



FOR IMMEDIATE RELEASE

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Baton Rouge Health District Awarded Blue Cross and Blue Shield of Louisiana Foundation Grant for #COVIDSAFE Campaign

BATON ROUGE, LA – BATON ROUGE, LA – The Baton Rouge Health District received a \$50,000 grant from the [Blue Cross and Blue Shield of Louisiana Foundation - Community Crisis and Disaster Response Grant program](#). This funding will help expand the Health District’s recently announced [#COVIDSAFE campaign](#) to promote COVID vaccination among Baton Rouge area healthcare workers as well as associated community outreach.

“While the arrival of COVID-19 vaccines is hopeful, we know some people are hesitant,” said John Spain, Baton Rouge Health District board chair and executive vice president for the Baton Rouge Area Foundation. “That’s why our area healthcare workers are leading by example to roll up their sleeves and share their stories in this campaign. We are excited to partner with the Blue Cross and Blue Shield of Louisiana Foundation through this grant opportunity to help make our region and state #COVIDSAFE together.”

The #COVIDSAFE campaign, which launched earlier this month, is raising awareness about the COVID-19 vaccine. The campaign shares stories from front-line healthcare workers across the Baton Rouge Health District, who are among the first to receive the vaccine. A new [brcovidsafe.com](#) website and social media channels linked to the hashtag #COVIDSAFE have been established to share news and updates. The [first major #COVIDSAFE article](#) appeared in the Advocate newspaper across the State of Louisiana this past Sunday, with more outreach communication to follow over the next months.

“Vaccination is an essential part of the recovery of our people and our economy,” said Michael Tipton, president of the Blue Cross Foundation. “We are proud to support healthcare workers and their families, and grateful to them for sharing their experiences about the safety and efficacy of vaccination for all.”

#COVIDSAFE will provide T-shirt and sticker rewards to Health District healthcare heroes as they complete their COVID-19 vaccines. The campaign will collect and share vaccination experience photos and stories across the community. This coordinated initiative among Baton Rouge Health District member institutions promotes the COVID vaccine primarily through healthcare employees, who serve as role models and leaders for the general public. The media campaign recognizes healthcare heroes getting vaccinated so they can continue to protect and serve their patients. Their stories build public confidence in the effectiveness of this vaccine by providing accurate and relevant information.



Healthcare heroes across the Baton Rouge Health District are getting #COVIDSAFE.

COVID SAFE is an initiative of the Baton Rouge Health District, guided by communication leaders from its member institutions, which include Ochsner Health, Mary Bird Perkins Cancer Center, Our Lady of the Lake Regional Medical Center, Baton Rouge Area Foundation, Woman’s Hospital, Pennington Biomedical Research Center, Baton Rouge General Medical Center, and Blue Cross and Blue Shield of Louisiana.

About the Baton Rouge Health District

The Baton Rouge Health District is a coalition of patient-focused, innovative healthcare organizations committed to the vision of a world-class, high performing health destination at the heart of a healthy and vibrant community. As a non-profit organization, the Health District promotes collaboration among healthcare providers, government officials, payors, higher education institutions and others to implement a master plan that will enhance healthcare and economic development in Baton Rouge. Founding members of the Baton Rouge Health District include Baton Rouge Area Foundation, Baton Rouge General Medical Center, Blue Cross Blue Shield of Louisiana, Mary Bird Perkins Cancer Center, Our Lady of the Lake Regional Medical Center, Ochsner Health, Pennington Biomedical Research Center at Louisiana State University and Woman's Hospital. More information is available at <http://brhealthdistrict.com/>

About the Blue Cross and Blue Shield of Louisiana Foundation

The Blue Cross and Blue Shield of Louisiana Foundation works each day to improve the health and lives of Louisianians by empowering everyday people to do extraordinary good. By building and funding coalitions of friends, families and neighbors, the Foundation hopes to build a healthier Louisiana, particularly for its children. The Foundation is funded solely by Blue Cross and Blue Shield of Louisiana, but is a separate 501(c)(3) nonprofit entity. Together, Blue Cross and the Blue Cross Foundation invest \$3.5 million each year into Louisiana's communities and nonprofits.

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