



## ACCESSING THE VACCINE

### Transportation Efforts

- Working with United Way of Greater Kansas City to help support rides to vaccines.

### Vaccination Site and Staff Support:

- The Blue KC Community Health team is meeting with state and local public health and government leaders for updates on available doses, incoming doses, vaccination sites, and vaccination events. The team also provides support where appropriate and requested.
- Blue KC employees (clinical and non-clinical) have volunteered at health systems mass vaccine events. Plan to expand volunteer efforts with school districts as vaccine becomes available for this approved demographic.
- Partnering with 9 community organizations to increase vaccination rates.



## UPCOMING COVID EFFORTS

Preparing communication materials to include new pediatric demographics that are eligible for vaccine (with focus on targeting their parents who are the decision makers for their healthcare).



## EDUCATING THE COMMUNITY

- Blue KC has an ongoing educational campaign highlighting the safety, efficacy and importance of COVID vaccines. Key audiences include the Kansas City community, members, community leaders, brokers, providers and community partners. Tools include [BlueKC.com](http://BlueKC.com), audience-specific online portals (provider, broker, member), audience specific digital communications (newsletters, emails), owned media (all Blue KC social channels, thought leadership through executive and other leaders' social channels, blog), earned media, talking points for all audiences and group tools.
- Supported early pandemic contact tracing efforts and is currently supporting data collection strategies to ensure current-state positivity and vaccination rates are represented.
- Implemented a targeted media campaign to reach vulnerable populations and help educate them on related topics including testing measures, mask wearing, social distancing and vaccinations to dispel myths and encourage safe behaviors. Through this campaign, reached more than one million people from Dec. 2020 through Jan. 2021.
- Provided monthly vaccine reports to select national accounts.
- Created a playbook with turnkey communications for employers to use to educate employees on the importance of getting vaccinated.

 **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 effort.
- As part of Blue KC's overall education campaign, identified underserved and high-risk communities and are using/developing targeted messaging and tools specific to these audiences.
- Using the American Lung Association's vaccine toolkit to reach out to African American urban core population. Broadcast general education reaching more than 1,000,000 viewers to understand safe behaviors, including vaccinations. Working with local boards, collaboratives, public health departments, local governments and faith communities to communicate to and educate the populations they serve.
- Working with community partners and community leaders to develop a video series targeted to vaccine hesitant populations including African American and Hispanic/Latinx communities and parents of children ages 12-15. The COVID-19 Vaccine S.A.F.E. (Simple, Accessible, Free and Easy) series features interviews with community leaders discussing the safety, efficacy and importance of the COVID-19 vaccine. The series is available on the [Blue KC YouTube channel](#).

**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.

