

CMA Weekly Update



CMA Weekly Update – January 29, 2021

This week the NAM and the Manufacturing Institute have launched a new initiative to encourage manufacturing team members, their families, and their communities to get a COVID-19 vaccine.

The “**This Is Our Shot**” effort has six main components:

1. science-based messaging research;
2. emergency industry convening and education, such as webinars;
3. an online vaccine information hub;
4. PSA campaign;
5. Yellow and Red Ribbon initiative (for vaccinated individuals to show their peers they’re a part of the fight); and
6. a rapid response media and digital campaign.

The project is live at [NAM.org/ThisIsOurShot](https://nam.org/ThisIsOurShot), where NAM partner associations can find a wide range of resources for you to share with your members and through your association’s communications channels. As part of this effort, we released our first public service announcement, “[I Love Frank](#),” that showcases why manufacturers are rolling up their sleeves to get a COVID-19 vaccine: to protect their family, coworkers and the people they love.

We invite you to share this PSA and these messages with your members and with your followers on social media and help us get the word out that vaccines are safe, effective, and vital.

If you would like to help sponsor this effort or if you have any questions or ideas as to how we can strengthen our efforts, please email NAM Senior Vice President of Public Affairs and Mobilization, [Keith Smith](#).

Key Issues

- **Defeating COVID-19:** The CDC has launched a new [toolkit](#) for communicating with essential workers about the COVID-19 vaccine. This is one of many resources that the NAM has compiled as part of our “[This Is Our Shot](#)” project, which we launched yesterday. The CDC toolkit is designed for businesses to help educate employees about the importance of getting vaccinated, answering pressing questions and providing materials to help educate workers about the vaccine. The toolkit provides businesses with posters, frequently asked questions and fact sheets that you can share in your facilities and with your essential workers.

- The CDC, in partnership with the NAM, has requested feedback on what additional information would be helpful for communicating the importance of getting vaccinated and to develop new FAQs from health officials.
- If you would like to share stories from your member companies and tell us what information and materials you need to help the manufacturing industry promote widespread vaccine acceptance, please email NAM Director of Labor and Employment Policy [Drew Schneider](#).
- **COVID Travel Restrictions:** President Biden issued updated COVID-19-related travel restrictions on individuals traveling to the United States from the European Union, the United Kingdom, Ireland and Brazil. The proclamation adds South Africa to the list and also extends restrictions in place on travel from China and Iran.
 - As with previous proclamations, the restrictions prevent non-U.S. citizens from entering the United States if they have been in one of these countries during the 14-day period preceding their entry or attempted entry to the United States.
 - The proclamation provides a list of exceptions, including for “any noncitizen whose entry would be in the national interest, as determined by the Secretary of State, the Secretary of Homeland Security, or their designees.” The full text is available [here](#).
- **The State of Manufacturing in 2021 and Beyond:** On Tuesday, Feb. 2, we’re hosting a webinar featuring NAM Chief Economist Chad Moutray and Ceridian Vice President of Manufacturing Adam Aguzzi. They will discuss the state of manufacturing, including a look back at how the sector performed in 2020, economic headwinds and tailwinds in 2021, the continued impact of the pandemic and workforce trends reshaping the production floor. You can click [here](#) to register. Due to limited capacity, this program is only available to NAM members.
- **Climate Change:** Following President Joe Biden’s climate executive orders, the NAM made clear that climate change is a global challenge that requires a global solution. The NAM response can be found [here](#). The NAM also released our climate policy blueprint, [“The Promise Ahead,”](#) which outlines manufacturers’ goals and solutions to address this global challenge.

Manufacturing Institute News

- The Manufacturing Institute, the workforce development and education partner of the National Association of Manufacturers, announced a three-year partnership with Union Pacific Railroad to shrink the workforce gender gap. by inspiring more women and young people to pursue modern industry careers.
 - The \$3 million grant from Union Pacific—one of the nation’s largest freight railroads—will fund a new initiative called “Careers on Track.”
 - The initiative will support workforce development and career solutions for women and will include creating a digital STEM curriculum, a virtual 3D-mapping STEM experience and a STEM micro-grant program for women. Read more [here](#).

CMA Member Highlights

- **The American Beverage Association** has rebranded with a new look and new name **American Beverage**. This new look represents not only who the industry is today, but who they will be into the future. You can read more about American Beverage in this [news release](#) as well as click [here](#) to see the evolution of ABA's brand over the years.
- A coalition of roofing trade associations representing contractors, manufacturers, distributors and consultants are encouraging individuals to roll up their sleeves for the COVID-19 vaccinations. CMA members **Asphalt Roofing Manufacturers Association** and **Polyisocyanurate Insulation Manufacturers Association** are part of this coalition. Read more [here](#).
- The **Consumer Brands Association** announced a list of concrete solutions for deploying an effective and cohesive national vaccine strategy. In a [memo](#) to the White House Coronavirus Response Task Force, Consumer Brands highlighted the challenges that the industry is facing in navigating the state-by-state patchwork approach to vaccination plans. More details [here](#).
- The **Aluminum Association** released their policy recommendations on energy, recycling, trade and infrastructure for the new Biden Administration. Read more [here](#).
- This week, **Melissa Hockstad, the president and CEO of the American Cleaning Institute** delivered ACI's State of the Association address saying they will be "robustly engaged" in gaining passage of federal policy governing cleaning product ingredient communication. Read more [here](#).

The NAM is interested in sharing new programs, initiatives or campaigns your organization has launched. Please send them to me to include in the CMA Weekly Update.