

Better Together Community Pledge FAQs

Last Update: April 1, 2021

Please refer to the information below for answers to frequently asked questions about our **Better Together Community Organization Pledge**.

If you'd like to learn more about the COVID-19 vaccine, please visit our [Coronavirus Resource Center](#).

Q: Why did you launch this campaign?

A: At CareFirst, we believe in doing the right thing. And we believe it is our responsibility as an employer and representatives of CareFirst to shape positive health behaviors and improve the state of health in our communities. Once again, this pandemic has allowed us to reveal the best of who we are, and we want to encourage fellow business leaders to play their part in this historic national vaccine effort.

Q: What's the purpose of the pledge?

A: The purpose of the Better Together pledge is to unite community leaders to play their part in ending the pandemic by educating, encouraging, and supporting their employees to get the COVID-19 vaccine when they are able.

Q: Who can sign the pledge?

A: The pledge is open to all businesses and organizations. Community leaders can sign the pledge on behalf of their organization.

Q: Can my employees sign the pledge?

A: The pledge is not intended for employees, just organizations and businesses. One pledge per organization/business is all that's required. We encourage business leaders to begin their own employee pledge campaigns and have offered resources in the toolkit that is available after you sign the pledge.

Q: Why should I sign the pledge?

A: As community leaders, it is our responsibility to do our part, to use our resources for the greater good in this national vaccine initiative. As part of the pledge campaign, CareFirst is committed to donating \$1,000 for each organization pledge we receive, up to a total of \$1 million. By signing the pledge, you will directly impact a community partner helping the region's vaccination efforts.

Community partners include:

- CASA de Maryland
- United Way of the National Capital Area
- West Virginia Health Right

Q: Can you tell me more about these organizations?

A: CASA de Maryland

CASA de Maryland is a Latino and immigration advocacy and assistance organization based in Maryland, with a major focus in Prince George's County, Montgomery County, and Baltimore City. In addition to providing employment placement, workforce development and training, citizenship and legal services, and literacy training, CASA offers immigrant communities health education and access services.

CareFirst currently provides grant funds to CASA in support of increased capacity and hours of operation for a multilingual health hotline, health system navigation assistance, and medical interpretation services for vulnerable populations. They offer large-scale, contactless food delivery in Baltimore City and direct cash assistance to thousands of families.

CASA has partnered with the University of Maryland Medical School to stand up a vaccine site in Langley Park, ensuring Latinx populations were represented in Moderna's clinical trials, and will ultimately administer vaccines at this same site.

CASA's concentrated efforts to deliver culturally appropriate care and outreach meets social needs, bolsters vaccine safety, and ensures trust to create readiness for vaccine adoption for a historically vulnerable population.

United Way of the National Capital Area

United Way of the National Capital Area improves the lives of underserved individuals in Washington, D.C. and surrounding counties in Maryland and Virginia by focusing community resources on creating measurable and lasting impact, and fighting for the health, education and financial stability of every person in the community.

To improve equitable access to the COVID-19 vaccine, United Way is partnering with Lyft and other corporate and community-based nonprofit partners like CareFirst to coordinate free rides for individuals without transportation to a vaccine site. By leveraging its 2-1-1 call center, United Way dispatches rides within local markets areas at no cost to seniors, people of color, and those living in vulnerable populations.

United Way of the National Capital Area is also working with the Choose Healthy Life: Black Clergy Program to raise community awareness of COVID 19. In partnership with 10 churches in D.C.'s Wards 7 and 8, Prince George's County, pockets of Montgomery County, and Alexandria, Virginia, United Way is connecting individuals to testing and contact tracing to help reduce the spread of the virus where disproportionate infection and death rates are impacting Black and Brown communities.

West Virginia Health Right

West Virginia Health Right provides quality comprehensive health care and education to nearly 28,000 West Virginians, including impoverished, low income and under- and uninsured adults in the Charleston area – regardless of insurance or financial status.

Through our current partnership, CareFirst provides West Virginia Health Right with funding to support up to 400 COVID-19 tests daily. West Virginia Health Right has also assisted in providing more than 5,000 COVID-19 vaccines at mass vaccination clinics hosted by the Kanawha-Charleston Health Department.

Q: Will my organization get anything for signing the pledge?

A: Yes. Organizations that take the pledge will be given the opportunity to add a logo and a personal message to our virtual pledge wall. You will also receive an employer toolkit to help advance your own vaccination efforts, which includes:

- Press release template announcing the organization has joined our pledge
- Sample president's message announcing the campaign
- About the campaign (can be used for an email or intranet article)
- Campaign FAQs
- Vaccine articles
- Social media posts

After taking the pledge, you can add your logo to our site by either uploading it directly to the pledge wall or emailing us a file at communitypledge@carefirst.com.

Preferred formats are .png or .gif files. Jpgs are also acceptable if you cannot provide files in the preferred formats.

Q: Can I sign the pledge on behalf of my organization or business if some of our employees cannot get the vaccine for medical or religious reasons?

A: We encourage you to still take the pledge to demonstrate your company's commitment to supporting the nation's historic vaccine effort. We understand (and recommend) that people should talk to their doctor about whether and when to get the vaccine based on their circumstances and personal preferences.