



# Prepare. Protect. Prevent.

Keep your employees informed  
about the COVID-19 vaccine



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

Confidence comes with every card.®

A planning guide to help your employees  
know the facts about the COVID-19 vaccine

# We're here for you. Now, more than ever.

As the news continues to evolve around the COVID-19 vaccine, your employees will have questions. Blue Cross Blue Shield of Michigan and Blue Care Network are committed to providing you with the answers you need.

As your employees look to you for guidance, we want to assure you that we're here for help with tools and resources you can use to keep them and your workplace safe and healthy.

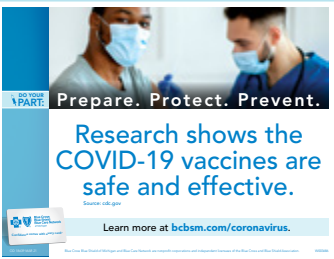
# It's going to take all of us to beat COVID-19.

You can help your employees do their part by using the [COVID-19 toolkit](#) on [bcbsm.com/engage](#) to talk to them about getting the vaccine.

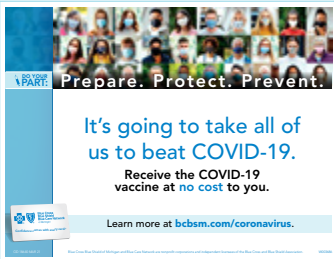
In the toolkit, you'll find a section focused on vaccines with useful tools, including flyers, posters, email templates and videos, to share with your employees.

# Using the toolkit

Communicating to your employees about the COVID-19 vaccine and sharing regular updates will help them know you care about their health and well-being. To help you do this, we've provided a sample timeline you can use to best utilize the materials in the toolkit. However, you can tailor this to your business and what works best for engaging with your employees.



Poster #1



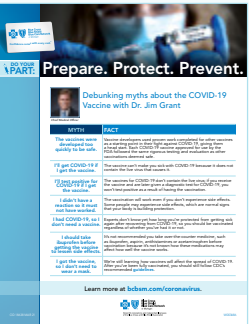
Poster #2



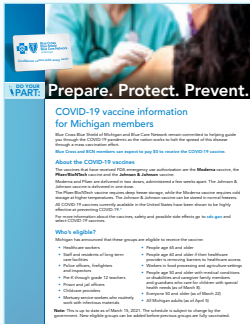
Poster #3



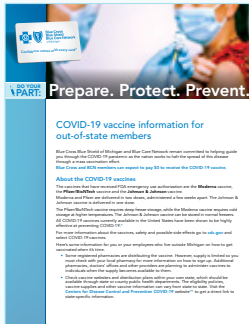
Poster #4



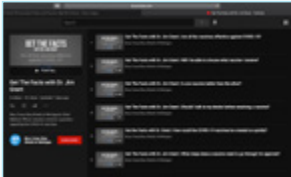
Myth Busters fact sheet



In-state information sheet



Out-of-state information sheet



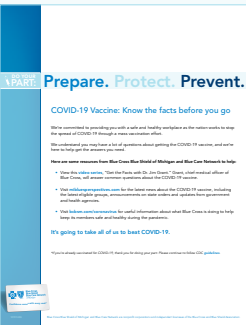
Get the Facts with Dr. Jim Grant video series



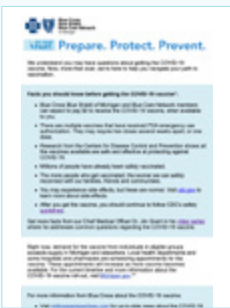
Vaccine fact web banner



Dr. Grant video series web banner



Newsletter



COVID-19 vaccine overview email



Myth busters email



Get the Facts email

# WEEK

1

Send employee vaccine overview email

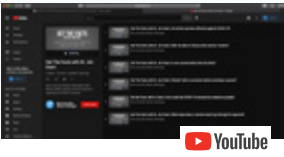


# WEEK

2



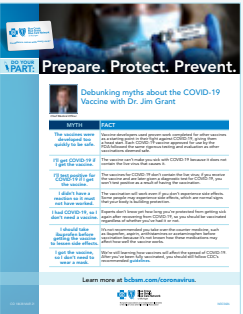
Hang posters and send Get the Facts with Dr. Jim Grant video series email.



# WEEK

4

Send Myth Busters email template and attach full Myth Busters fact sheet. Post Myth Busters fact sheet on internal website.



# WEEK

5

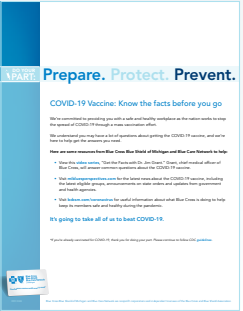
Post Dr. Grant video series web banner on internal website.



# WEEK

3

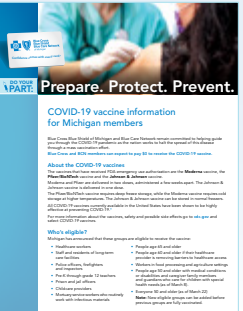
Post vaccine fact web banner on internal website and send employee newsletter article.



# WEEK

6

Post current information sheet to internal website.



## Additional resources:



- View the *Get the Facts* [video series](#) with Blue Cross Blue Shield of Michigan's Chief Medical Officer Dr. James D. Grant. Grant answers common questions on a regular basis.
- Visit [mibluesperspectives.com](http://mibluesperspectives.com) for up-to-date news about the COVID-19 vaccine, including the latest eligible groups, announcements on state orders and news from government and health agencies.
- Visit [bcbsm.com/coronavirus](http://bcbsm.com/coronavirus) for information about what we're doing to help keep our members safe and healthy during the pandemic.



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