



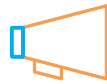
## ACCESSING THE VACCINE

- BCBST Foundation awarded \$1.7M in grants to help TN communities promote and support vaccinations.
- Partnered with over 130 organizations including churches, community service organizations and state government entities to advance vaccination efforts.
- Contacted over 40,000 members to educate them about the COVID-19 vaccine.
- Developed talking points and FAQs to address member questions relating to the vaccine.
- BCBST nurses volunteered at vaccine administration sites.
- Funded medical-grade vaccine freezers for approved vaccination distributors.



## UPCOMING COVID EFFORTS

Foundation-funded community campaigns are still underway in Memphis, Chattanooga and Northeast Tennessee.



## EDUCATING THE COMMUNITY

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

- Working with Meharry Medical College on vaccine hesitancy as a foundation for data-driven approaches and practical steps for stakeholders to build trust within communities.
- BCBST's Chief Medical Officer released TV and radio PSAs educating the community about COVID-19 vaccines, in partnership with the TN Association of Broadcasters, and has participated in multiple virtual forums on COVID vaccines and health disparities.
- Created materials for employers/members on general vaccine education.
- Developed COVID-19 website which has earned 282,195 page views from consumers, employers and providers.
- Launched social media content providing vaccine education including personal vaccine testimonials, earning 4.4 million impressions, 8,592 video views and 81,919 page views.
- Supported development and distribution of Tennessee DOH/Tennessee Medical Association's vaccine education webinar "Facts Over Fear: Preparing for the COVID Vaccines Across Tennessee".



## 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.
- Utilized claims data overlaid with SDoH data to focus on vulnerable/underserved communities.
- Working with their Medicaid Home and Community Based Program to distribute vaccines to those who are disabled.
- Released content targeted towards underserved communities to reduce vaccine hesitancy.

## 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.

