

# COVID-19 RECOVERY PLAN

A guide to assist you adapt to  
possible new realities and seize new  
opportunities.



**MULTICULTURAL SOLUTIONS**  
SEO + WEB DESIGN + TRAINING



# Discussion Structure

## Topics we will tackle

Introduction

This Moment in Time

The World After Covid-19 (AC-19)

Local Opportunities

Developing Your Plan

Let's Talk





# INTRODUCTION



## MULTICULTURAL SOLUTIONS

- Digital Marketing Agency
- Small Businesses are our specialty
- Web Design and SEO our expertise
- Virtual appointments, monthly analytics reporting, and custom site management
- Training program for MCS clients



A black and white photograph of a person wearing a full-body white protective suit, including a hood and a respirator mask with two circular filters. The person is sitting in a meditative pose with their eyes closed and hands resting on their knees in a mudra. The background is a plain, light gray.

THIS MOMENT IN TIME

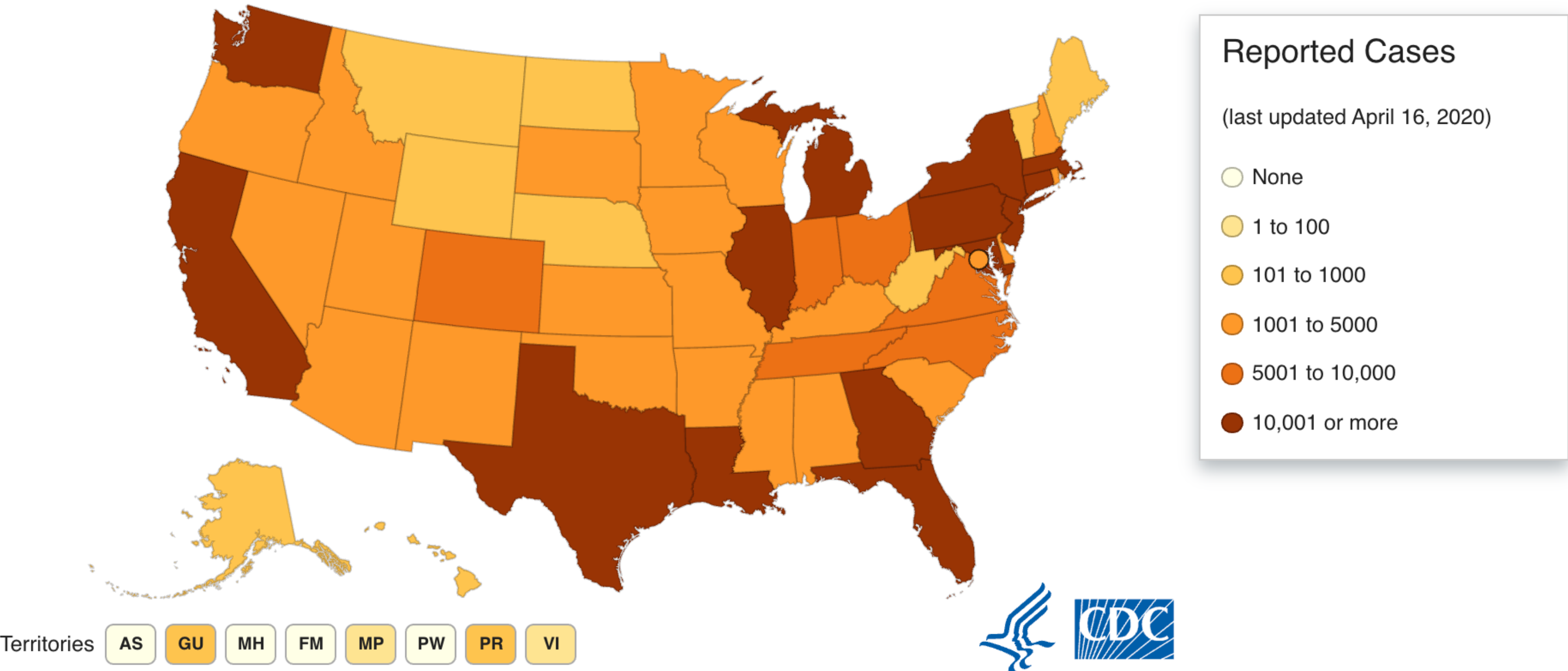
**"Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less."**

*Mari Curie*



# This Moment in Time

States Reporting Cases of COVID-19 to CDC\*





# This Moment in Time



100 % of U.S. States have recorded instances of the virus.



Approximately 2.7 million cases and 190,000 deaths as of April 24, 2020



New York has the highest number of deaths and has reported more cases than any single country outside of the United States.

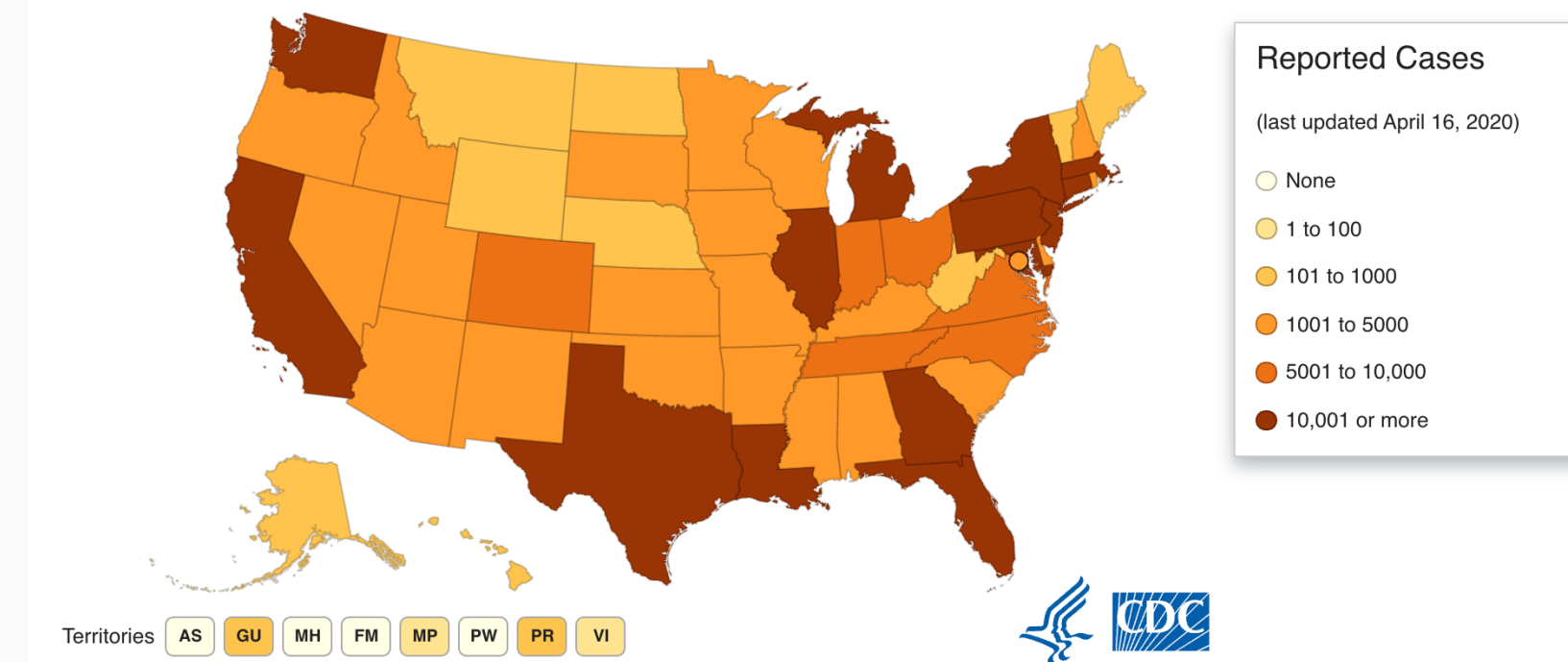


It is predicted that the Gross Domestic Product (GDP) of the United States will decline by 2.4 percent.



The US and Eurozone's economies could take until 2023 to recover from the impact of the COVID-19 coronavirus crisis, according to a new report from consultancy McKinsey & Company.

States Reporting Cases of COVID-19 to CDC\*

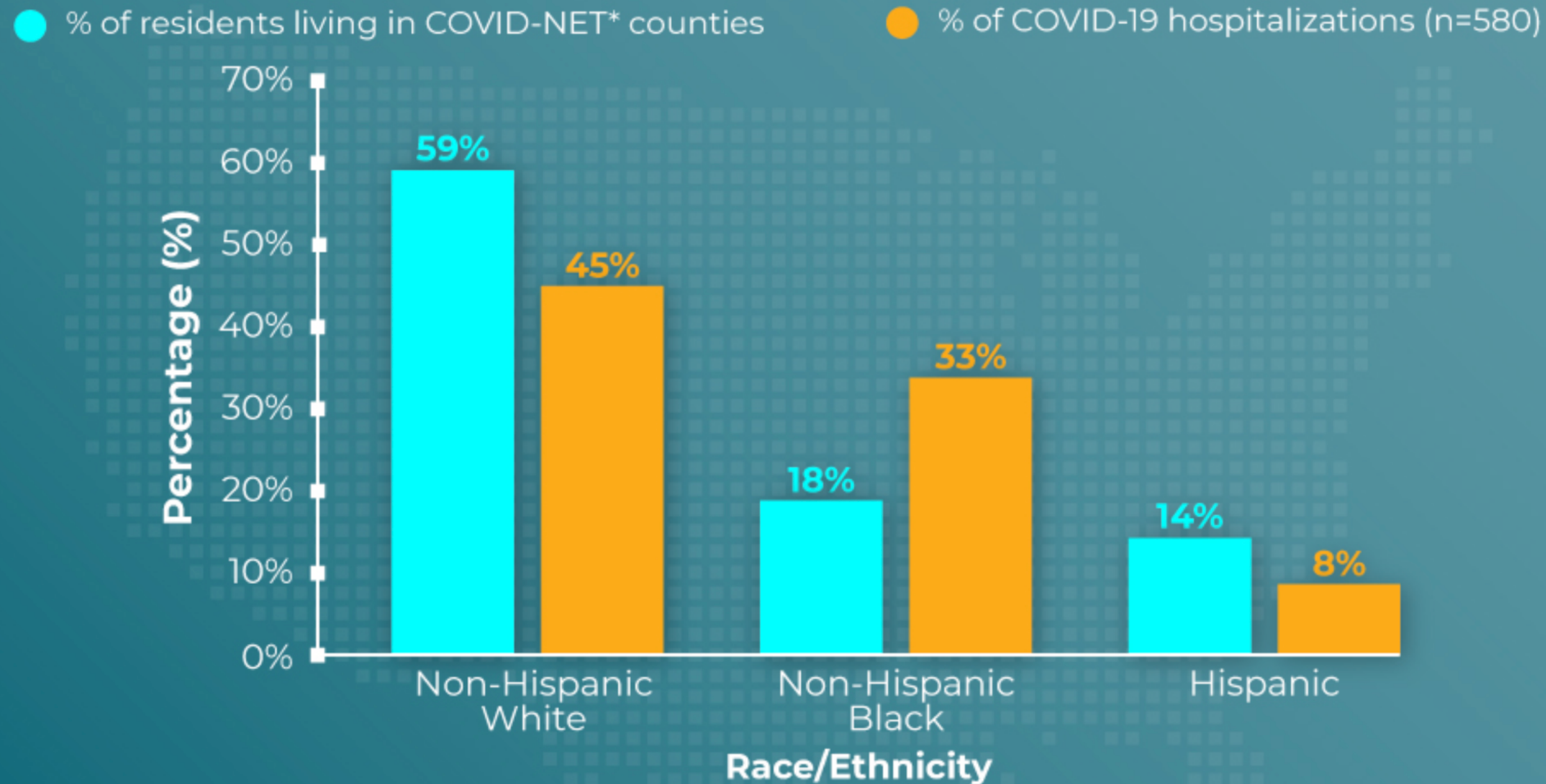


Source: statista.com



# COVID-19 and Race: A Brief Analysis

## NON-HISPANIC BLACK PEOPLE DISPROPORTIONATELY AFFECTED BY COVID-19 HOSPITALIZATIONS IN CDC DATA



\*COVID-NET is a surveillance system that tracks the number of COVID-19-associated hospitalizations in selected counties in 14 states, March 1-30, 2020

CDC.GOV

[bit.ly/MMWR\\_COVIDNET](https://bit.ly/MMWR_COVIDNET)

MMWR



# COVID-19 and Race: A Brief Analysis



Pre-existing health conditions ARE contributing to racial disparities in COVID-19.



Blacks, relative to Whites, are more likely to live in neighborhoods with a lack of healthy food options, green spaces, recreational facilities, lighting, and safety.

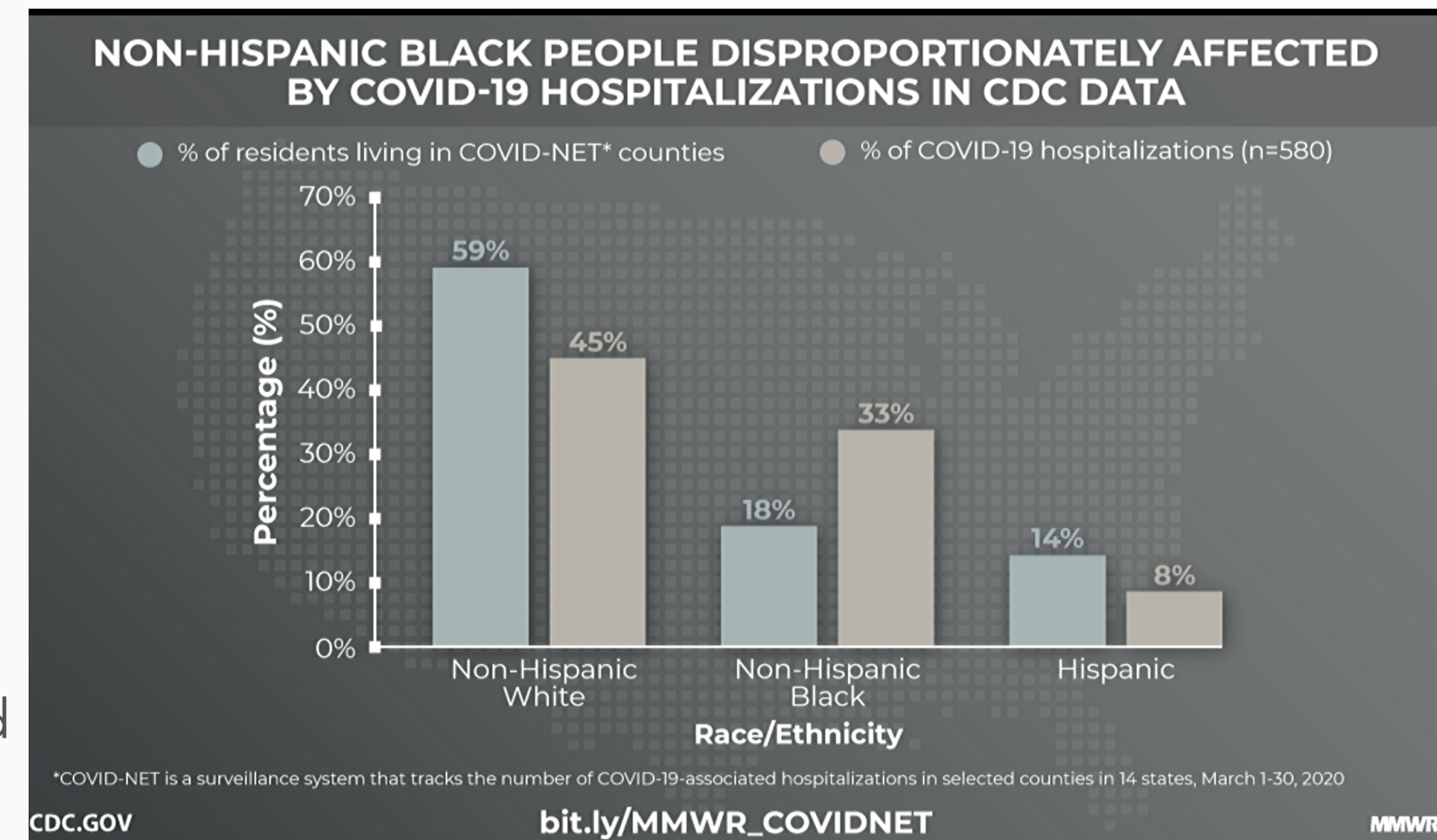


Blacks are more likely to be part of the new COVID-19 “essential” workforce. Blacks represent nearly 30% of bus drivers and nearly 20% of all food service workers... During a highly-contagious pandemic like COVID-19, Black workers, and consequently their families, are over-exposed.



Climate also creates challenges in the Black community. Predominately Black neighborhoods are more likely to be exposed to pollutants and toxins.

<https://www.brookings.edu/blog/fixgov/2020/04/09/why-are-blacks-dying-at-higher-rates-from-covid-19/>





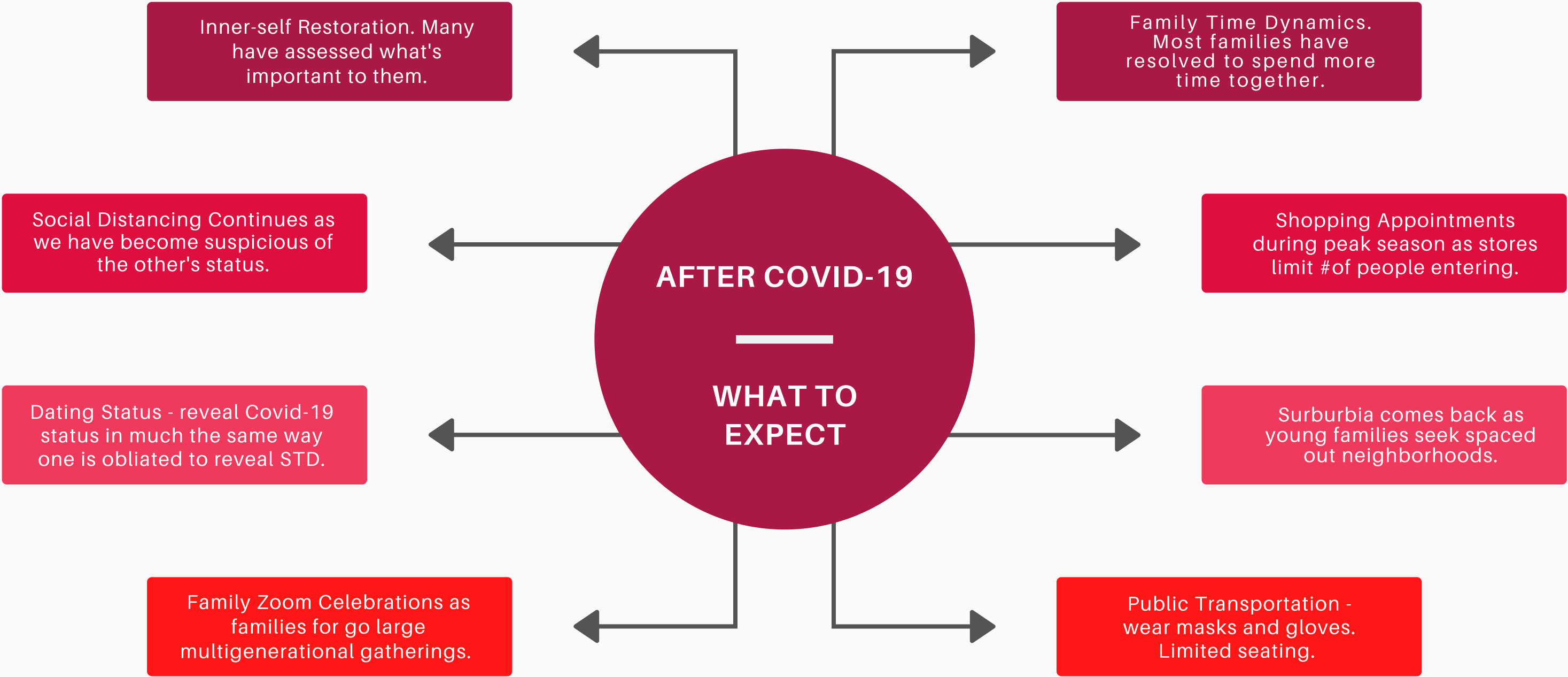
# AFTER COVID-19

There might not be a "After Covid-19 world". The virus might never leave the human population, but will instead be "under control through vaccination and other means still being considered."

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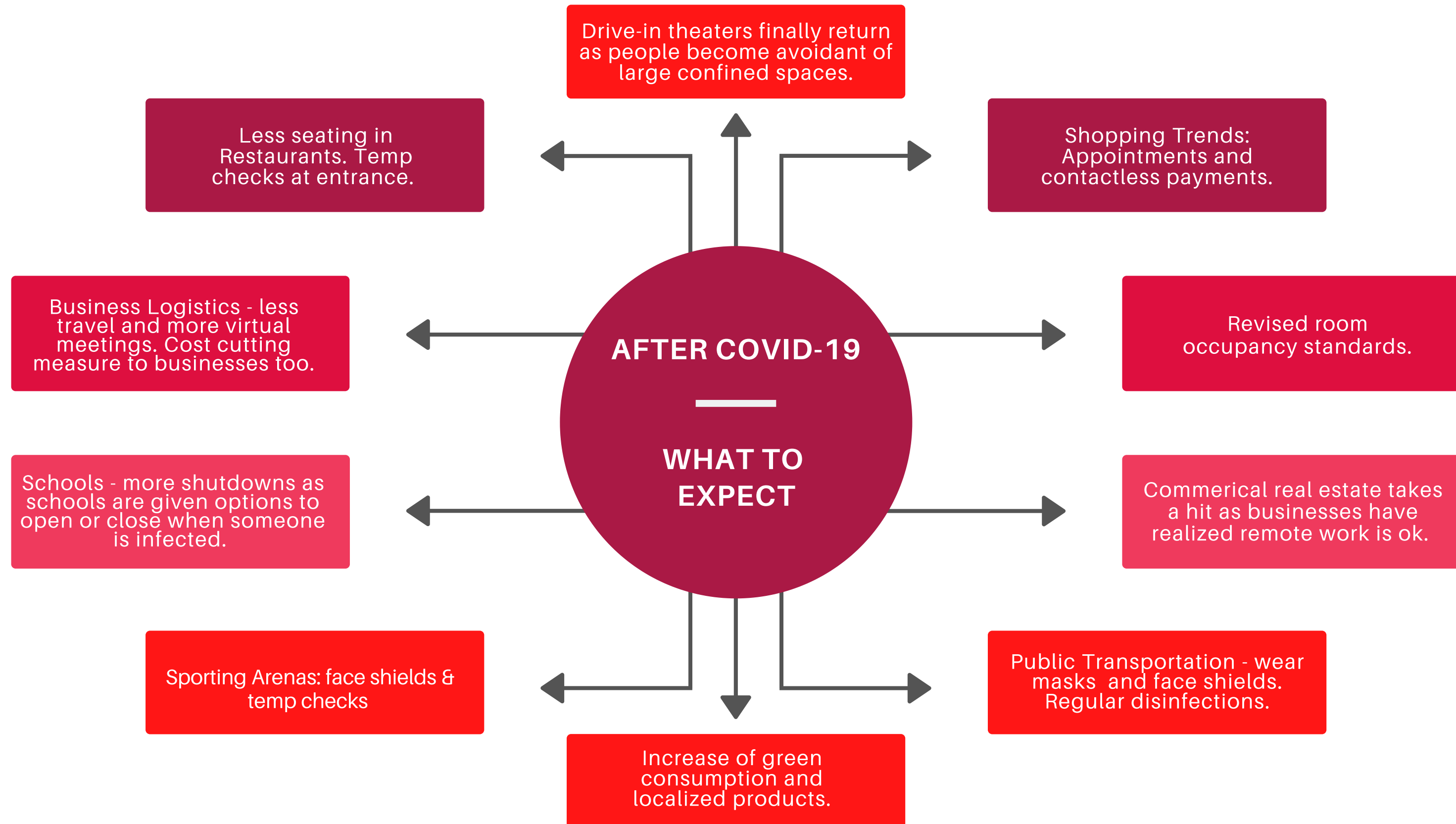


# AFTER COVID-19: PERSONAL



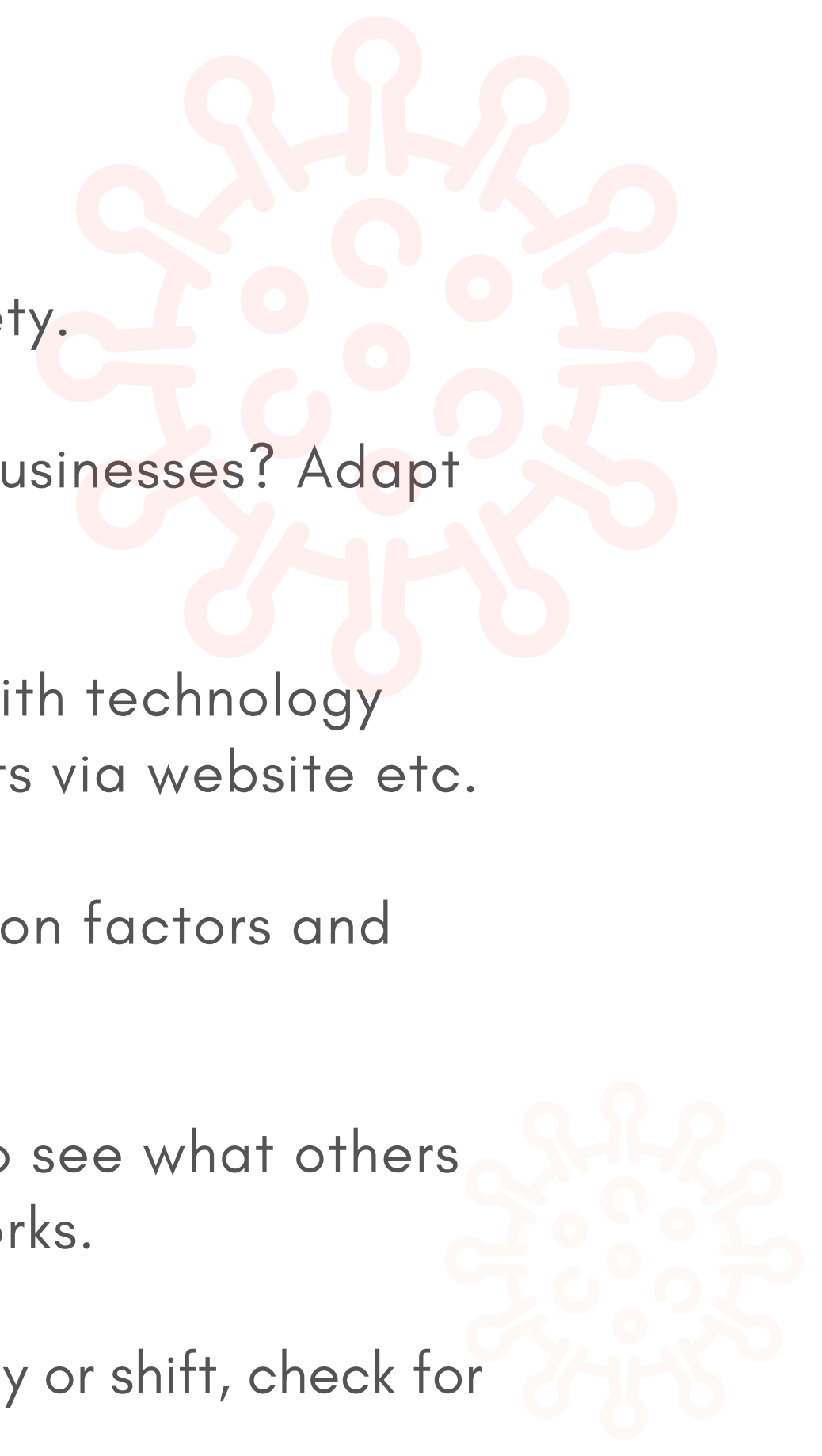


# THE BUSINESS WORLD AFTER COVID-19?





# NEW BUSINESS CULTURE

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- ❖ **Online buying.** Think of employee and customer safety.
  - ❖ **Personal 1:1 services.** Can you deliver to homes or businesses? Adapt and do that.
  - ❖ **Incorporate technology.** Train staff to be familiar with technology that removes contact, e.g. Zoom, DoorDash, live chats via website etc.
  - ❖ **Risk reduction.** What is most at risk? Create mitigation factors and responses. Be assertive in efforts to combat the risk.
  - ❖ **Benchmark.** Look around the nation and the globe to see what others are doing and how they are reacting. Adopt what works.
  - ❖ **Temperature Checks** – At the beginning of the work day or shift, check for fever and symptoms from ALL employees.



# Developing Your Plan

## Six Point Plan to Get into the New Norm

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# PREVENTION

What can you continue to do to  
prevent infection?





# AWARENESS

Be more vigilant about illness and  
watch for symptoms.





# ACTION FOCUSED

Don't wait out being sick. Once you  
detect, report.





# COMPLIANCE WITH NEW NORMS

Don't be reckless. Understand what others are going through or have gone through and be compliant.





# RISK ENVIRONMENT

Assess your environment for risk and  
adjust accordingly.





# NEW BUSINESS

What opportunities await you? Assess  
your skills.





Contact us for help to develop a custom and detailed plan for your business including re-entering the market place.

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