

Latino Business Community Key Message:

COVID is a serious threat to our employees, our customers, our livelihoods and the Latino community overall. As Latino business leaders in Texas we have a responsibility to take action and help avoid another economic crisis.

COVID is a threat to our employees and customers

- Texas has the second highest number of COVID cases in the country, as of Aug. 9, with 3.2 million
- Texas Latinos make up 39.7% of the state's population and yet represent 46.3% of COVID-19 confirmed deaths, according to state data as of Aug. 4
- In Texas, 99.5% of COVID related deaths are among unvaccinated people, according to the Texas Department of State Health Services.
- As of mid-July, Latinos comprised 28.5% of COVID-19 cases in the United States, second only to Whites (50.1%), according to CDC (data published Aug. 4).
- According to the CDC, only 16% of the people who had received at least one dose of the COVID vaccine as of Aug. 3 were Hispanics. The same data shows that 26% of those who had initiated the vaccine in the two weeks prior were Hispanic or Latino.
- In 2020, Hispanics accounted for 19% of the U.S. population but more than 40% of COVID-19 deaths, according to CDC
- Existing customers should feel safe coming to your business or lobby or store.
- Bring in new clients by providing a safe alternative

COVID is a threat to our business(es) and economy

- If employees get sick, productivity goes down
- If employees don't feel safe, productivity goes down
- If customers don't feel safe, they will go elsewhere
- We can't afford another economic shut down like last year's
- Data shows that 200,000 businesses closed last year due to COVID (source Wall Street Journal)
- The Texas Restaurant Association estimates the state lost 9,000-10,000 restaurants since the start of the COVID-19 pandemic.

Latino business leaders are well positioned to fight the virus in our community

- Your employees listen to you
- By creating a safe workspace, employees learn to create their own clean and safe environments, spreading the safety
- Empower employees or stakeholders by appointing 'ambassadors' among workers or in the organization to provide vaccine confidence and encouragement (the appointment can be seen as a reward in and of itself)

Interesting resources:

<https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/how-employers-are-educating-employees-about-getting-vaccinated.aspx>