

Arkansas Blue Cross and Blue Shield

VACCINATE THE NATURAL STATE

www.arkansasbluecross.com

Vaccinate the Natural State, the first COVID-19 vaccine promotion campaign in Arkansas, launched in early March 2021 as vaccines became widely available. The campaign targeted minority and at-risk populations where vaccine hesitancy was considered to be highest, specifically Black, Hispanic and Marshallese populations and Arkansans in rural, underserved communities.

Research revealed that vaccine-hesitant populations were more amenable to receiving vaccine information from individuals and organizations with an established and trusted community presence. Therefore, familiar faces and organizations were tapped to appeal to minority populations and those in underserved, rural communities. By forming alliances with agencies and nonprofits in local communities across the state, Arkansas Blue Cross and Blue Shield (Arkansas BCBS)



leveraged existing community trust to advance public understanding of vaccine safety quickly.

The campaign used the “spoken word” public service announcements to emotionally connect with a younger population. Focus group findings directed specific message creation, showing target audiences how vaccines would allow them to continue enjoying the things that matter to them, i.e. church, family gatherings and sporting events.

PROGRAM IMPACT:

190 Vaccination events held across the state

53% Arkansans vaccinated as of 12/21

20 Community supporting organizations

75 Businesses pledged to endorse COVID-19 vaccines

7% Decrease in vaccine distrust

638M Impressions of the statewide campaign

“Working with Arkansas BCBS on the Vaccinate Arkansas effort has been rewarding and remarkably effective. This unique partnership has provided Arkansas business leaders with the support they need to navigate the COVID-19 vaccine rollout and to protect their employees and customers. Arkansas BCBS goes to outstanding lengths to serve their client companies in their effort to keep their employees healthy and able to support their families. It has been our pleasure and privilege to partner with them.”

– Randy Zook, president and CEO, Arkansas State Chamber of Commerce/AIA

