

Email Message

Purpose: This recommended language can be used as an email communication from your organization to provide viewers with information about the toolkit, its products, and to direct readers to the Aspen Institute webpage that hosts the products.

Recommended Email Template: This pre-drafted template can be used to easily share information regarding the toolkit products via email. The email template can also be found on the Aspen Institute webpage.



The image shows a vertical email template layout. At the top is a black header bar. Below it is a white section with the title "Food Worker COVID-19 Health Safety Toolkit" in bold blue font, followed by the text "The CDC Foundation created a toolkit to support food workers on the frontlines of the pandemic." Below this is a blue banner with the CDC Foundation logo on the left and the text "COVID-19 SAFETY FOR FOOD BUSINESS MANAGERS" on the right, accompanied by an illustration of a person wearing a face mask and holding a basket of groceries. At the bottom is a white section with the heading "About the Toolkit" and the sub-heading "Protecting Food Workers on the Frontlines", followed by a paragraph of text.

Food Worker COVID-19 Health Safety Toolkit

The CDC Foundation created a toolkit to support food workers on the frontlines of the pandemic.

 **COVID-19 SAFETY FOR FOOD BUSINESS MANAGERS**

About the Toolkit

Protecting Food Workers on the Frontlines

The ongoing COVID-19 pandemic has put an unprecedented focus on how intensely the United States relies on its frontline workers, including those who support the food industry. Food industry workers have maintained the nation's food industry throughout the

COVID-19 pandemic, all while facing increased exposure and risk of contracting the virus. Currently, 49% of the nation's food industry workers are Black, Hispanic/Latino, and non-US born individuals from Asian/Pacific Islander (API) communities. These populations face additional risks outside of the workplace including bearing the heaviest burden of COVID-19 infection rates, experiencing limited access to testing, and higher rates of illness and death.

This crossroad of high-risk work environments intersecting with high-risk populations underscored the need for the CDC Foundation to develop a Food Worker COVID-19 Health Safety Toolkit that provides culturally relevant public health guidance tailored specifically to meet the unique needs of food industry workers as they continue to navigate the ongoing COVID-19 pandemic.

The toolkit provides essential resources and guidance to encourage vaccinations and re-emphasizes the importance of continuing to follow updated safety recommendations as the nation finds its way from the center of the COVID-19 pandemic to "a new normal." The goal of this toolkit is to reach frontline food industry workers, especially those in the target populations, and provide them with resources, information, and support to help workers protect themselves and those in their communities.