

As COVID-19 continues to have an impact in the mid-Atlantic region, **CareFirst BlueCross BlueShield** (CareFirst) responded to the consequences of this public health and economic crisis with **\$6.8M in direct support** to organizations working on the frontlines of COVID relief and vaccination efforts. Through three rounds of funding, CareFirst is reaching an estimated 700K individuals across the region, including more than 4M meals/groceries provided to individuals and families in need and 2.1K individuals receiving housing or utility support.



## PROVIDING RELIEF

CareFirst has contributed: **\$13M TO NON-PROFIT COMMUNITY ORGANIZATIONS**

working to provide relief for needs arising as a result of the COVID-19 pandemic. These contributions supported the distribution of personal protective equipment, equity in vaccine access, community engagement, food relief, re-training initiatives for unemployed workforces, and more.



## ADDRESSING INEQUITIES

CareFirst collaborated with non-profit, faith and social service organizations to host a series of virtual town halls, providing accurate information on the importance and safety of the COVID-19 vaccines from trusted local community voices to drive increased vaccinations rates among disproportionately impacted communities.



## PROMOTING VACCINE ADOPTION/ IMPROVING ACCESS

Through our Better Together Campaign, CareFirst has invested \$1.2M in culturally competent vaccination education, outreach, and delivery across our region. Investing in organizations that serve those hardest hit by the pandemic, these funds will minimize transportation barriers, deploy health navigators, stand up vaccination sites and build a new clinic to increase vaccine adoption.

Additionally, they have invested \$200K in 8 Federally Qualified Health Centers located in Washington, DC to support vaccine equity for communities disproportionately

impacted by COVID. This investment supports FQHCs with staffing of vaccine administration, personal protective equipment, refrigeration units for vaccine storage, and other unanticipated vaccination demands that may arise. Nearly 80,000 people who seek care at FQHCs in Washington, DC will benefit from funding.

Plus, over 125 CareFirst associates were trained to stand ready to respond to public health needs in our community through the Medical Reserve Corps, with 150 volunteer hours deployed to date.



*“Our residents express their humble and respectful appreciation to receive the food, personal delivery, and the comfort of knowing they are loved and not forgotten!”*

– **Kate Urbank, Site Director, Food Rescue US**