



ACCESSING THE VACCINE

- Deploying mobile clinics to underserved areas in partnership with the State, with BCBSMN providing administrative staff and event marketing:
 - Effort has been so far successful and well received by the communities.
 - One site ran from 4/26-4/28 and administered 341 vaccines during that time.
 - Engaging with community champions prior to arriving in the community so that person can work to increase attendance.
- Providing onsite clinics through retail pharmacy partnership.
- Offering staff members PTO to volunteer as greeters, navigators and vaccine administrators at vaccination sites and staffing the North Memorial Health vaccination clinic in Brooklyn Center with BCBS nurses – 44,000 vaccines administered to date.



ADDRESSING INEQUITIES

- Calling vulnerable seniors and at-risk populations in high SVI geos to educate, direct to appointment scheduling and remove transportation barriers.
- Dedicated staff to provide outreach to at-risk members and to direct to vaccination events or the nearest clinic partnership with DHS.
- Connecting seniors to vaccine appointments at FQHCs in Southern Minnesota and working to reduce barriers to access for the people served by FQHC's in partnership with the Minnesota Department of Health.
- Hosting "COVID Unconferences" in partnership with Marnita's Table for diverse populations to share knowledge and address concerns.



EDUCATING THE COMMUNITY

- Conducted outreach to over 97,000 vulnerable members, including connecting with ~4,000 seniors on the phone, – 65% were already vaccinated.
- Working with 80+ community organizations to advance vaccine equity.
- Published 16 vaccine-related blog articles and promoted to members via social media and direct marketing, resulting in more 50,000 views. Blog content focused on safety and effectiveness of the vaccines, avoiding scams, inspiring others to get vaccinated, informing consumers about eligibility and availability, and addressing vaccine hesitancy specific to different communities.
- Provided timely updates to a public-facing COVID-19 website, which has received more than 250,000 views in the past year and includes a vaccine-specific page with educational information and relevant resources.
- Created and promoted video content, in partnership with Allina Health, to highlight patients/members receiving the COVID-19 vaccine and sharing the reasons why they chose to do so.
- Sponsored the community engagements and creation of a series of public service announcements, in coordination with Twin Cities PBS and local community leaders and doctors, specifically addressing questions and concerns about the COVID-19 vaccines from BIPOC communities across Minnesota. This content resulted in more than a million views across a variety of local media and digital platforms.
- Partnered with MLS soccer team, Minnesota United, to create a public service announcement video (English and Spanish) to inform and educate consumers about the COVID-19 vaccines through social media content, redirecting to the Blue Cross website for additional details and resources to find a vaccine.

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.

