

The Power of Blue

IN TENNESSEE

In 2016, BlueCross BlueShield of Tennessee invested almost \$10.5 million in charitable efforts in Tennessee.

Major charitable investments in 2016 included:

- \$1 million to make GoNoodle free for all Tennessee public elementary schools
- \$1 million for the Healthier Tennessee statewide wellness initiative
- \$300,000 for equipment and installation of three Fitness Zones in Chattanooga
- \$300,000 for development of the Step-Up Chattanooga internship program in partnership with Public Education Foundation
- \$250,000 to support state and local law enforcement agencies' efforts to decrease overdose deaths from opioid/narcotic abuse in Tennessee
- \$150,000 for the Be Well at NPL wellness program at six Nashville locations
- \$100,000 for the Vision 2020 Health Ambassador program launched by Women's Foundation for a Greater Memphis
- \$100,000 to support rural health programs promoting healthy habits in East Tennessee in partnership with the Tennessee Institute of Public Health at ETSU



Beyond financial support, about two-thirds of BlueCross employees across the state volunteered their time to local causes in 2016. Nearly 4,000 employee volunteers logged more than 10,000 hours statewide as part of the company's Team Blue volunteer program.

WE FOCUS OUR CHARITABLE INVESTMENTS IN THREE AREAS:



ACCESS

to prevent disease and improve population health, particularly among vulnerable populations



ACTIVITY

to promote physical activity and expand resources to achieve better physical well-being



ADDICTION

to mitigate the damaging effects of substance abuse, with a focus on prescription pain medications