual Report – Essential Products, Sustainably Made](#).
- As CMA members celebrate Black History Month, Dr. Michelle McMurray-Heath shares how the Biotechnology Innovation Organization (BIO) will be highlighting Black and African American scientists and biotech innovators in their [Good Day BIO daily update](#)

The NAM provides this weekly update with key content for our association partners. This is also a platform to highlight work of our CMA partners. I encourage you to share any initiatives or messages that your organization has launched to be shared with the CMA membership. Please send them to ksmith@nam.org to include in the CMA Weekly Update.

