

Community Engagement and Walgreens Flu Campaign – Keeping Your Neighborhood Healthy

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Community Outreach

NUL Promo Video



VIDEO PLACE HOLDER

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AARP/NUL Walgreens Health Tour

- In April 2009, AARP and Walgreens launched a two-year national wellness tour to bring free health screenings to more than 3,000 communities across the US and Puerto Rico.
- Offers free glucose, total cholesterol, blood pressure, body mass index, waist circumference and bone density screenings.
- Of those tested last year, 73% had high blood pressure, 68% had high body mass index and 55% had low bone density.



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Why Important?

- Why are Community Outreach Programs important in the context of flu?
 - Health Care destination
 - Trust
 - Awareness
 - Target at Risk



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Voucher Program

- \$10 Million Voucher donation to the US Department of Health and Human Services
- Over \$1 Million in Free Flu Shot Vouchers for Uninsured patients
- Additional Vouchers for Strategic Partnerships



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Voucher Program Reach

National Organizations

- AARP
- AmeriCares
- American Diabetes Association
- CDC thru HMA
- League of United Latin American Citizens (LULAC)
- National Urban League

Local Organizations

- Community Health Clinics (Ex. Joslin Clinic, Access Living)
- Faith Based Organizations (Ex. Catholic Charities, Mega Churches)
- Food Banks
- Local Area Tribes (Ex. Choctaw Apache Tribe of Ebarb, LA)
- Neighborhood Non-Profit Organizations (Ex. Boys & Girls Club)
- Salvation Army locations

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Leverage Existing Programs



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Strategic Marketing



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Heritage Month Celebration



**Walgreens proudly supports
Hispanic heritage this month -
and all year long.**

Walgreens/LULAC
Hispanic Heritage Month Health Fair

When: Saturday, October 2
12:00pm to 4:00pm

Where: Walgreens
121 N. Zaragoza St.
San Antonio, TX

- ✓ FREE Flu Shot Vouchers for Uninsured Patients
- ✓ FREE Health Screenings
- ✓ FREE Product Samples & Coupons
- ✓ Information to Fight Childhood Obesity
- ✓ Music and Fun for the Whole Family!

For details about our Community Corner program, which helps
connect diverse products like music, visit Walgreens.com/ta

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Partnerships - Creating Healthier Communities



VIDEO PLACE HOLDER

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Keys to Our Program Success

- Leveraging Employee Network
- Key Partnerships
- Create Events



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Lessons Learned

- Increase Multicultural Marketing Efforts
- Focus on “Global to Local” Strategy
- The Earlier, The Better!

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