

SOCIAL NEEDS SURVEY PLAYBOOK

PROMOTING HEALTH EQUITY
IN THE WORKPLACE

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Use the Blue Cross and Blue Shield of Kansas City (Blue KC) social needs survey as a tool to show your employees that you care about them and want to better understand challenges that might be affecting their health and wellbeing.

Promoting health equity is good for business. Research shows that reducing disparities in health among your employees can improve productivity and lower healthcare costs. And one of the most effective ways to impact health equity is to address the social needs of your employees, including access to affordable housing, nutritious food, etc.

In fact, a study cited by the National Academy of Medicine found that medical care itself only accounted for 10–20% of the contributors to people's health outcomes. By contrast, social needs play a much bigger role in influencing a person's health, making up 80–90% of the contributing factors.*

Blue KC's Community Health Team developed the survey to help provide a better understanding of the social needs impacting your workforce. The insights will also help Blue KC develop and refine programs and strategies to best meet those needs as they strive to improve health outcomes. The survey is voluntary, **anonymous and confidential**.

Reach out to your Blue KC representative for your organization's unique survey link. The confidential results can help you and Blue KC better understand the challenges your employees may be facing and lead to new ways to help address them.



Kansas City

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WHY DOES THIS MATTER TO YOUR EMPLOYEES?

Let your employees know that you care about social needs that might be affecting their health and wellbeing. By participating in the survey, they can share **confidential and anonymous** insights that can help drive change in areas that matter most to them.

The responses can be used to better understand their needs and help develop programs, resources and tools designed to address those needs.

CAMPAIGN ACTION PLAN

To make sure we're able to gather as much meaningful information as possible on how social needs might impact your employees and their families, we've created this easy-to-implement 30-day action plan in just a few simple steps:



1. REQUEST SURVEY LINK FROM YOUR BLUE KC REPRESENTATIVE. IT WILL BE UNIQUE TO YOUR ORGANIZATION.



2. SEND MANAGERS AND SUPERVISORS AN EMAIL INTRODUCING THE SURVEY.

[PREVIEW SURVEY HERE](#)



3. SEND EMPLOYEES A GET-STARTED EMAIL INCLUDING SURVEY LINK.



4. SEND EMPLOYEES A REMINDER EMAIL WITH SURVEY LINK.



5. A BLUE KC REPRESENTATIVE WILL SHARE A DASHBOARD WITH KEY FINDINGS BASED ON RESPONSES FROM YOUR EMPLOYEES. HERE'S A SAMPLE OF THE TYPE OF INFORMATION YOU CAN EXPECT TO RECEIVE.

[PREVIEW DASHBOARD HERE](#)



6. SEND EMPLOYEES THANK YOU EMAIL.



CAMPAIGN MATERIALS

○ EMAIL TO MANAGERS AND SUPERVISORS DOWNLOAD

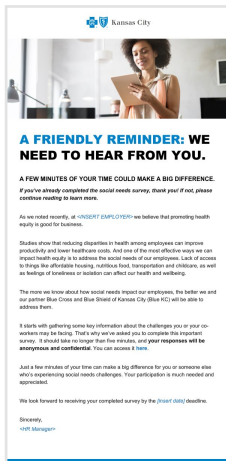
This email provides an overview of social needs, along with details about how the survey will help identify challenges that may be impacting your employees. It also explains Blue KC's role and stresses the **confidential and anonymous** nature of the survey. It includes a preview link to the survey questions.

○ GET STARTED EMAIL TO EMPLOYEES DOWNLOAD

This email explains the purpose of the survey. The message will also stress the **confidentiality and anonymity**, and include a link to the survey.

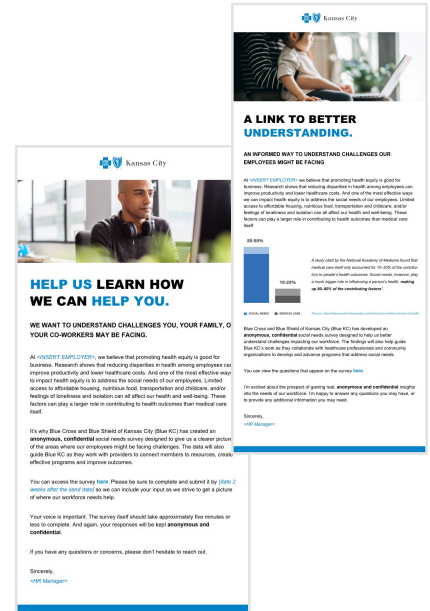
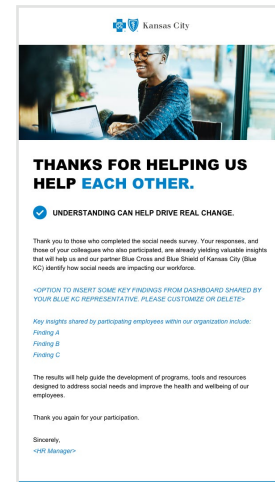
○ REMINDER EMAIL TO EMPLOYEES DOWNLOAD

This email serves as a reminder that employees can make their voices heard in this important space. It highlights why the survey matters to employees, to the organization and to Blue KC. Employees are also reminded that the deadline to complete the survey is quickly approaching.



○ THANK YOU EMAIL TO EMPLOYEES DOWNLOAD

The final email thanks employees for completing and submitting the survey, and for playing an important role in helping to identify and address social needs that they or their co-workers might be facing.



TO GET STARTED, OR IF YOU HAVE QUESTIONS, PLEASE REACH OUT TO YOUR BLUE KC REPRESENTATIVE. THEY CAN PROVIDE YOUR ORGANIZATION'S UNIQUE SOCIAL NEEDS SURVEY LINK.