

Elevance Health Foundation

VACCINATION EDUCATION AND AWARENESS

www.elevancehealth.foundation



Acknowledging lower vaccination rates across minority populations due to a historical mistrust in the traditional medical community, Elevance Health Foundation partnered with the American Lung Association to provide science-based, factual guides nationwide to help individuals make well-informed decisions about vaccination. They worked with nationally-recognized organizations representing communities of color to develop the **Better For It series** – a suite of toolkits using culturally competent messaging and imagery for Black, Hispanic/Latino, Indigenous, and Asian audiences, that discuss the science behind and dispel myths about COVID-19 vaccinations.

In addition, the team mobilized the Vaccine Ambassador program, recruiting high-profile stakeholders within these minority communities (i.e. pastors, nonprofit leaders) to serve as advocates in disseminating the resources throughout trusted community hubs.

PROGRAM IMPACT:

The **Better For It Series** reached **22.5 million impressions** during the COVID-19 recovery efforts.

“Support from the Elevance Health Foundation enabled us to have a very real impact on diverse communities across the country with accurate and culturally relevant information addressing vaccine hesitancy during the height of the COVID pandemic. They have joined us in rising to the challenge of reaching underserved communities with lifesaving information about the health benefits of vaccines. Outside of the pandemic, Anthem has been a long-standing and trusted partner of the Lung Association for many years on various health education initiatives, and we are grateful to their enduring support.”

– Harold Wimmer, president and CEO, American Lung Association

