

Racial Disparity Task Force

January 22, 2021



OBJECTIVE:

Motivate at least 70%
of Michiganders 16 and older
to get the COVID-19 vaccine
by December 31, 2021



STRATEGY

Appeal to Michiganders' desire to protect their families and loved ones (“I am a protector”) and make meaningful progress toward returning to the life they miss. Overcome objections with facts/evidence the vaccine was tested on diverse populations-- people just like them--being transparent and humanizing the vaccine process and patients.

CAMPAIGN OVERVIEW

- Conducted quantitative research of 2,100 Michiganders
- Focus group tested six groups of people who identified as somewhat likely or somewhat unlikely to get the vaccine – three groups of African American adults, two groups of Caucasian adults and one group of Hispanic and Arabic adults
- Launched a mass media campaign including TV, radio, streaming TV, print, social media and digital media
- Developed community outreach and engagement programs with beauty shops, black fraternities and sororities, faith-based leaders, minority small business owners, homeless shelters and more.
- Worked with state-wide media on story placement
- Engaged influencers to share messaging across their platforms
- Worked with state organizations to share messaging across their members

RESEARCH

KEY THEMES AND CONCERNS

**TOP REASONS
FOR NOT GETTING
A VACCINE AS
SOON AS POSSIBLE.**

KEY THEMES ARE

**SAFETY, EFFECTIVENESS
AND TRUST.**

67% are concerned about side effects.

66% don't want to feel like a test subject.

65% need to know more about its safety.

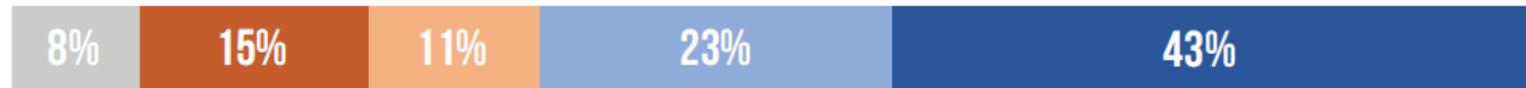
62% need to know how it performs over time.

61% need to learn more about effectiveness.

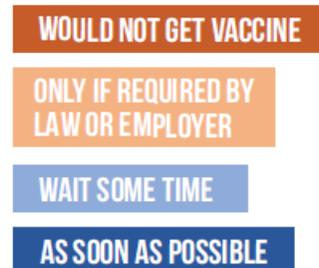
58% concerned politicians push out vaccine before it's safe.

LIKELIHOOD TO GET VACCINE

66% OF MICHIGANDERS ARE “LIKELY” OR “VERY LIKELY” TO GET THE COVID-19 VACCINE.



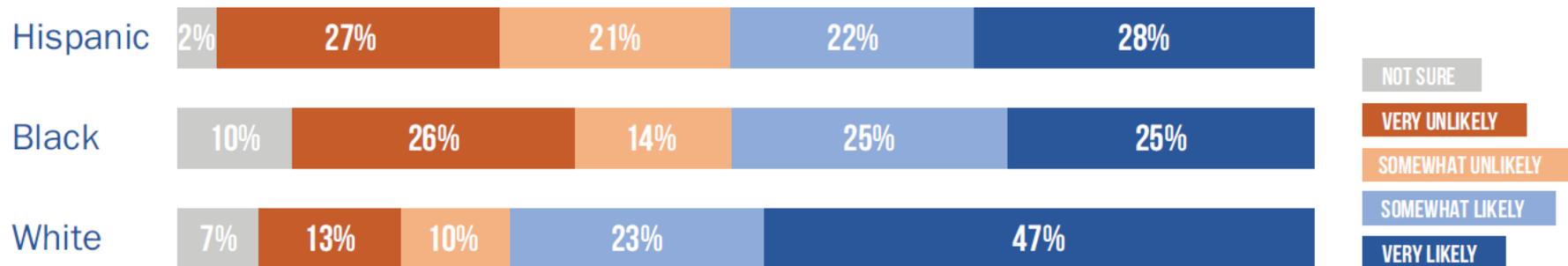
34% WOULD GET VACCINATED “AS SOON AS IT IS AVAILABLE.”



RACE

STRIKING DIFFERENCES IN VACCINE ADOPTION BY RACE

47% of whites are “very likely” vs. 25% of black respondents.



KEY THEMES

Publish stories of personal vaccination journeys.

“I want to see African Americans. I want to see Asians, Europeans, everyone. I want to see what happened.”

Alicia B, 41, African American

KEY THEMES

Stress vaccine development
underway before COVID-19.

“Because it would demonstrate, to me, that it's not something entirely new, that they've had their hands on the pulse of potential pandemics coming down the line and that this would have possibly been in their purview, in terms of having to do something about it.”

David, 56, African American

KEY THEMES

Be real, factual and transparent.

“I need to see some actual more facts. I need percentages. What are the side effects? You're just like, go take this vaccine, and we're going to get back to normal. But how does that actually affect me afterwards?”

AJ, 42, African American

KEY THEMES

Punctuate vaccine was tested on variety of populations — diverse races, ages, weights and health conditions.

“We're all different heights, weights, colors, everything, so the fact that there's a sampling of all of those different characteristics definitely is important. And I think if that information came out, that would definitely go towards making people feel more comfortable...”

Alicia, 48, African American

KEY THEMES

Compare to common vaccines process.

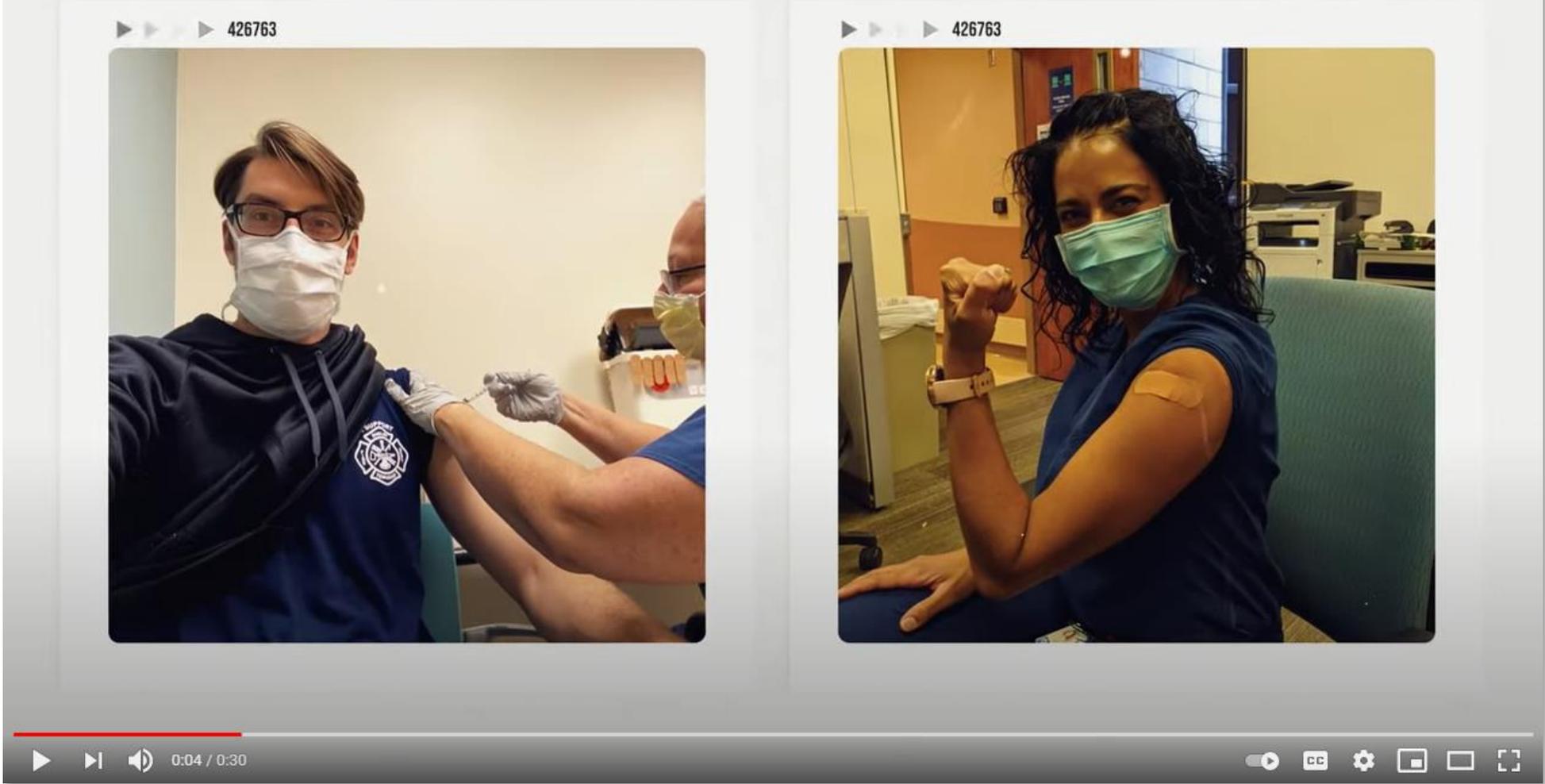
“I like seeing that it's a tried and true path. So really seeing how the process worked out, I think that that would help make me feel a little more confident. I love that this one not only talks about polio or measles, but the more recent, whooping cough, so definitely brings that to my attention.”

Urana, 40, Caucasian

PAID MEDIA

TELEVISION

- Three television spots emphasizing key messages from statewide survey and focus groups
- Specific emphasis on programming that reaches the African American audience
- TV spots run through paid television, cable, statewide broadcasting association, statewide cable association, connected TV, YouTube, digital and social media
- Schedule running on MEA TV



DOSE OF HOPE
YOUTUBE
BOX



FAMILIAR PATH
YOUTUBE
BOX



THRESHOLDS
YOUTUBE
BOX

RADIO

- Two radio spots emphasizing key messages from the statewide survey and focus groups
- Specific emphasis on stations that reach the African American audience
- Schedule running on MEA radio translated in Arabic
- Schedule running on Hispanic radio stations translated in Spanish
- Radio spots running through paid radio, statewide association, Pandora, radio streaming and podcasting



Vaccine Journey
:30 Radio (COVID Vaccine)

0:09 / 0:30

VACCINE JOURNEY :30
YOUTUBE
BOX



Vaccine Journey
:60 Radio (COVID Vaccine)

0:20 / 1:00

VACCINE JOURNEY :60
YOUTUBE
BOX



VACCINE JOURNEY ARABIC
[YOUTUBE](#)
[BOX](#)



VACCINE JOURNEY SPANISH
[YOUTUBE](#)
[BOX](#)

RADIO STATIONS

African American

WMXD-FM

WDMK-FM

WJLB-FM

WMXD-FM

WDZZ-FM

WRCL-FM

WDPW-FM

WNWZ-FM

WWSJ-FM

WTOU-AM

WQHH-FM

WUVS-FM

WVIB-FM

WTLZ-FM

WHPR-FM*

WADL-AM*

Hispanic

WDTW-AM

WSDS-FM

WMJH-AM

Arab American

MEA

*included in future buys

SEGMENTATION DEFINITIONS

All segments are Age 18+ and exclude those "Very Likely" to get the vaccine

Segment	Definition	Research/Messaging
Hispanic Vaccine Skeptics	<ul style="list-style-type: none">• Hispanics who do not say they are "Very Likely" to get the vaccine• 75% under age 35• 56% female	<ul style="list-style-type: none">• 50% are distrustful of vaccine• 64% concerned about side effects• Segment puts a lot of trust in physician More likely to respond to: <ul style="list-style-type: none">• The COVID-19 vaccine will help all our communities beat the virus.
Black Vaccine Skeptics	<ul style="list-style-type: none">• Black/African-Americans who do not say they are "Very Likely" to get the vaccine• 42% are under 25• 76% live in Wayne County or Southeast Michigan• Skews more heavily female	More likely to respond to: <ul style="list-style-type: none">• The COVID-19 vaccine is our best shot from being free from this pandemic.• The COVID-19 vaccine is the first step on our road to recovery.
Non-White Institution Skeptics	<ul style="list-style-type: none">• Non-White and have an income less than \$75K• Do Not Trust Family physician or Dr. Fauci or CDC or FDA• 65% are under age 34• May get vaccine sooner with positive reports	More likely to respond to: <ul style="list-style-type: none">• The COVID-19 vaccine is our best shot from being free from this pandemic.• The COVID-19 vaccine is the first step on our road to recovery.

HISPANIC VACCINE SKEPTICS

BOX

**A VACCINE ALONE
WON'T STOP
COVID-19.**



**LET'S GET
TOGETHER**

**LET'S GET
VACCINATED**

AND GET OUR LIVES BACK.



LEARN ABOUT THE VACCINE

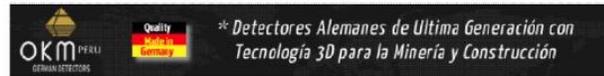


HISPANIC VACCINE SKEPTICS



Detectores Perú
SCHONSTEDT: DETECTOR DE CABLES Y TUBERÍAS
Schonstedt Rex
Schonstedt XTFC

Artículos en Internacional



OKM PERU GERMAN DETECTORS
Quality Germany
* Detectores Alemanes de Última Generación con Tecnología 3D para la Minería y Construcción



TODO A MENOS DE S/ 99
INIO
COMPRAS 100% SEGURAS

Publicado el 20/01/21

Joe Biden: Estas son sus frases más significativas al jurar como presidente de EE.UU



El presidente de Estados Unidos, Joe Biden, ofreció este miércoles un potente discurso en su investidura tras jurar su cargo, en el que hizo un llamado a la "unidad" para cuidar la "frágil y preciosa" democracia.

Like 0 | Twitter

Publicado el 20/01/21



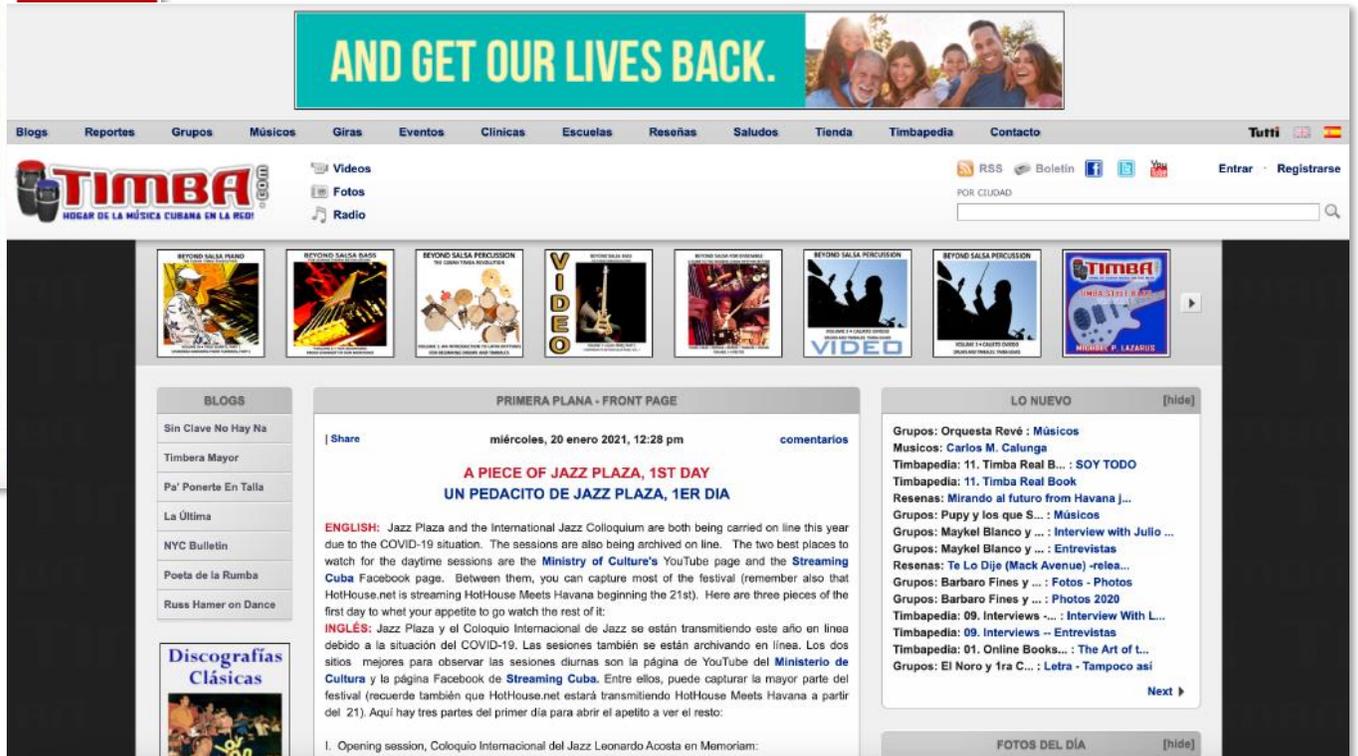
EXP 4500
DETECTORES DE METALES 3D
OKM PERU GERMAN DETECTORS
Web: www.okmperu.com /detectorsperu



AND GET OUR LIVES BACK.



OFERTAS MES DE VERANO ENERO 2021



AND GET OUR LIVES BACK.

Blogs Reportes Grupos Músicos Giras Eventos Clínicas Escuelas Reseñas Saludos Tienda Timbapedia Contacto Tutti

Videos Fotos Radio

RSS Boletín Entrar Registrarse

FOR CIUDAD

TIMBA WOGAR DE LA MÚSICA CUBANA EN LA RED!

BEYOND SALSA PERCUSSION BEYOND SALSA PERCUSSION BEYOND SALSA PERCUSSION VIDEO BEYOND SALSA PERCUSSION BEYOND SALSA PERCUSSION BEYOND SALSA PERCUSSION

BLOGS

- Sin Clave No Hay Na
- Timbera Mayor
- Pa' Ponerte En Talla
- La Última
- NYC Bulletin
- Poeta de la Rumba
- Russ Hamer on Dance

Discografías Clásicas

PRIMERA PLANA - FRONT PAGE

Share | miércoles, 20 enero 2021, 12:28 pm | comentarios

A PIECE OF JAZZ PLAZA, 1ST DAY
UN PEDACITO DE JAZZ PLAZA, 1ER DIA

ENGLISH: Jazz Plaza and the International Jazz Colloquium are both being carried on line this year due to the COVID-19 situation. The sessions are also being archived on line. The two best places to watch for the daytime sessions are the **Ministry of Culture's** YouTube page and the **Streaming Cuba** Facebook page. Between them, you can capture most of the festival (remember also that HotHouse.net is streaming HotHouse Meets Havana beginning the 21st). Here are three pieces of the first day to whet your appetite to go watch the rest of it:

INGLÉS: Jazz Plaza y el Coloquio Internacional de Jazz se están transmitiendo este año en línea debido a la situación del COVID-19. Las sesiones también se están archivando en línea. Los dos sitios mejores para observar las sesiones diurnas son la página de YouTube del **Ministerio de Cultura** y la página Facebook de **Streaming Cuba**. Entre ellos, puede capturar la mayor parte del festival (recuerde también que HotHouse.net estará transmitiendo HotHouse Meets Havana a partir del 21). Aquí hay tres partes del primer día para abrir el apetito a ver el resto:

I. Opening session, Coloquio Internacional del Jazz Leonardo Acosta en Memoriam:

LO NUEVO [hide]

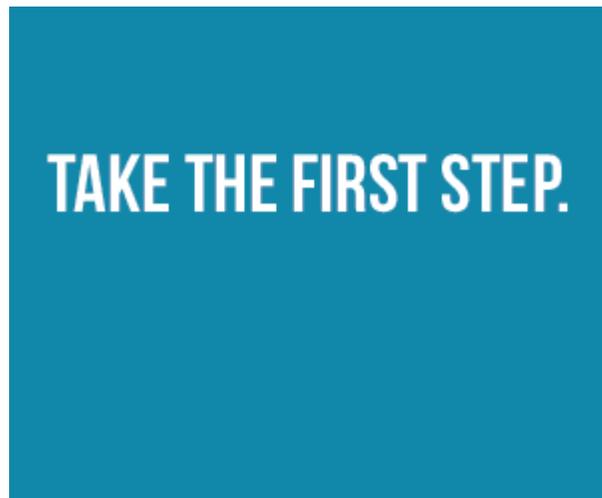
Grupos: Orquesta Revé : Músicos
Músicos: Carlos M. Calunga
Timbapedia: 11. Timba Real B... : SOY TODO
Timbapedia: 11. Timba Real Book
Resenas: Mirando al futuro from Havana J...
Grupos: Pupy y los que S... : Músicos
Grupos: Maykel Blanco y ... : Interview with Julio ...
Grupos: Maykel Blanco y ... : Entrevistas
Resenas: Te Lo Dije (Mack Avenue) -relea...
Grupos: Barbaro Fines y ... : Fotos - Photos
Grupos: Barbaro Fines y ... : Photos 2020
Timbapedia: 09. Interviews ... : Interview With L...
Timbapedia: 09. Interviews ... : Entrevistas
Timbapedia: 01. Online Books... : The Art of L...
Grupos: El Noro y 1ra C... : Letra - Tampoco así

Next ▶

FOTOS DEL DÍA [hide]

BLACK VACCINE SKEPTICS

BOX



BLACK VACCINE SKEPTICS

The screenshot shows the EBONY website homepage. At the top left is the EBONY logo with a hamburger menu icon. To its right are navigation links: NEWS, ENTERTAINMENT, LIFESTYLE, CAREERS & FINANCE, VIDEOS, and INSIDE EBONY. A search icon is in the top right corner.

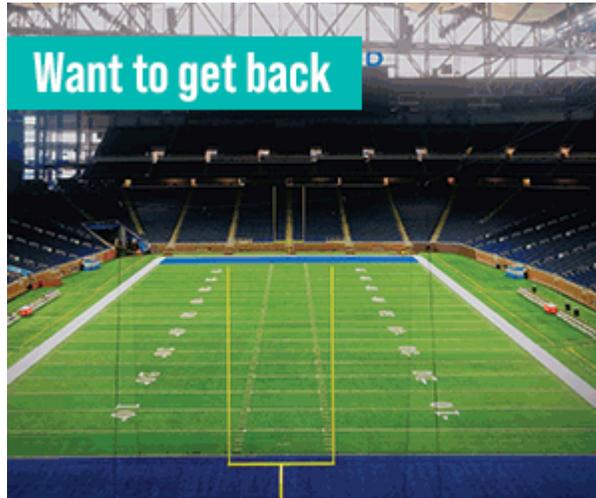
The main content area features two article cards. The top card is titled "TOPICALS, TWO WOMEN OF COLOR ARE CHANGING THE SKIN GAME ONE FLARE UP AT A TIME" by SHARIAH MCKENZIE, dated DECEMBER 1, 2020. It includes a photo of two women and a "BEAUTY" category tag. The bottom card is titled "EBONY'S TOP 5 SKIN PRODUCTS BY ECZEMA HONEY" by STARR SAVOY, dated DECEMBER 1, 2020. It includes a photo of various skin products and a "BEAUTY" category tag.

On the right side, there is an advertisement for COVID-19 vaccines. The ad features a background image of a road and text that reads: "ADVERTISEMENT", "THE ROAD TO RECOVERY", and "BEGINS WITH THE COVID-19 VACCINE.".

At the bottom of the page, there is a banner with the text "New normal Same Cancer" and a photo of a woman wearing a face mask. To the right of the photo, it says "Don't wait Contact your doctor Get checked" and "#NewNormalSameCancer".

NON-WHITE INSTITUTION SKEPTICS

BOX



NON-WHITE INSTITUTION SKEPTICS

CONVENIENT COVID-19 TESTING

At-Home & Drive-Thru Options Available



ORDER NOW QuestDirect™

HEALTH



Ribbon Cutting Held for OSU College of Osteopathic Medicine at the Cherokee Nation in Tahlequah

TAHLEQUAH, Okla. — The Cherokee Nation and Oklahoma State University celebrated another milestone with the official ribbon cutting ceremony at the OSU College of Osteopathic Medicine at the Cherokee Nation on Friday, Jan. 15.

BY NATIVE NEWS ONLINE STAFF |

JANUARY 17, 2021

The COVID-19 vaccine is our best shot.

LEARN ABOUT THE VACCINE



BREAKING NEWS

sky news عربية

Want to get back to this life?

إنفوغرافيك.. مقارنة بين لقاحات كوفيد-19

مقارنة بين لقاحات كورونا المعروفة

27 نوفمبر 2020 - 17:40 بتوقيت أبوظبي



CHINESE ZODIAC

Year of the Ox

By Peifei He & Chloe Chiao • 8 min read

The Ox is the second of all zodiac animals. According to one myth, the Jade Emperor said the order would be decided by the order in which they arrived to his party. The Ox was about to be the first to arrive, but Rat tricked Ox into giving him a ride. Then, just as they arrived, Rat jumped down and landed ahead of Ox. Thus, Ox became the second animal.

The Ox is also associated with the Earthly Branch (地支 / dì zhǐ) Chǒu (丑) and the hours 1-3 in the morning. In terms of yin and yang (阴阳 / yīn yáng), the Ox is Yang.

Oxen are the hard workers in the



KEEP READING

Chinese New Year Desserts: Sweets, Treats and Tasty Bats

By Amanda Xu • 8 min read



Fashion or Tradition? What to Wear on Chinese New Year



ALL SEGMENTS

BOX



Michigan's health care providers



are leading the way...



back to the lives we love.

Join them.
Get vaccinated.

Join them.
Get vaccinated.

LEARN ABOUT THE VACCINE



SOCIAL MEDIA

- Regular content focusing on key themes from research
- Health care professional static series with additional posts added daily
- Health care professional video series with honest reports on physical effects of vaccine

SOCIAL MEDIA ASSETS

BOX

 Michigan Department of Health and Human Services  Just now · 

After getting the COVID-19 vaccine, Dr. Garcia said, "The feeling I had turning towards my colleagues as we all walked out of the room together was beyond expression. The pictures, the laughter and the singing were a reflection of our communal excitement." Learn more at Michigan.gov/COVIDvaccine.



Dr. Karen Garcia, DO and Linda Kowalski, RRT

 Michigan Department of Health and Human Services  Just now · 

After getting the COVID-19 vaccine, Dr. Chaiyasate expressed his gratitude: "I appreciate all of the people who have worked tirelessly to bring us this vaccine in a timely manner. I feel hopeful that our lives will begin to feel normal again." Learn about the vaccine at Michigan.gov/COVIDvaccine.



Dr. Kongkrit Chaiyasate, MD, FACS

"I received the vaccine and feel hopeful."

 Michigan Department of Health and Human Services  Just now · 

Dr. Victoria Dooley gives a thumbs up to the COVID-19 vaccine. "I received the vaccine in a timely manner," she says. "I felt relieved. I felt hopeful. We must ensure that everyone else receives the vaccine expeditiously as well." Learn more at Michigan.gov/COVIDvaccine.



Dr. Victoria Dooley, MD

"I felt relieved. I felt hopeful."

SOCIAL MEDIA ASSETS

BOX



SOCIAL MEDIA ASSETS

BOX

 Michigan Department of Health and Human Services ✓
Just now · 🌐

The COVID-19 vaccine can help us open the door to the lives we love. But until the vaccine is administered statewide, we still need to take precautions, wear our masks correctly and protect each other. Let's spread facts, not COVID. Learn about the vaccine at Michigan.gov/COVIDvaccine.



COVID-19 VACCINE:
Opening the door for us all.

 Michigan Department of Health and Human Services ✓
Just now · 🌐

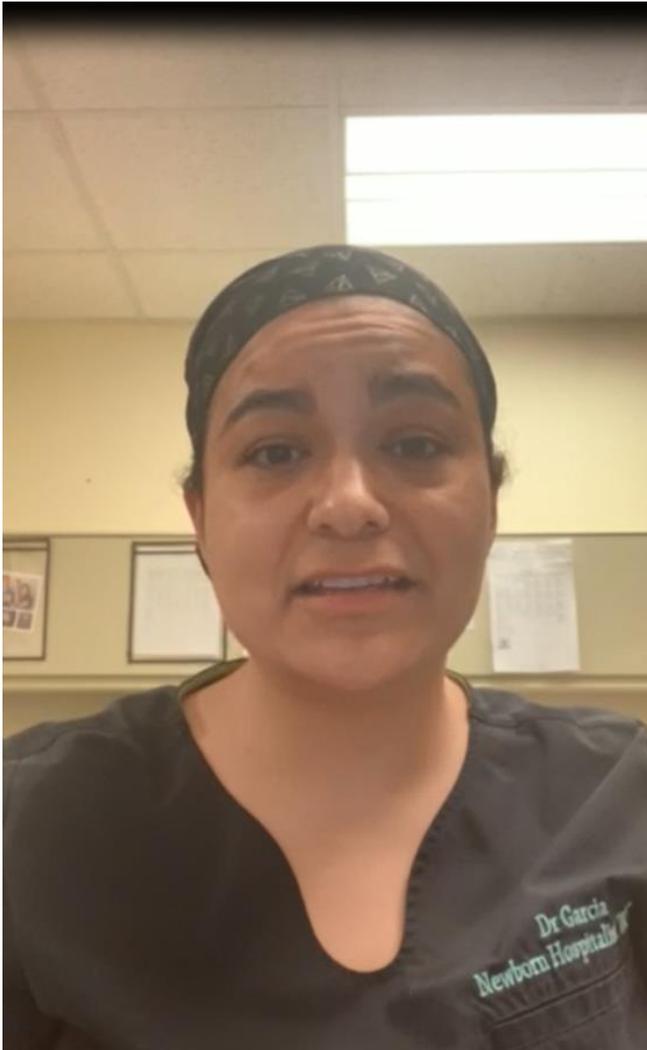
The journey to a COVID-19 vaccine began over a decade ago, with research on previous coronaviruses. Scientists built on this research to create a safe, effective COVID-19 vaccine to protect us all. Discover the facts for yourself at Michigan.gov/COVIDvaccine.



**THE JOURNEY
BEGAN YEARS AGO.**

SOCIAL MEDIA ASSETS – VIDEOS FROM HEALTH CARE PROFESSIONALS

[BOX](#)



PRINT MEDIA

Grand Rapids Times

Lansing Chronicle

Lazo Cultural

Michigan Banner

New Opinion

Saginaw Community Voice

Jackson Blazer News

Latino Press

Michigan Bulletin

Pontiac Citizen Post

Metro Business

Midwest Business Alliance Journal

Mi Gente

Ecorse Telegram News

Bi-State News

Michigan Chronicle

Arab American News

New Citizen Press

Mi Asian

Michigan Korean

Korean Weekly

El Vocero

Miindia

Benton Spirit

Grand Traverse Band



SCIENTISTS HAVE TAKEN HUNDREDS OF STEPS TO OPEN THIS DOOR.

Developed by a proven process, the COVID-19 vaccine is safe and effective.

Decades of research, followed by months of clinical development. Tens of thousands of diverse volunteers in clinical trials. Scientists and doctors worldwide have joined forces to bring us a safe, effective vaccine for COVID-19... and help give us our lives back.

Learn more at Michigan.gov/COVIDvaccine.



PRINT AD
[BOX](#)



LOS CIENTÍFICOS HAN DADO CIENTOS DE PASOS PARA ABRIR ESTA PUERTA.

Desarrollada con un proceso comprobado, la vacuna para el COVID-19 es segura y efectiva.

Décadas de investigación, seguidos por meses de desarrollo clínico. Miles de diversos voluntarios en pruebas clínicas. Científicos y doctores en todo el mundo han unido fuerzas para brindarnos, una vacuna segura y efectiva para el COVID-19... que nos ayudará a regresar a nuestras vidas.

Aprenda más en Michigan.gov/COVIDvaccine



Spread Hope
NOT COVID

PRINT AD
[BOX](#)

이 문을
열기 위해
과학자들이
수많은
단계를
거쳤습니다.



검증된 과정을 거쳐 개발된
코로나 바이러스 백신은 안전하고 효과적입니다.

수십 년간의 연구에 이은 수 개월간의 임상 실험,
임상 시험에 참여한 수만 명의 자원 봉사자들,
전 세계의 과학자와 의사들이 안전하고 효과적인
백신 개발을 위해 협력했으며 우리의 삶을 되찾기
위해 노력했습니다.

더욱 자세한 정보는 Michigan.gov/COVIDvaccine에서
얻으시기 바랍니다.

**SCIENTISTS
HAVE TAKEN
HUNDREDS
OF STEPS
TO OPEN
THIS DOOR.**



العلماء مرّوا بمئات الخطوات لفتح هذا الباب

لقد تم تطوير لقاح «كوفيد-19» من خلال عملية تجريبية دقيقة، انه لقاح آمن وفعال. عقود من البحث تلاها تجارب سريرية لعشرات آلاف المتطوعين، حيث تضافرت جهود العلماء والأطباء في جميع أنحاء العالم لتأمين لقاح فعال لـ«كوفيد-19»، وذلك لاستعادة حياتنا الطبيعية. زوروا موقعنا على الانترنت لمزيد من المعلومات.

Developed by a proven process, the COVID-19 vaccine is safe and effective.

Decades of research, followed by months of clinical development. Tens of thousands of diverse volunteers in clinical trials. Scientists and doctors worldwide have joined forces to bring us a safe, effective vaccine for COVID-19... and help give us our lives back.

Learn more at Michigan.gov/COVIDvaccine.

**PRINT AD
[BOX](#)**

NATIVE ADVERTISING (AMPLIFIED CONTENT)

- [Four different articles](#) running through the largest media outlets in the country specifically serving the content to people living within the State of Michigan
- Articles address key concerns expressed in research with fact-based information and including links to reputable sources of information including Michigan.gov/covidvaccine and the CDC
- One article is specifically targeted to the African American community and includes quotes from a COVID survivor and African American physician
- One article targets health care decision workers and the other two target the general population

NATIVE EXAMPLE

WORKING MOTHER SUBSCRIBE

AT WORK AT HOME OFF DUTY BEST COMPANIES CONFERENCES RESEARCH JOBS

The Biggest Lessons Real Working Moms Learned In 2020
A year like no other gave productivity tips to reconquer how we work, parent and more.
By Author Gooden King

3 Things You Need to Know Before Getting the COVID-19 Vaccine
After everything we've been through, we finally have an extra-slight vaccine that will help us return to safety.
By MDIHG

Staying Safe, Healthy and Productive During the Coronavirus Outbreak

The Mowry Nails Breast vs. Formula Debate: 'Whichever You Can Feed Your Child, That's What's Important!'
We read every new mom to be letter.
By Quenfish

WORKING MOTHER SUBSCRIBE

AT WORK AT HOME OFF DUTY BEST COMPANIES CONFERENCES RESEARCH JOBS

SPONSORED CONTENT

3 Things You Need to Know Before Getting the COVID-19 Vaccine

By MDIHG Posted January 4, 2021

[f](#) [t](#) [in](#) [p](#) [e](#)

It has been a hard, long year as we've fought COVID-19, particularly for the Black and Brown communities who have been disproportionately impacted by this pandemic. But finally, we have hope on the horizon in the COVID-19 vaccine. For political and historical reasons, being skeptical and having questions are understandable.

How a vaccine is developed and distributed

Here's what you need to know when making your decision to be vaccinated.

- **This vaccine has been developed with diversity in mind.**
 - The COVID-19 vaccine trials included a wide variety of populations, including those with diverse races, ages, weights, and health conditions.
 - Still, it was found to be effective for all, and with high efficacy rates above 90%.
- **The minor side effects that have been seen prove that the vaccine is working.**

Michigan Department of Health and Human Services

STAY WELL
Support groups for Older Adults
Register now by January 13A 7:15 - 8:00 AM

Michigan Department of Health and Human Services

Tweets to @MichiganDHHS

Michigan gov Michigan Department of Health and Human Services

Stay Smart. Stay Safe. @MichiganDHHS reports today, Jan. 4 2021, 4:03P: New COVID-19 cases & deaths for "Grand Rapids/OTC/CHS" Michigan's Info/Case Review: 503 118A 15,878 deaths. Find the latest data & COVID-19 news @ Michigan.gov/coronavirus #MichiganDHHS

January 4, 2021

- The COVID-19 vaccine was tested on tens of thousands of volunteers and found minor side effects that show the body is working to create a defense to COVID-19: fever, aches, fatigue, and pain at the injection site – all normal signs that the vaccine is helping to create immunity and protect the body from infection.
- Most serious side effects, if they were to occur, happen within minutes to hours after receiving a vaccination, however, could potentially occur within 30 days like most vaccines.

- **The vaccine development followed a proven process.**
 - While the COVID-19 vaccines have been developed faster than any vaccine before, scientists are still following the same proven process used to create safe and effective vaccines for polio, measles, whooping cough and more, because there can be no shortcuts to safety. A vaccine will only be approved by medical and scientific experts once it has been demonstrated to be safe and effective, with any and all political pressure rejected.

Detroit resident, and COVID-19 survivor LaToya Henry plans to vaccinate when she's able.

"It is already daunting traversing the varying physical, emotional, and mental planes that come as a result of this virus. We are still in the beginning stages of learning the effects this virus will have on us. I understand that my life has been changed by the coronavirus. Actually, all of our lives have been changed," said Henry. "I know the struggle of being on a ventilator and the long road to recovery after COVID. For these reasons and more, I plan to get vaccinated to protect myself and my loved ones from ever having to experience that kind of pain."

Speaking to the confidence he has in the vaccine, William C. Anderson, D.O., the first black surgical resident in Detroit and the first black president of the American Osteopathic Association, stated:

"As an African American physician that has practiced in Black, Hispanic, and minority communities in rural Georgia and Detroit for over 40 years, I have seen communicable diseases, many of which can be prevented with readily available health care. Now available to all, at no cost, is the vaccine that can prevent infections caused by the coronavirus. ALL SHOULD TAKE THIS CORONAVIRUS VACCINE NOW."

We've been through more than we ever knew we would have to face, and we still have months of work ahead of us, but we now have a path forward – the COVID-19 vaccine.

Learn more about the COVID-19 vaccine and its safety from sources such as the [U.S. Centers for Disease Control and Prevention \(CDC\)](#), [Vaccinate.org](#), or [Michigan.gov/COVIDvaccine](#)

Learn More About the COVID-19 Vaccine

[START HERE](#)

NATIVE EXAMPLE

Health | Your Account | Log In | SUBSCRIBE

HEALTH COVID-19 NEWS CORONAVIRUS | Your Account | Log In | SUBSCRIBE



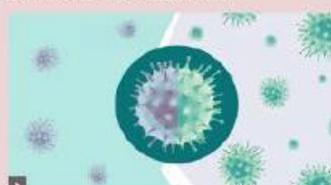
Features

- Drive Backview on: Struggling to Achieve Balance and Why...
- 5 Quick Mental Health Resources to Fight the Harsh Effects of...
- Your Top 10 Quarantining Questions of 2020, According to Google...
- What Is Whiteboarding, and How Do I Know If I'm Doing It Right? What...

How to Relieve Stress, According to Experts
Methods to stress you can do right now.

The Latest on the COVID-19 Outbreak

- Psychiatric Symptoms Linked to COVID-19 Infections in Small Number of Patients, According to Doctors
- In the COVID-19 Vaccine Safety For Everyone? There's Actually Only One Group That Shouldn't Get It
- 4 People in Michigan's Vaccine Trial Experienced Side Effects Due to Facial Fillers
- Why the COVID-19 Vaccine Has to Be Heat So Cold, According to Experts



Why Are the New Strains of COVID-19 More Contagious? Here's What We Know So Far

Latest

- The 11 Best Black-Owned Skincare Products to Hydrate Dry Skin**
- 5 Health Issues Joe Biden Plans to Tackle as Soon as He Takes Office**
- Have Questions About the COVID-19 Vaccine? Read This**

Conditions

- Coronavirus
- Allergies
- Anxiety
- Bipolar Disorder
- Cold, Flu, and Sinus
- Chronic Pain
- Digestive Health
- Depression
- Eye Health
- Skin Conditions
- Sexual Health

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SPONSORED CONTENT

3 reasons why the COVID-19 vaccine is safe

By NADIA | January 30, 2021

It has been a hard, long year as we've fought COVID-19, particularly for the Black and Brown communities who have been disproportionately impacted by this pandemic. But finally, we have hope on the horizon in the COVID-19 vaccine. For political and historical reasons, being skeptical and having questions are understandable.

How a vaccine is developed and distributed

How a new vaccine is developed, approved and manufactured



Here's what you need to know when making your decision to be vaccinated.

- This vaccine has been developed with diversity in mind.**
 - The COVID-19 vaccine trials included a wide variety of populations, including those with diverse race, ages, weights, and health conditions.
 - Still, it was found to be effective for all, and with high efficacy rates above 90%.
- The minor side effects that have been seen prove that the vaccine is working.**
 - The COVID-19 vaccine was tested on tens of thousands of volunteers and found minor side effects that show the body is working to create a defense to COVID-19: fever, aches, fatigue, and pain at the injection site – all normal signs that the vaccine is helping to create immunity and protect the body from infection.
 - Most serious side effects, if they were to occur, happen within minutes to hours after receiving a vaccination. However, could potentially occur within 30 days like most vaccines.

Michigan Department of Health and Human Services

Research and 3,000+ more | 10/11/21

Tweets by @MICHDEHS

Learning about the vaccine and its safety from sources such as the U.S. Centers for Disease Control and Prevention (CDC), [IVaccinate.org](https://www.vaccinate.org), or [Michigan.gov/COVIDvaccine](https://www.michigan.gov/COVIDvaccine)

- The vaccine development followed a proven process.
 - While the COVID-19 vaccines have been developed faster than any vaccine before, scientists are still following the same proven process used to create safe and effective vaccines for polio, measles, whooping cough and more, because there can be no shortcuts to safety. A vaccine will only be approved by medical and scientific experts once it has been demonstrated to be safe and effective, with any and all political pressure rejected.

Detroit resident, and [COVID-19 survivor LaToya Henry](#) plans to vaccinate when she's able.

"It is already daunting traversing the varying physical, emotional, and mental planes that come as a result of this virus. We are still in the beginning stages of learning the effects this virus will have on us. I understand that my life has been changed by the coronavirus. Actually, all of our lives have been changed," said Henry. "I know the struggle of being on a ventilator and the long road to recovery after COVID. For these reasons and more, I plan to get vaccinated to protect myself and my loved ones from ever having to experience that kind of pain."

Speaking to the confidence he has in the vaccine, William G. Anderson, D.O., the first black surgical resident in Detroit and the first black president of the American Osteopathic Association, stated:

"As an African American physician that has practiced in Black, Hispanic, and minority communities in rural Georgia and Detroit for over 40 years, I have seen communicable diseases, many of which can be prevented with readily available health care. Now available to all, at no cost, is the vaccine that can prevent infections caused by the coronavirus. ALL SHOULD TAKE THIS CORONAVIRUS VACCINE NOW."

We've been through more than we ever knew we would have to face, and we still have months of work ahead of us, but we now have a path forward – the COVID-19 vaccine.

Learn more about the COVID-19 vaccine and its safety from sources such as the [U.S. Centers for Disease Control and Prevention \(CDC\)](#), [IVaccinate.org](https://www.vaccinate.org), or [Michigan.gov/COVIDvaccine](https://www.michigan.gov/COVIDvaccine)

Learn More About the COVID-19 Vaccine

[START HERE](#)



EARNED MEDIA

EARNED MEDIA

As COVID vaccine nears, Michigan calibrates pitch to wary African Americans	Bridge Magazine
Interview with Dr. Joneigh S. Khaldun, Michigan Department of Health and Human Services	Latino Detroit
A Measure of Hope: All You Need To Know About the COVID-19 Vaccine	Michigan Chronicle
Finley: Take vaccine, or take the consequences	Detroit News
Long-term physical damages of virus concern health official	The Eagle/Associated Newspapers of Michigan
Arab American News Volume 36, Issue #1819	Arab American News
De Mujer A Mujer (From Woman to Woman) -- interview with Dr. Khaldun December 2020 issue	De Mujer A Mujer
The New COVID-19 Vaccine Will Save Lives	Michigan Chronicle
Taking the Vaccine	Telegram News
Wayne State president: Black people must overcome fear of COVID-19 vaccine	Detroit Free Press
The new COVID-19 Vaccine Will Save Lives	Telegram News
Opinion I'm a Black doctor. Here's why we all should take the COVID vaccine	Bridge Magazine
UM-Dearborn professor describes black community's reluctance to get COVID-19 vaccine due to systemic racism	Dearborn Press & Guide
Opinion: How our Detroit campus is combating COVID-19	Detroit News



COMMUNITY TOWN HALLS

- The State of Michigan is hosting a series of virtual town halls about the COVID-19 vaccine through Facebook Live at [Facebook.com/MichiganHHS](https://www.facebook.com/MichiganHHS)
- Residents will have the opportunity to hear about the safety, efficacy, and importance of the COVID-19 vaccine for safely opening Michigan
- There will be three virtual town halls focused on specific audiences: the faith-based community, the Black and Brown community, and the general public
- The first virtual discussion was Thursday, Jan. 21 for the faith-based community



FAITH-BASED COMMUNITY TOWN HALL

- *Moderator:* Dion Williams, Director of Faith Based and Urban Affairs for Gov. Whitmer
- *Panelists:*
 - Dr. Joneigh Khaldun, Michigan Department of Health and Human Services
 - Dr. Herbert Smitherman, MD, Detroit Receiving Hospital
 - Imam Mohammed Ali Elahi, Islamic House of Wisdom in Dearborn Heights
 - Rabbi Mark Miller, Congregation Beth El in Bloomfield Hills
 - Bishop Charles Ellis III, Senior Pastor of Greater Grace Temple in Detroit
 - Reverend Lydia Bucklin, Episcopal Diocese of Northern Michigan



STAKEHOLDER ENGAGEMENT

- Formed the 'Spread Hope, Not COVID' coalition of more than 450 of Michigan's leading associations, employers, and community organizations
- A newsletter is sent to the coalition on a weekly, or bi-weekly basis, featuring:
 - Topline message or announcement from the State of Michigan
 - New communication resources for sharing with coalition networks
 - Featured question and answer based on trending topics
 - Social media content for resharing to coalition networks
 - Recent news articles and opinion editorials



COALITION NEWSLETTER

Spread *Hope* NOT COVID

Coalition Newsletter

January 18, 2021

Michigan to host COVID-19 Vaccine Town Halls

New This Week: First town hall held for the faith-based community on January 21

COVID-19 VACCINE TOWN HALL FAITH-BASED COMMUNITY

January 21 from 4 to 5 PM



To help Michigan residents make an informed decision to vaccinate when vaccine becomes available to them, the State of Michigan is hosting a series of community town halls. The first virtual discussion is 4 p.m. to 5 p.m., **Thursday, Jan. 21**, focused on the faith-based community. Residents will have the opportunity to join the discussion with multiple faith-based and health leaders to learn about the safety, efficacy and importance of the COVID-19 vaccines for safely reopening Michigan.

COVID-19 Vaccine Resources

Michigan is following CDC recommendations for prioritization of distribution and administration of COVID-19 vaccines. Vaccine distribution and education is vital to reopening Michigan. New resources for helping to educate Michigan residents can be found here:

- [COVID-19 Vaccination Timeline Infographic](#)
- [Faith-Based Community Town Hall Flyers](#)
- [Faith-Based Community Town Hall Social Media Graphics](#)

Featured Question and Answer

Michigan residents understandably have questions about the new COVID-19 vaccine. Each newsletter will feature a recent hot topic question and answer. [Click here the full list of Frequently Asked Questions and their answers.](#)

Does the vaccine have any side effects?

After COVID-19 vaccination, you may have some mild side effects. This is a normal sign that your body is building protection. The side effects from COVID-19 vaccination may feel like flu and might even affect your ability to do daily activities, but they should go away in a few days. Your arm may be sore, red, or warm to the touch. You may experience a low-grade fever, headache, and just a general feeling of "not yourself". These are signs that your immune system is doing exactly what it is supposed to, which is produce an immune response for you to have protection against this disease. The side effects of the vaccine are mild compared to the side effects of having no immunity and being exposed to the COVID-19 virus.



[Click here for downloadable communication resources](#)

RECENT NEWS

[Black Physician Signs Up For Moderna Vaccine Trial After Losing Loved Ones to COVID-19](#)
WBUR

[Why You Should Still Wear a Mask and Avoid Crowds After Getting the COVID-19 Vaccine](#)
NPR

[Family of Tuskegee Syphilis Study participant say they'll take COVID-19 vaccine but understand the distrust](#)
ABC News

ABOUT THE COALITION

You are receiving this email as a partner of the 'Spread Hope, Not COVID' coalition to unite Michigan towards our shared goal of safely reopening our state.



SOCIAL INFLUENCERS

- To reach minority populations through those they follow and turn to on social media, we're partnering with diverse social influencers in Michigan so that they can encourage masking up, social distancing, and the COVID vaccine
- To date, we have partnered with 29 social influencers and received:
 - 371 social media posts across Facebook, Instagram, YouTube, Twitter, Pinterest, and their blogs
 - More than 1,419,000 total engagements
 - More than 23,000,000 total impressions



SOCIAL INFLUENCERS

MDHHS
Michigan Department of Health & Human Services
#SpreadHopeNotCOVID

What I Learned From My First Full Semester of Online School at UMich | Recap, GPA, Tips | KoriMaria

213 views · Jan 8, 2021

Kori Maria
2.39K subscribers

eyes_of_a_foodie • Follow
Detroit, Michigan

eyes_of_a_foodie Mask Up: Spread Hope, Not COVID #ad
2020 has been a very interesting year. Literally, the entire world was changed. I remember hanging with friends daily, seeing family weekly, and eating at restaurants freely. Then COVID-19 changed the way we lived our daily lives. I would've never imagined that these changes would last almost a year now. A big part that helped us get back to a semi-normal life is wearing masks. What I've learned is that wearing a mask not only helps save your life, but it helps save other people's lives as well. Medical experts agree that wearing a mask can help reduce the spread by about 70%. So that's why I've teamed up with @michianhhs for the

263 likes
DECEMBER 21, 2020

sincerelymamamak • Follow
Paid partnership with michiganhhs
USA Michigan

sincerelymamamak This pandemic hasn't been an easy one to live through, but it has been very insightful to say the least. One thing I learned and witnessed during this time is the power of unity. Working together has proven to be the only way we can overcome this pandemic and limit the spread of COVID-19.

I believe we all play an essential role in trying to get Michigan back to work and our economy fully reopened and moving. Let us work together to try to get our state up and running again. With the winter months approaching, let's make sure to continue practicing social distancing, proper hygiene care, and continue wearing our masks. Most importantly let's remember to

439 likes
OCTOBER 21

Tatanisha
@tatanishapw

With so much information out about COVID-19, we each have a part to play in stopping the spread. Get tips from @MichiganHHS on how you can help stop the spread of COVID-19. #AD #SpreadHopeNotCOVID gofyi.ly/0A3BD56B awortheyread.com/covid/

10:34 AM · Nov 23, 2020 · Twitter Web App

42 Retweets 2 Likes

Alayna
@FashionLayn

#ad Did you know that wearing a mask can help reduce the spread of COVID-19 by 70%? With that being said I am STAYING SAFE by wearing a mask. Partnering up with @MichiganHHS to slow the spread! To learn more click the link here: gofyi.ly/733B93A5

Detroit Father
Paid Partnership
M A S K U P M I C H I G A N

There is no one who is immune to COVID-19, and we cannot afford to go backward. #ad

As the seasons change here in Michigan, it is important more than ever to MASK UP. While masks alone may not always prevent the spread of the virus, scientists and doctors agree that masks and face coverings can help to reduce the spread by about 70%. That's why my family is partnering with the Michigan Department of Health and Human Services to spread more hop... See More — with Michigan Department of Health and Human Services.

181 10 Comments 9 Shares

Barbara Dancer
Yes there are alot of people well adults with mask and their children with no mask what's that about duzzled about that one

thebigfashionguy • Follow
Paid partnership with michiganhhs
Eastern Market

thebigfashionguy #SpreadHopeNotCOVID I wear a mask because I care about my community. #ad It has been proven that just simply wearing your mask decreases the spread of Covid by about 70%. So whether I am out shopping at Eastern Market or taking a walk on the Dequindre Cut, I mask up!

I live in a city where people in my demographic were disproportionately affected by COVID-19. Let's do our part by showing each other love and respect by wearing our masks, being safer at home, continuing to stay 6 feet from others, and practice hand washing and sanitizing. For more information head over to @michianhhs or swipe up on mv

390 likes
NOVEMBER 19



OUTREACH AND ADVOCACY

ORGANIZATIONAL PARTNERSHIPS

- Working with the chapters of the Urban League for vaccine messages.
- Currently seeking surrogate support from the Chapters of the NAACP and NAN.
- Working closely with Block Club and Association Leaders, as well as Black Fraternities and Sororities.
- Coordinating with Millennial organizations and groups to make sure they have all the factual COVID-19 information.
- Sharing asset materials with urban nursing, assistant living, and senior daycare facilities.
- Working with local, statewide Homeless Shelters and Food Banks.
- Continuing to share assets with barbershops, beauty salons, and gyms throughout the state in urban areas, focusing on the Flint, Jackson and Lansing areas.
- Holding weekly calls with minority small business.



SURROGATE CONNECTIONS

- Collecting video testimonials from surrogates and influencers and sharing on social media.
- Arranging influencers for radio talk show interview spots to discuss the vaccine.
- Securing influencers for block time for selected talk shows.
- Preparing our surrogates and minority media for Black History Month (February) with COVID-19 messaging.
- Disseminating second language materials to surrogate and community organizations.
- Securing Op-ed placements.



FAITH-BASED AND MEDIA PARTNERS

- Working with the Disparities Task Force Members on ways the members can assist with messaging and become more involved.
- Holding faith-based leadership update calls to pastors, first ladies, deacons, and church announcers.
- Working closely with Faith-Based Director Dion Williams with all COVID19 communications.
- Holding briefings with popular minority reporters on a regular basis.
- Working on the Awareness Town Halls.



OTHER AVAILABLE ASSETS

INFLUENCER VIDEOS BOX



Rev. Horace Sheffield .MOV
Today by Ellyn
3.6 MB



Dr. Khaldun, Michigan's Chief Medical Executive, talks a...
Today by Ellyn
18 MB



Dr Khaldun 2nd COVID-19 Vaccine Shot at Henry Ford ...
Today by Ellyn
26.9 MB



Jordan Walker.mov
Today by Ellyn
6.7 MB



Wayne County Treasurer, Eric Sabree.mp4
Today by Ellyn
33.2 MB

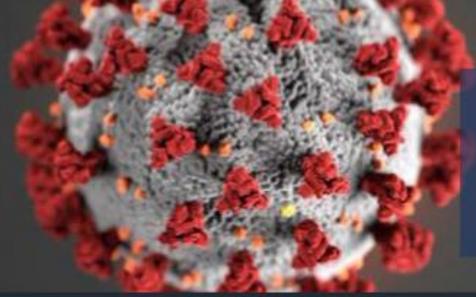


Detroit City Councilman, Roy McCalister.mp4
Today by Ellyn
90.6 MB



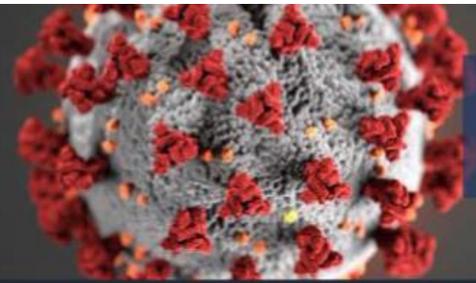
Wayne State University President, Dr. Roy Wilson.mp4
Today by Ellyn
77 MB





新冠肺炎 (COVID-19) 疫苗
常见问题解答

Michigan.gov/Coronavirus



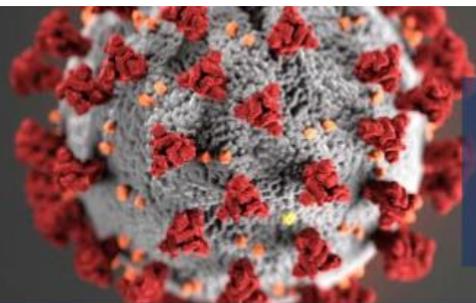
الأسئلة الشائعة والمتكررة
عن لقاح الكوفيد-19

Michigan.gov/Coronavirus



COVID-19 Vacunas
Preguntas frecuentes

Michigan.gov/Coronavirus



COVID-19 Vaccines
Frequently Asked Questions

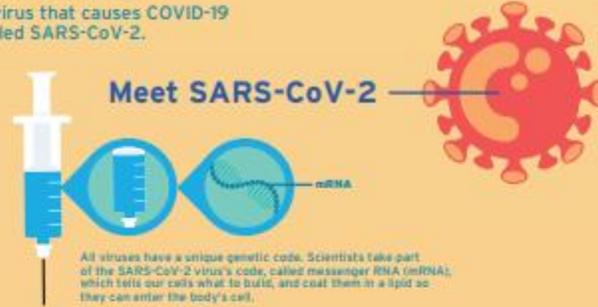
Michigan.gov/Coronavirus

FAQ
BOX

How mRNA vaccines work

Every virus is different.

The virus that causes COVID-19 is called SARS-CoV-2.



CREATE

The mRNA tells the cells to make a specific part of the SARS-CoV-2 virus: the spike protein.



LEARN

The immune system then produces antibodies and activates T-cells to destroy the spike proteins.



PROTECT

If you are exposed to the virus in the future, your immune system will quickly recognize the spike protein and has the antibodies and T-cells ready to begin destroying the virus.

The Benefit of Getting Vaccinated

The virus that causes COVID-19 replicates quickly. Without the vaccine, your body has to identify the virus, learn how to fight it and carry out an immune response. In the meantime, the virus can replicate to a level beyond what your immune system can handle – which means you feel sick. With the vaccine, your body can more quickly identify the virus and skip straight to starting its immune response.

mRNA technology isn't new.

mRNA vaccines are a product of decades of study on RNA therapies and treatment by medical scientists. mRNA therapies are being used to develop personalized cancer treatments, as well as vaccines for infectious diseases such as Zika virus. Researchers are also exploring whether mRNA treatments can be used as protein-replacement therapies for rare conditions such as the blood-clotting disorder haemophilia.

mRNA INFOGRAPHIC BOX

How a new vaccine is developed, approved and manufactured



The Food and Drug Administration (FDA) sets rules for the three phases of clinical trials to ensure the safety of the volunteers. Researchers test vaccines with adults first.

Phase 1

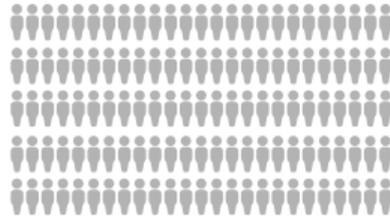


**20-100
healthy volunteers**



- Is this vaccine safe?
- Does this vaccine seem to work?
- Are there any serious side effects?
- How is the size of the dose related to the side effects?

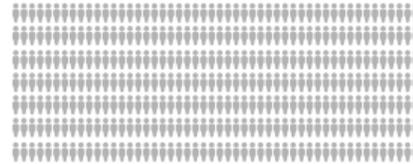
Phase 2



**Several hundred
volunteers**

- What are the most common short-term side effects?
- How are the volunteers' immune systems responding to the vaccine?

Phase 3



**Hundreds or thousands
of volunteers**

- How do people who get the vaccine and people who do not get the vaccine compare?
- Is the vaccine safe?
- Is the vaccine effective?
- What are the most common side effects?

FDA licenses the vaccine only if:

- It's safe and effective
- Benefits outweigh risks

Vaccines are made in batches called lots.



Manufacturers must test all lots to make sure they are safe, pure and potent. The lots can only be released once FDA reviews their safety and quality.

The FDA inspects manufacturing facilities regularly to ensure quality and safety.



For more information, visit [FDA.gov/CBER](https://www.fda.gov/CBER)

PHASES OF DEVELOPMENT BOX

COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Can people with a history of allergic reactions get the vaccine?

Most people who have food or environmental allergies can still get the vaccine. Prior to getting vaccinated, talk to your health care provider if you have had any severe reactions to medicines or vaccines in the past.



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Can this vaccine give me COVID-19?

No. None of the currently authorized COVID-19 vaccines in the United States or those that are in development contain the live virus.

That means the vaccine cannot make you sick with COVID-19.



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Do I need to keep wearing a mask after I get vaccinated?

Yes. It's important to continue to wear a mask properly, social distance from those not in your household and wash hands frequently even after getting the vaccine to continue to protect those who have not yet been vaccinated.



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Is the vaccine safe?

Yes. The process used to approve the COVID-19 vaccine is that same one used to create safe and effective vaccines for the flu, polio, measles and whooping cough. While the vaccines are being developed quickly, it is only after decades of research and clinical trials that have included tens of thousands of diverse volunteers. Routine safety process remain in place and no shortcuts were made.



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Does the vaccine have any side effects?

You may experience some mild side effects, such as a sore arm, low-grade fever, headache, tiredness.

This is a normal sign that your body is building immunity against the virus so you have protection from COVID-19.



FACT
CARDS
BOX