



## ACCESSING THE VACCINE

- Offered pop-up vaccine clinics for health plan employees.
- Participated in the Vaccine Community Connectors pilot:
  - Identified vulnerable areas and members.
  - Enabled three pop-up clinics with Kinney Drugs.
  - Partnered with NYS Office of the Aging on opportunities, including sharing one of their rural area events.
  - Engaged with community partners.
  - Connected employer groups/brokers to pharmacy partner(s) for own clinics.

### Transportation Efforts:

- Referred members in need of transportation for vaccination to NY Connects or local 211 options.

### Vaccination Site and Staff Support:

- Vaccine Community Connectors Outreach to vulnerable members:
  - Emails to members (age 18+): 13,869
  - Calls to members (age 65+): 7,585
  - Letters to members (Age 65+): 2,447
- Expert Series Education Campaign
  - Email outreach to approximately 250,000 members
  - Focus on vaccination education/hesitancy
  - Vaccine appointment scheduling links included
- Outbound calls to more than 46,000 members for 2nd dose reminders.
- Supported vaccination volunteer efforts through partnership with United Way of Greater Rochester.



## EDUCATING THE COMMUNITY

- Enabled a broad COVID-19 vaccine public service and community engagement campaign across 39 counties in New York state with an emphasis on Black and Brown communities and vulnerable populations to:
  - Help people make informed decisions.
  - Answer questions and eliminate fear.
  - Emphasize continued safety (masks, distancing, washing hands).
- Continue to be actively engaged with community-based organizations and participate in vaccine HUBS and local vaccine task forces.
  - **Large scale vaccine education efforts featuring Health Plan Experts:** Several of our physicians presented on COVID-19 vaccines and prevention to more than 40 community-based organizations, chambers of commerce, local news talk segments, and providers across our markets in upstate New York.
  - Broad sharing of education resources in the community: Vaccine collateral material, including videos, flyers, and Spanish-language Q&As, as well as a link to our internet microsite, were distributed by our regional presidents to more than 1,000 community-based organizations, which resulted in several hundred shares of our branded material on their social media, websites, and member e-newsletters.
  - Q&As and press release on Minority Health Month were also shared with over 100 media outlets in all regions, including those most often listened to and read in the Black and Brown communities.
- Continued to engage with groups that serve more vulnerable populations, Black, Brown and Latino communities, and seniors and supported their outreach and community education efforts, as well as supported a variety of community programs through our Community Health Awards and funding to local community organizations (e.g. chambers of commerce, Black Physicians Network, Mental Health Association, and Catholic Family Center).
- Public service-focused campaign to answer questions and position educational resources (TV, radio, social media, ads, sponsorships). Actively leveraged paid, earned, and owned media opportunities to position Health Plan experts and vaccine education resources in the community.
- Shared resources and/or outreach to members, employer groups, providers, brokers, community organizations, legislators and Health Plan employees.



## 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.
- Joined Health Equity Task Force groups in Central New York and Utica regions.
- Community education efforts across 39 counties in NYS, including rural and urban, through community partnerships, engaging with influencers and selecting sponsorships:
  - Held provider webinar to educate on vaccine and address hesitancy, especially with those representing minorities.
  - Urban League & Trillium Health community webinar on COVID focused on prevention, testing and vaccine efficacy.
  - Sponsorship of a Black Health Town Hall.
- Ibero-American Action League Town Hall five-part series (Facebook Live sponsorship reached 5,200 participants; radio station sponsorship reached 24,000 primarily Latino listeners).
- Common Ground Health Speakers' Bureau Engagement: Health Plan experts participated on speaker's bureau for matching with communities and groups that are looking for factual information on vaccines.
- Engaged with and shared COVID-19 educational resources and/or Health Plan expert participation in webinars with local community-based organizations and chambers of commerce.
- Co-sponsored a three-part COVID education series with the Economic Opportunity Program of Elmira – a community organization with the primary focus of providing support for Black and Brown communities. An Excellus BCBS medical director addressed behavioral health and wellness with families via webinar.
- Genesis Group (Mohawk Valley) vaccines and healthcare forum.
- Our regional presidents distributed vaccine collateral, including videos, fliers and Spanish-language Q&As, as well as a link to our microsite, to more than 1,000 community-based organizations, which resulted in several hundred shares of our branded material on their social media, websites, and member e-newsletters. The Q&As were also shared with more than 100 media outlets.
- Launched partnership with The Utica Phoenix and WUSP 95.5 "The Heat" to educate the Black and Brown communities. Outreach included a one-hour live segment on "The Hot Seat" talk radio program with an Excellus BCBS physician and the editor of the Phoenix, and monthly advertising featuring information on COVID-19-related topics.
- Included educational materials in Housing and Homeless Coalition of Central New York newsletter.



## UPCOMING COVID EFFORTS

- Educational campaign extension to focus on school-aged children with content featured on our microsite, engaging with schools and educational consortium groups to offer educational materials, etc.
- Ongoing support of local community needs for vaccine education.
- Actively collaborating with the Southern Tier COVID VAX Task Force and United Health Services (the Hub) on a social media campaign that will target the college-age demographic by pulling social media "selfie" videos from nine different colleges and high schools within the Elmira and Southern Tier regions. Student-athletes, student clubs and other school-based groups will be asked to submit selfies to us wearing their college/high school logo gear and or sports attire.
- Continue to find targeted ways to connect undeserved and vulnerable populations to resources.

## 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.

