



Kansas City



HEALTH AWARENESS: COVID-19 SAFETY & VACCINES

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Talk to your employees about what they can do to be safe, stay informed, and help stop the spread of COVID-19 while they wait for their turn to get vaccinated.

As the rollout of vaccines signals a hopeful return to normal life, public health officials caution us that the pandemic isn't over. It's vital that we all protect ourselves - and others - until we've all had the opportunity to be vaccinated.

Visit bluekc.com/covid-19

WHY THIS MATTERS TO YOUR EMPLOYEES?

Missouri and Kansas are now vaccinating people who are at least 16 years old. However, as employees wait their turn, they may have questions. As your partner in health, Blue KC is here to provide answers, tools and resources.

COVID-19 fatigue is real, but the experts urge us to not be complacent. In order to stop the spread of the virus, we must continue to wear masks, social distance, wash our hands, and stay home when not feeling well (unless needing medical care).

WHAT EMPLOYERS CAN DO

You can help your employees do their part to help prevent the spread of the virus. You can arm them with information they need.

Ready to give your employees the tools and knowledge they need to help them remain vigilant and focused on staying healthy? We've made it easy for you with the **COVID-19 Safety & Vaccines Employer Guide**.

KEY MESSAGING

- Vaccine facts
- How you can help stop the spread of COVID-19
- What to do if you aren't feeling well
- Coping with anxiety during the pandemic

Please visit our site to find timely and relevant information you can share with your employees:

bluekc.com/covid-19.

ADDITIONAL INFORMATION

Access our blog to share content directly with your employees or through your company's intranet. Connect anytime at bluekc.com/blog/health-wellness/#COVID-19.

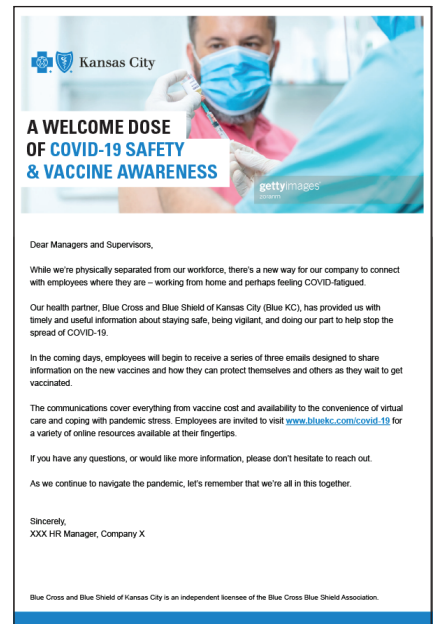
CAMPAIGN ACTION PLAN

Blue KC looks forward to helping you keep your employees informed about continued COVID-19 safety protocols and the vaccines. We've made it easy for you to deliver the 3-week campaign and connect with them as they continue to work from home. Please also encourage your employees to monitor county health departments for enrollment portals, sign ups, and new information.

WEEK 1

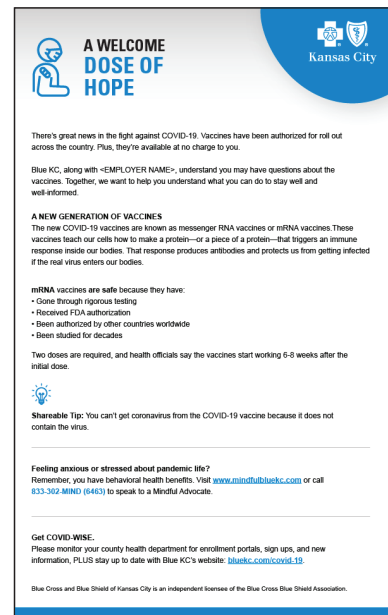
EMAIL TO MANAGERS [DOWNLOAD](#)

This email tees up the COVID-19 Employer Guide by providing managers a snapshot of key campaign elements.



EMAIL TO EMPLOYEES [DOWNLOAD](#)

The first email to employees serves up need-to-know information about COVID-19 vaccines and directs them to visit bluekc.com/covid-19 for more information.



CAMPAIGN ACTION PLAN

WEEK 2

○ EMAIL TO EMPLOYEES [DOWNLOAD](#)

As employees wait their turn to get a COVID-19 vaccine, this email will remind them about what they can do to stay safe and manage their health during the pandemic. It also directs them to visit bluekc.com/covid-19 for more information.

COVID-FATIGUE IS REAL

We're all tired of COVID-19. But unfortunately, the virus isn't tired of us. If we let down our guard, we can give the virus a chance to endanger more lives.

While it's great news that vaccines have been authorized, they're not yet available for mass distribution. And that's all the more reason to be vigilant and leverage resources from Blue KC and others to help you stay informed and protected.

Get the care you need without leaving home. Not feeling well? Schedule a [virtual care visit](#) with your healthcare provider. Learn more [here](#) or download the [Blue KC Virtual Care](#) app on the Google Play or Apple app stores by searching "Blue KC Virtual Care."

Suspect you have symptoms? Monitor your symptoms carefully, and let your doctor know how you're feeling. If your healthcare provider orders a COVID-19 test for you, Blue KC will cover the full cost.

As we wait for vaccines to roll out to the general public, do your part to help stop the spread of COVID-19.

- Wear a mask that covers your nose and mouth (Read about four common mask myths [here](#))
- Social distance
- Wash your hands frequently
- Stay home when you're sick (except to seek necessary medical care)

Feeling anxious or stressed about pandemic life? Remember, you have behavioral health benefits. Visit www.mindfulbluekc.com or call 833-362-MIND (6463) to speak to a Mindful Advocate.

Get COVID-WISE. Please monitor your county health department for enrollment portals, sign ups, and new information, PLUS stay up to date with Blue KC's website: bluekc.com/covid-19

Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross Blue Shield Association.

TOGETHER WE CAN BEAT THE VIRUS

Vaccination is the safest, most effective way we have to build protection against COVID-19.

If we make an effort to get a vaccine, we'll achieve herd immunity – meaning enough people in the community are protected from getting the disease – eventually slowing the spread altogether.*

We're all in this together. Let's roll up our sleeves, get vaccinated, and stop the spread of the virus.

Once federal and state officials work out the distribution details, get vaccinated at no cost to you at:

- Pharmacies
- Health clinics
- Doctor's offices including Spira Care Centers
- Mobile clinics

Protect yourself and others until you get a vaccine.

- Wear a mask that covers your nose and mouth (Read about four common mask myths [here](#))
- Social distance
- Wash your hands frequently
- Stay home when you are sick (except to get necessary medical care)

If you aren't feeling well:

- Stay home
- Monitor your symptoms
- Get a COVID-19 test (at no added cost to you if ordered by your healthcare provider)
- Schedule a visit with your healthcare provider or connect without leaving your home by downloading the [Blue KC Virtual Care](#) app.

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* <https://www.cdc.gov/coronavirus/2019-nCoV/vaccines/new.html>

WEEK 3

○ EMAIL TO EMPLOYEES [DOWNLOAD](#)

This email to employees reinforces the importance of getting a vaccine and coming together as a community to achieve herd immunity. This final email in the series reminds employees that while things are moving quickly, bluekc.com/covid-19 provides a variety of resources and information.

YOUR PARTNER IN HEALTH. ALWAYS HERE TO HELP. THAT'S BLUE KC.

If you have questions or would like to talk more about how to make this action plan successful with your employees, please contact your broker or Blue KC representative.