

Blue Cross and Blue Shield of Louisiana (BCBSLA) is leading an ongoing, multimedia communication strategy to raise awareness among all Louisianians that the COVID-19 vaccine is safe, effective and covered at no cost. Working with community partners and healthcare providers, the company is targeting outreach to minority communities and adults 65 and older, who are at higher risk from COVID-19, to make sure the vaccine is accessible for everyone.

[www.bcbsla.com](http://www.bcbsla.com)



## ACCESSING THE VACCINE

### Transportation Efforts:

- The BCBSLA Foundation is sponsoring a statewide ride program in partnership with United Ways across Louisiana and Lyft to give Louisianians in need rides to and from vaccine appointments.
- Separately the Foundation is also partnering with The Mayor's Healthy City Initiative in Baton Rouge and Uber to give rides to vaccine appointments for those in the Baton Rouge area.

### Vaccination Site and Staff Support:

- Providing incentives to employees for vaccines. Eligible employees will earn a wellness activity credit for completing their COVID-19 vaccine/vaccine series.
- Offered corporate headquarters' parking lots as drive-thru sites for vaccinations.
- Clinical staff who were fully vaccinated in the earliest phases in Louisiana have volunteered at mass vaccination sites statewide and in partnership with health systems throughout Louisiana.



## EDUCATING THE COMMUNITY

### Outreach to connect members to vaccine resources, acting as a trusted voice for the public:

- Targeted all eligible people for vaccine promotions and campaigns using various communication strategies internally and externally.
- Working with the New Orleans and Baton Rouge chapters of 100 Black Men on an outreach effort called "Get the Facts, Get the Vax" to share information about COVID-19 vaccinations:
  - Hosted "A Candid Conversation About the COVID-19 Vaccine," Facebook Live event series to give facts about the vaccines and answer questions. These broadcasts have been highly successful at engagement with hundreds of thousands of views.
- Joined the Baton Rouge Health District and its member organizations in a COVID Safe outreach campaign, which featured Louisiana healthcare providers sharing their COVID-19 vaccination experiences to lead by example. Much of the funding for the campaign's expenses were supported by a Foundation grant.
- Launched Louisiana's first gathering of all the state's philanthropic funders early in the pandemic and continue to convene that group regularly to share best practices, align on work that needs to be done and ensure that we are coordinating optimal usage of resources.



## 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.
- Targeted outreach to adults 65 and older, and residents of Black, Hispanic and minority communities.
- Working with 100 Black Men (New Orleans and Baton Rouge chapters) to do vaccine outreach in Black communities, including partnership with a local health system (Baton Rouge General) to sponsor a mass vaccination event at a church in North Baton Rouge, a predominantly Black area.
  - Nearly 1,000 people were fully vaccinated against COVID-19 through this event and 87% of them were Black.
- Produced radio PSAs for urban stations, including DJ scripts and talking points.
- Partnered with the Hispanic Chamber of Commerce and Blue Cross Hispanic American Employee Resource Group to develop original PR and social media messages in Spanish to reach Hispanic Louisianians.
- Produced radio PSAs for Spanish stations, including DJ scripts and talking points.
- The Foundation supported efforts by Southern University and Grambling University, the state's two prominent historically black colleges and universities (HBCUs) to vaccinate the alumni, student populations and community partners in collaboration with the annual Bayou Classic Football game rescheduled for spring 2021.



## UPCOMING COVID EFFORTS

- Planning “Conversando Francamente,” a Facebook Live event in partnership with the Hispanic Chamber of Commerce of Louisiana and Ochsner Health, to share information and take questions in Spanish. Event will take place June 17.
- Promoting the vaccine for newly eligible 12-15-year-olds. This includes a press release with accompanying social graphics featuring one of our pediatrician medical directors, media pitches and planned Facebook Live events on the vaccine to take questions from parents. Issued an email alert to network pediatricians that encourages them to have conversations with their patients and boost families' vaccine confidence.
- Sponsoring New Orleans Saints radio color commentator and Hall of Famer, Deuce McAllister, to produce video and radio promoting COVID-19 vaccine, together with Ochsner Health.

## 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.

