

# Blue Cross and Blue Shield of Minnesota

## RACIAL AND HEALTH EQUITY

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

Blue Cross and Blue Shield of Minnesota (BCBSMN) has long been committed to transforming care and improving health for all communities across Minnesota. The company focuses on racial and health equity through its advocacy efforts for more equitable policies and systems and investments supporting communities experiencing the greatest inequities—ultimately striving to eliminate health inequities and dismantle structural racism. Some of the highlights from the past 12 months include:

- Committing \$5 million to the University of Minnesota to establish the Center for Antiracism Research for Health Equity, which develops evidence-based research to understand and measure the impact of racism on health
- Launching a campaign encouraging businesses and individuals to commit to dismantling structural racism by educating themselves on the issue through the use of anti racism toolkits and videos developed by BCBSMN
- Teaming up with the Minnesota Department of Health, the Metropolitan Council and Metro Transit to transform a fleet of buses into mobile vaccination clinics to ensure equitable COVID-19 vaccine distribution throughout all Minnesota communities
- Continuing its partnership with ThreeSixty Journalism to change the mainstream narrative on health and shape the next generation of BIPOC journalists
- Partnering with the Minneapolis Institute of Arts (MIA) to launch a multi generational project addressing racism through conversation and the power of art
- Collaborating with TurnSignI, an innovative app that provides on-demand live access to an attorney specifically trained to de-escalate interaction between law enforcement, drivers and passengers
- Committing \$500,000 for 24 Minnesota State University Presidential Scholarships over seven years to help build more career pathways for BIPOC health care practitioners, culturally competent care providers, and future changemakers



### HIGHLIGHTS:

## \$6 MILLION

To support health equity, access to healthy foods, physical activity and commercial tobacco control through the Center for Prevention

## \$5 MILLION

In grants, through the BCBS Minnesota Foundation to support early childhood programs, safe and welcoming communities, access to coverage and COVID-19 related relief efforts

## \$5 MILLION

To establish the Center for Antiracism Research for Health Equity

“As an organization, we’re deeply committed to listening, learning and working together to create a healthier future for all Minnesotans. If the pandemic has taught us anything, it’s those systemic problems can’t be solved in isolation – and they can’t be the responsibility of any one group or organization. The journey to health equity takes all of us.”

– Dana Erickson, president and CEO, Blue Cross and Blue Shield of Minnesota

