

Combining medical benefits, education and outreach, and community support, Blue Cross and Blue Shield of North Carolina (Blue Cross NC) implemented a number of strategies to educate stakeholders and remove barriers to support vaccine uptake.

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



## Transportation Efforts:

- Partnered with United Way and Lyft to supply 100,000 rides for communities of color, seniors, and uninsured individuals across North Carolina's 100 counties.
- Made a \$250,000 investment with Ride United NC to cover the cost of 5,000 round-trip rides across North Carolina for vaccination appointments.
- Funded a total of 10,000 rides to vaccination appointments (Foundation making an additional \$250k donation).

## Vaccination Site and Staff Support:

- Spearheaded a coalition of diverse public and private philanthropic, government and business partners to complement, support and amplify NCDHHS's ongoing efforts to address COVID-19 and vaccine distribution; efforts include paid promotional, trainings, donated goods, and educational materials.
- Created a partnership with Hayes Barton and Falls River Pharmacies to host an employee COVID-19 vaccine clinic for up to 600 people.
- Provide additional sick time for employees who may experience side effects resulting from the vaccine.



- Ongoing amplification of NCDHHS and CDC posts with updated information about the vaccine. Posts are shared 1-2x per week on Blue Cross NC's Twitter and Facebook pages.
- Launched "What's Your Why" campaign that will share eight stories on a rolling basis over the next 3-month period, as well as "Ask Our Health Leaders Video Series" to educate the community surrounding different topics about the COVID-19 vaccine.
- In December 2020, Blue Cross NC revamped its communications to prepare members and communities for the COVID-19 vaccine, adding a new vaccine page to its COVID-19 microsite and sharing information from NCDHHS and the CDC. Initially focused on building trust in the vaccine and education, now that the vaccine is available more broadly, we are asking members to act. Blue Cross NC is using behavioral economics to inform its messaging strategy to drive behavior change among those who are uncertain about whether to get the vaccine. Utilized various avenues to educate members about COVID-19 vaccine including a paid digital media campaign, targeted member emails, case manager outreach, outbound calls, dedicated webpage, member invoices, EOBs, integration within existing campaigns, social media, blog, etc.
- Supports employer groups by sending targeted outreach to high risk members.
- Developed a communication plan to help educate and strongly encourage employees to get the vaccination through its internal newsletter, social media and video channels. Broad employee communication began in December 2020 focusing on education and building trust. Targeted, proactive communications began when all employees became eligible. Communications amplify NCDHHS key messages on the state's campaign: "Find your spot to take your shot."



## 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.
- Blue Cross NC is utilizing owned communications channels to educate, build trust, and dispel vaccine myths, with a focus on their most vulnerable populations– including Black and Hispanic communities and 65+ members.
- Engaging in a paid digital media campaign to address vaccine hesitancy, targeting Black and Hispanic communities.
- Partnership with United Way and Lyft to supply 100K roundtrip rides to underserved individuals.
- Outreach emails to Medicare Advantage and high-risk population.



## UPCOMING COVID EFFORTS

Currently Blue Cross NC is in early planning stages for an outreach campaign for the pediatric population that will likely go live in summer/fall.

## 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.

