



ACCESSING THE VACCINE

- Partnered with key state stakeholders (e.g., independent and local pharmacies and community leaders) to enable greater vaccine access.
- Partnered with Walmart to allow members to book open appointments – communicated through text messages and emails to sign up.
- Supporting state with administrative tasks (e.g., contact tracing, printing and couriering materials for the vaccine, call center support for scheduling appointments) and logistics for community events.
- Working with small businesses who don't have sufficient resources to support the vaccine and send out information to staff.
- Vaccinated 135 staff members initially (physicians, nurses, pharmacists) to help staff community vaccination events.



EDUCATING THE COMMUNITY

- Spearheaded the state-wide Vaccinate the Natural State campaign, in collaboration with several state organizations/employers, to educate Arkansans about the safety and benefits of the vaccine and encourage individuals to get the vaccine as soon as possible:
 - B2B education and outreach (website, modules, educational material, vaccine event support and Power Over Pandemic Pledge)
 - Hyper-Local community engagement with underserved and rural residents to communicate, educate and vaccinate
- Prepared websites, brochures and transportation that can be used to reach populations in need of education and encouragement.



ADDRESSING INEQUITIES

- Joined AHIP and BCBSA on Vaccine Community Connectors program, pledging to promote vaccinations for 2 million underserved, at-risk Americans.
- Joined the Rally for Recovery Commitment, a national commitment to protect employees and communities by encouraging vaccines and continued mitigation efforts.
- Brought vaccines to underserved, minority communities through the use of two mobile units.
- Working with faith-based networks with focus on minority churches in underserved communities.
- Awarded grant to fund community workers to help activate Arkansans in the most rural, impoverished areas of the state to get vaccinated.
- Created an algorithm to identify vaccine uptake rates and inform targeted outreach.

OUR COMMITMENT

Blue Cross and Blue Shield companies remain committed to helping communities across the country during the COVID-19 pandemic. The belief that every American deserves safe and effective COVID-19 vaccines is at the heart of our commitment. We continue to support widespread vaccination events, as well as targeted efforts to reach those with low access. Blue Cross and Blue Shield companies have so far invested \$11.5 billion to support their communities during the pandemic. We're using our deep community connections to build confidence in vaccines. And we're striving to eliminate racial disparities in access. Our goal is to build a more equitable health care system for all, now and beyond the pandemic.

