

Beyond Corporate Sustainability:

A health insurer's plan to combat climate change and advance health equity



MASSACHUSETTS

GREEN@BLUE

INTEGRATED ACTION

1. OUR OWN RESPONSIBILITY
2. OUR WORK TO ADVANCE ENVIRONMENTAL JUSTICE
3. OUR ROLE AS A TRUSTED COMMUNICATOR

STEP 1:

Our environmental responsibility

Environmental Sustainability

Since 2010, we have reduced our company's impact on the environment in meaningful ways.



- Improve GHG accounting practices to account for scope 3 emissions
- Work towards carbon neutrality and zero waste
- Develop best in class environmentally responsible procurement program
- Help our associates bring sustainability home



Goal 2

ZERO HUNGER

Committed nearly \$600,000 to not-for-profits addressing the rising rate of food insecurity in communities across the state due to COVID-19.

Launched a Community and Employee Meal Program in partnership with our food service provider, FLIK, that brought back furloughed cafeteria staff while offices were closed to prepare nearly 140,000 healthy meals for families in need, valued at \$2.5M.

Utilized our company gardens to donate 3,000 lbs. of fresh, local produce to be used in our Community and Employee Meal Programs.

Partnered with Project Bread and their COVID-19 response efforts with the Department of Elementary and Secondary Education, schools and community partners to provide families with access to school meals while schools were closed during the pandemic.

Committed to locally sourcing 75% of the food served in our offices.



Goal 3

GOOD HEALTH AND WELL-BEING

Waived cost share for all COVID-19 tests and treatment.

Provided a grant that allowed Health Care for All to hire two multi-lingual HelpLine Counselors, providing vital assistance to non-English speakers disproportionately affected by the COVID-19 pandemic.

Funded a 5-year study with Massachusetts General Hospital to support research for a promising treatment of diabetes.

Creating a national model with East Boston Air Coalition to improve airquality in communities with high levels of ultrafine particles (UFPs).



Goal 12

RESPONSIBLE CONSUMPTION AND PRODUCTION







Reduced our waste to landfill by 76% and paper consumption by 85% since 2010.

Committed to becoming a zero-waste organization.

Converted our food service ware to compostable and recyclable.

Hosted a company-wide electronic waste drive that enabled employees to safely recycle 727 lbs. of unwanted personal and home electronics.

NEW GOALS & TARGETS

 <p>2.1 - Universal access to safe & nutritious food</p> <p>2.4 - Sustainable food production & resilient agricultural practices</p>	 <p>3.5 - Prevent & treat substance abuse</p> <p>3.8 – Achieve universal health coverage</p> <p>3.9 - Reduce illnesses & death from hazardous chemicals & pollution</p>	 <p>10.2 – Promote universal social, economic and political inclusion</p> <p>10.3 – Ensure equal opportunities and end discrimination</p>
 <p>11.2 – Affordable and safe transport systems</p> <p>11.6 – Reduce the environmental impact on cities</p> <p>11.7 – Provide access to safe and inclusive green and public spaces</p>	 <p>12.2 – Sustainable management & use of natural resources</p> <p>12.5 – Substantially reduce waste generation</p> <p>12.8 - Promote universal understanding of sustainable lifestyles</p>	 <p>13.1 – Strengthen resilience and adaptive capacity to climate related disasters</p> <p>13.2 – Integrate climate change measures into policies and planning</p> <p>13.3 – Build knowledge and capacity to meet climate change</p>

STEP 2:

ADVANCE ENVIRONMENTAL JUSTICE (A PILLAR OF OUR HEALTH JUSTICE STRATEGY)

MAKING IT EASIER TO BE HEALTHY

A healthy lifestyle should be accessible to everyone. See what we're doing to make it a reality.



True change happens when equity is at the center

Our Corporate Citizenship approach is rooted in health justice. We're deeply committed to helping all Massachusetts residents lead healthy lives and ensuring equitable access to the environments, experiences, and education needed for good health.

Through our partnerships with civic and community leaders, we focus on overcoming the immediate barriers that prevent us from achieving physical, mental, and emotional wellness, and working to dismantle their root causes.



Food justice

Ensuring access to healthy, culturally relevant food and to build a sustainable food system



Environmental justice

Overcoming the disproportionate impact of pollution and environmental degradation on under-resourced communities



Racial justice

Striving to eliminate systemic, interpersonal, and institutional racism that contributes to disparate health outcomes



OUR MISSION

GreenRoots works to achieve environmental justice and greater quality of life through collective action, unity, education and youth leadership across neighborhoods and communities.



Mission

Eastie Farm is dedicated to pursuing climate justice, improving food access, and fostering community resilience through the development of interactive urban agricultural spaces and environmental education programs in which residents of all ages and backgrounds are encouraged to learn and take part in the production of healthy, locally-grown, and culturally relevant foods.

STEP 3:

COMMUNICATE, EDUCATE, EMPOWER



YALE PROGRAM ON
Climate Change
Communication



United States

50%

74%

25%

Interested

Not at all interested



YALE PROGRAM ON
Climate Change
Communication



The impacts of global warming on your local community



Interested

Not at all interested

The impacts of global warming elsewhere in the United States



Interested

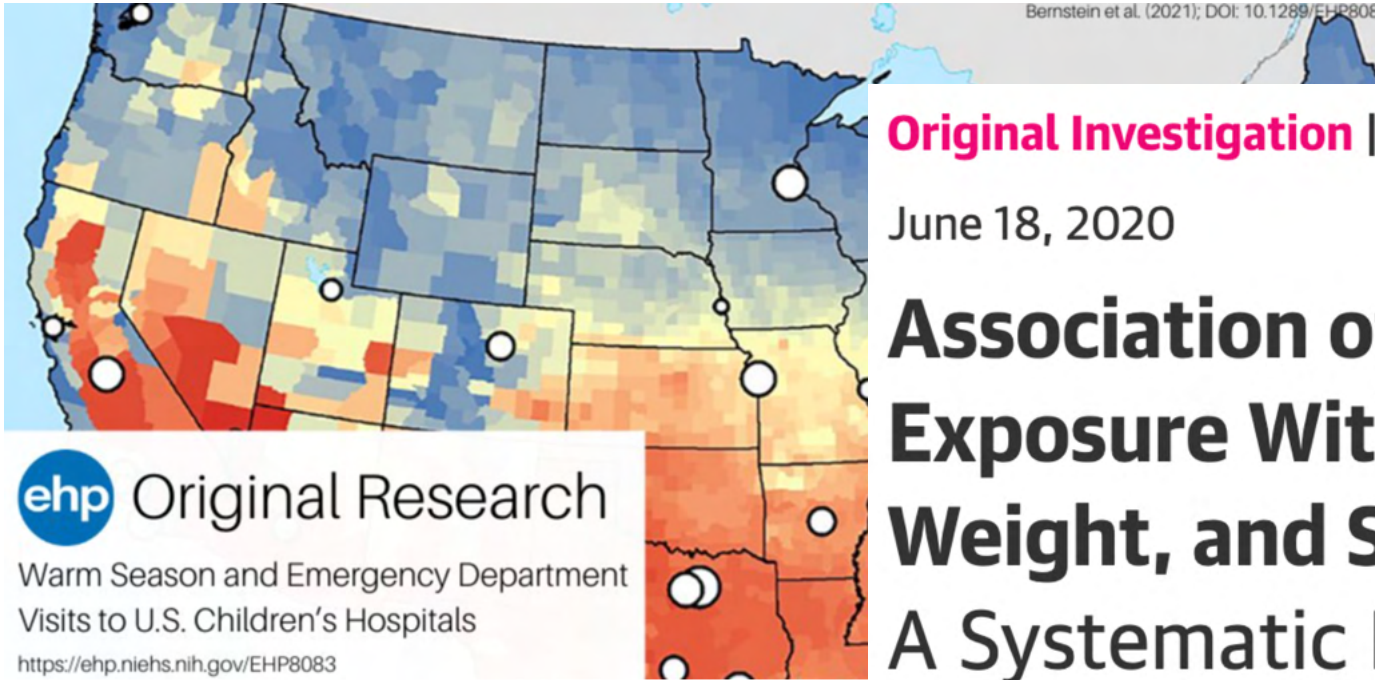
Not at all interested

The impacts of global warming around the world



Interested

Not at all interested



Original Investigation | Environmental Health

June 18, 2020

Association of Air Pollution and Heat Exposure With Preterm Birth, Low Birth Weight, and Stillbirth in the US

A Systematic Review

Bruce Bekkar, MD¹; Susan Pacheco, MD²; Rupa Basu, PhD^{3,4}; et al

CLIMATE CHANGE DECREASES THE QUALITY OF THE
AIR WE BREATHE



When 'Do No Harm' Means Evacuating Hospitals in California

Medical evacuees are the new refugees of climate change.

Nov. 1, 2019



COMMUNICATE AND EMPOWER

- PROVIDE OPPORTUNITIES FOR ASSOCIATES TO LEARN ABOUT CLIMATE AND ENVIRONMENTAL ISSUES
- EDUCATE ASSOCIATES, MEMBERS, PARTNERS ABOUT ENVIRONMENT AND HEALTH CONNECTIONS
- SUPPORT AND INCENTIVIZE ACTION
- WORK IN PARTNERSHIP WITH MUNICIPAL LEADERS AND LAWMAKERS TO ADVANCE HEALTHIER ENVIRONMENTS FOR HEALTHIER PEOPLE IN THE COMMUNITIES WE SERVE

Our Members & Customers



2.8M

Members



24K

Employer customers

Our Customers Include

- 79% of MA cities and towns
- 112,487 federal employees

Participating Provider Network



67,138
Providers



74
Hospitals



The Power of Blue

The Blue Cross Blue Shield Association is a national association of 36 independent, community-based and locally operated Blue Cross Blue Shield companies.

Insures 1 in 3 Americans

110M members in
U.S. and Puerto Rico

Committed to Local Communities

\$382M in
charitable giving

Largest Provider Network

96% of hospitals
and 95% of
providers

All data as of December 31, 2020

Coverage

Health news stories

A doctor's guide to health in a changing climate



DR. AARON BERNSTEIN

In a new Coverage series, a physician explores the ways health and health care are affected by climate change

DR. AARON BERNSTEIN | NEWS SERVICE OF BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

Green resolutions

'The biggest opportunity we have to change our lives and protect our children's future'



BEVERLY FORD

Symposium of Boston's teaching hospitals explores 'watershed moment' for climate crisis and medicine

BEVERLY FORD | NEWS SERVICE OF BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

A child's right to breathe



DR. AARON BERNSTEIN

We can all take steps to address race and health disparities that contribute to asthma and other illnesses

DR. AARON BERNSTEIN | NEWS SERVICE OF BLUE CROSS BLUE SHIELD OF MASSACHUSETTS



Recruiting our 2022 BlueCrew Leadership Council



CORPORATE CITIZENSHIP 101

“We basically have three choices: mitigation, adaptation, and suffering. We’re going to do some of each. The question is what is the mix going to be. The more mitigation we do, the less adaptation will be required, and the less suffering there will be.”

-John Holdren, Climate Advisor to President Obama,
4th IPCC Launch, 2007



LINDSEY.BUTLER@BCBSMA.COM
T: @DRLINDSEYBUTLER