

NATIONAL COMMISSION TO PREVENT INFANT MORTALITY

REMARKS BY
WILLIAM S. WOODSIDE
PRESIDENT. PRIMERICA FOUNDATION
AND
FORMER CHAIRMAN,
PRIMERICA CORPORATION

NATIONAL ACADEMY OF SCIENCES

WASHINGTON, DC

SEPTEMBER 19, 1988

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

ONE OF OUR OBJECTIVES
TODAY IS TO SEE IF WE CAN TURN CORPORATE
RHETORIC INTO SOME CORPORATE ACTION.

MANY BUSINESS LEADERS AND THEIR EMPLOYEES
ARE DISTURBED THAT SO MANY CHILDREN IN
THIS COUNTRY ARE POOR, HUNGRY, ILL-HOUSED
OR HOMELESS, THAT THEY LACK MEDICAL CARE
AND RECEIVE AN INFERIOR EDUCATION. ON A
PERSONAL LEVEL MANY OF US TRY TO DO WHAT
WE CAN TO ALLEVIATE THIS PAIN, SUFFERING
AND INJUSTICE.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

IN INSTITUTIONAL TERMS,
HOWEVER, WHICH MEANS IN TERMS OF
RECOGNIZING AND ACTING UPON A MUTUAL,
LONG-RANGE INTEREST THAT ONE SECTOR OF
SOCIETY SHARES WITH ANOTHER, CORPORATIONS
ARE STILL FAR REMOVED FROM THE CONCERNS
AND NEEDS OF CHILDREN.

WE ARE FAR REMOVED BECAUSE WE CONTINUE TO
THINK OF OURSELVES ONLY AS ECONOMIC
ENTITIES.

IN ONE SENSE, I CANNOT QUARREL WITH THAT.
A COMPANY MUST BE CONCERNED WITH ITS
BOTTOM LINE. THAT'S WHY IT'S IN BUSINESS.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

I APPRECIATE, TOO, THE
CHANGES THAT THE GROWTH OF CONGLOMERATES
AND THE INCREASE IN MERGERS AND
ACQUISITIONS ARE HAVING ON CORPORATE
OWNERSHIP. AS ABSENTEE OWNERSHIP BECOMES
MORE PROMINENT, THE

BONDS THAT ONCE EXISTED BETWEEN
CORPORATIONS AND LOCAL COMMUNITIES GROW
WEAKER.

OF COURSE, IT'S NOT EASY TO CONVINCING A
COMPANY TO KEEP ITS EYE ON THE WORKFORCE
OF THE YEAR 2000 -- WHEN ITS VISION OF THE
FUTURE INCREASINGLY IS SEEN NOT IN DECADES
BUT IN 90-DAY CYCLES.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

BUT BY THE SAME TOKEN, THE
BOTTOM LINE MUST NOT BECOME THE ONLY
STANDARD BY WHICH CORPORATE AMERICA JUDGES
ITSELF AND ITS ROLE IN SOCIETY. AS A
FRIEND OF MINE KEEPS SAYING, WHEN WE ARE
TALKING ABOUT THE FUTURE OF THIS NATION, THE
CORPORATE BOTTOM LINE AIN'T THE BOTTOM
LINE.

CORPORATIONS MUST BECOME SOCIAL \,
ORGANIZATIONS AS WELL AS ECONOMIC
ORGANIZATIONS.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

**WE NEED TO FOCUS ON
INFANT MORTALITY RATES -- NOT BECAUSE
THEY WILL HAVE AN**

**IMMEDIATE IMPACT ON OUR BOTTOM LINE, WHICH
THEY WON'T, BUT BECAUSE NO INSTITUTION IN
OUR POSITION SHOULD IGNORE THIS ISSUE.**

**WE NEED TO FOCUS ON HUNGER AND POOR HEALTH
AMONG CHILDREN -- NOT BECAUSE NUTRITION
AND GOOD HEALTH WILL SHOW UP SHORTLY IN
OUR PROFIT AND LOSS STATEMENTS, WHICH THEY
WON'T, BUT BECAUSE HUNGER AND POOR HEALTH
SHOULD NOT EXIST IN THIS COUNTRY.**

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

WE NEED TO FOCUS ON THE
EDUCATIONAL NEEDS OF CHILDREN -- NOT
BECAUSE A BETTER EDUCATED YOUTH WILL HAVE
AN IMMEDIATE IMPACT ON OUR COMPANY, WHICH IT
WON'T, BUT BECAUSE WE HAVE A RESPONSIBILITY
TO THE FUTURE OF THIS NATION.

WE NEED TO REMIND OURSELVES THAT OUR
FUTURE, BOTH AS CORPORATIONS AND AS A
SOCIETY, DEPENDS UPON THE STRENGTH OF THE

ECONOMIC AND THE SOCIAL FABRIC THAT WILL
EXIST IN THE FUTURE. AS WE HAVE SAID SO
OFTEN, THAT IN TURN DEPENDS UPON HOW OUR
CHILDREN ARE RAISED TODAY.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

Too MANY OF US, THOUGH,
RARELY MAKE THAT CONNECTION. WE FAIL TO
FULLY RECOGNIZE THE EXTENT TO WHICH OUR
SOCIAL FOUNDATION SHAPES OUR ECONOMIC
FUTURE, NOT JUST IN TERMS OF THE WORKFORCE
THAT WILL BE AVAILABLE TO CORPORATE AMERICA
IN THE NEXT 15 TO 20 YEARS, BUT IN TERMS
OF THE STRENGTH OF OUR SOCIETY AND THE
UNITY OF OUR SOCIETY.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

WE NEED TO REGAIN THAT SENSE
OF COMMUNITY, COHESIVENESS AND COMMON PURPOSE
-- BOTH AS INSTITUTIONS AND AS A SOCIETY. WE
NEED TO REDISCOVER AND REESTABLISH THE BONDS
AMONG INSTITUTIONS THAT ALL SOCIETIES NEED
IN

ORDER TO TRANSFORM FINANCIAL ACHIEVEMENT
INTO SOCIAL AND MORAL GROWTH.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

FORTUNATELY, THE CURRENT
STATE OF AFFAIRS DOES NOT HAVE TO BECOME
THE PERMANENT STATE OF AFFAIRS.
CORPORATIONS CAN BECOME MORE DEEPLY INVOLVED
IN SOCIAL ISSUES, PARTICULARLY CHILDREN'S
ISSUES, WITHOUT SACRIFICING THEIR ECONOMIC
BASE OR THEIR PROFIT MARGINS.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

WHICH BRINGS US TO THE
TOPIC AT HAND: THE CORPORATE STATEMENT OF
PRINCIPLES.

THIS IS A DOCUMENT EVERY CORPORATION IN
AMERICA SHOULD BE ABLE TO SUPPORT WITHOUT
ANY HESITATION WHATSOEVER.

COPIES AVAILABLE HERE. EVERYONE SHOULD
TAKE CAREFUL LOOK AT IT.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

NOBODY CAN QUARREL WITH THE
STATEMENT THAT CHILDREN WHO RECEIVE EARLY
HEALTH CARE FARE BETTER IN LIFE THAN
CHILDREN WHO DO NOT AND THERE IS NOTHING
CONTROVERSIAL OR DEBATABLE ABOUT THE
OBSERVATION THAT PROBLEMS SUCH AS WELFARE
DEPENDENCY, ESCALATING HEALTH CARE COSTS,
ILLITERACY

AND MENTAL AND PHYSICAL HANDICAPS FREQUENTLY
ARE RELATED TO WHETHER OR NOT A PERSON
RECEIVED HEALTH CARE DURING HIS OR HER
PRENATAL AND CHILDHOOD YEARS. AS THE
STATEMENT ITSELF SAYS:

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

NEVERTHELESS, THE UNITED STATES RANKS 19TH AMONG INDUSTRIALIZED NATIONS IN INFANT MORTALITY, AND 15 MILLION AMERICAN WOMEN OF CHILDBEARING AGE HAVE NO PRIVATE OR GOVERNMENT HEALTH INSURANCE THAT COVERS MATERNITY CARE.

THE CORPORATE COMMUNITY HAS A SPECIAL RESPONSIBILITY TO WORK WITH THE GENERAL PUBLIC AND POLICYMAKERS TO PROMOTE THE HEALTH AND WELL-BEING OF CHILDREN SO THAT THE NEXT GENERATION WILL HAVE A BETTER OPPORTUNITY TO GROW, LEARN AND SUCCEED AS ADULTS.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

PUBLIC-PRIVATE PARTNERSHIPS HAVE BEEN POPULAR DURING THE LAST SIX OR SEVEN YEARS, AS CORPORATIONS HAVE BECOME INVOLVED IN MANY ACTIVITIES WITHIN THEIR OWN COMMUNITIES. SOME HAVE HELPED A PUBLIC INSTITUTION THROUGH A DIFFICULT TIME. SOME HAVE PROVIDED SUPPORT FOR AN INNOVATIVE PROGRAM. SOME HAVE PROVIDED EXPERT ADVICE AND ASSISTANCE.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

THESE ARE EXTREMELY
WORTHWHILE EFFORTS. WE NEED SIMILAR
RESULTS IN MATERNAL AND CHILD HEALTH.
WE WANT CORPORATIONS TO

EXPAND THEIR OWN INTERESTS AND PROGRAMS IN
THIS AREA AND WORK WITH COMMUNITY GROUPS
THAT NEED ASSISTANCE.

BUT WE ALSO WANT CORPORATIONS TO SPEAK
OUT, TO BECOME PUBLIC ADVOCATES FOR
CHILDREN, TO HELP FOCUS PUBLIC ATTENTION
ON THE NEED FOR ACTION. AND WE WANT TO
SEE THIS HAPPEN ON BOTH THE LOCAL AND
NATIONAL LEVELS.

NATIONAL COMMISSION TO
PREVENT INFANT MORTALITY
CORPORATE SUMMIT FOR CHILDREN

IF THE LIVES OF CHILDREN
ARE GOING TO IMPROVE IN THIS COUNTRY,
THEN CORPORATIONS MUST BECOME MORE
THAN SILENT PARTNERS.

SUCH OPEN ADVOCACY IS A NEW ROLE FOR
BUSINESS, BUT IT IS A ROLE THAT WE
CAN PLAY AND ONE WE HAVE A
RESPONSIBILITY TO PLAY.