Global Coalition on Aging and Novim Join Forces to Create The Alliance To Beat Covid-19 (ABC)
A Partnership to Build the Trust and Confidence to Defeat our Global Pandemic

The Global Coalition on Aging (GCOA) Global Coalition on Aging (GCOA) - The World's Leading Business Voice on Aging and Science-based Communications firm Novim Our Vision — Novim announce our innovative partnership – Alliance to Beat Covid (ABC) -- to advance the goals of Covid-19 immunization for all. As two leaders in science and health strategy, Novim and GCOA are joining forces in our ABC campaign for an effective communication and education strategy that will help global society build the trust in Covid-19 Vaccines so that everyone around the globe will be confident and motivated to "get vaccinated".

"There are five essential steps for the Covid-19 vaccine to work effectively: First, do no harm, ensure it is safe. Second, make sure it's effective. Third, create sufficient scaled manufacturing to produce enough vaccine for all; fourth, power a distribution system to get the vaccines to us; and fifth, get us to actually take it", said Michael Hodin, CEO, Global Coalition on Aging. "Stunningly, it is the fifth that will prove the greatest barrier as we see the Covid-19 vaccine reluctance skyrocketing across our planet."

Trust in the science of Covid-19 Vaccine innovation follows a paradoxically well-known path where medicines generally, vaccines in particular and adult vaccines even more, are too often unused. According to a recent WHO Report information, an enabling environment, social influence and motivation influence vaccine acceptance. We live in a world in which, as the Annals of Internal Medicine reports, all medicine compliance is under 50%. For adult vaccines it's even worse with only 37% of American adults vaccinated against the flu. The World Health Organization reports that in the EU just 60% of adults have received commonly recommended vaccinations, and in Australia only half of the over 65 population have gotten vaccinated for flu and pneumococcal pneumonia. Even in super-aging Japan, where prevention and healthy aging are priorities for the population overall and rates of vaccine-preventable diseases like pneumococcal pneumonia are high, there persists remarkably low compliance. Compounding the reluctance further is the growing antivax and vaccine skeptics movements and the politicization of the Covid-19 vaccine.

"For our part", said Michael Ditmore, Executive Director of Novim. "we will put our expertise in science, research and analysis, to evaluate and communicate on complex, complicated global scientific issues to the challenge of our moment - on communicating the necessity and benefits of global immunization to Covid-19."

For more information on the Alliance, and how you can help, go to https://alliancetobeatcovid.org
_____

The Global Coalition on Aging (www.globalcoalitiononaging.com) aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population aging. GCOA uniquely brings together global corporations across industry sectors with common strategic interests in aging populations, a comprehensive and systemic understanding of aging, and an optimistic view of its impact. Through research, public policy analysis, advocacy, and strategic communications, GCOA is advancing innovative solutions and working to ensure global aging is a path for fiscally sustainable economic growth, social value creation and wealth enhancement. For more information, visit www.globalcoalitiononaging.com.

Novim (https://www.novim.org) was founded in January of 2008 at the Kavli Institute for Theoretical Physics, at UC Santa Barbara, California with a mission to assemble teams of scientists to render complex issues comprehensible to non-scientists. These projects and studies are short duration efforts on a wide variety of subjects, delivering reports and web and mobile applications that help explain subjects ranging from nuclear power to pension reform to climate change.