



REPORT OF THE



DECEMBER 2021



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FOREWORD

Faced with the greatest public health crisis in more than a century (caused by the devastating spread of COVID-19), in December 2020, Governor Gretchen Whitmer signed [Executive Order 2020-193](#), creating the bipartisan **Protect Michigan Commission** (“the Commission”) within the Michigan Department of Health and Human Services (MDHHS).

In January 2021, Governor Whitmer tasked the Commission members with providing public leadership to:

- Elevate and reinforce the importance of getting an authorized COVID-19 vaccine.
- Identify barriers that may impede the acceptance of the COVID-19 vaccine.
- Identify areas or groups within this state that were likely to experience vaccine hesitancy.
- Develop an outreach action plan designed to overcome these barriers.

The Commission was charged with completing its work by December 31, 2021. Members of the Commission represented the great diversity of our state and included many of Michigan’s best and brightest leaders in their respective industries who willingly volunteered their time, talent and expertise. Together, the Commission strived to ensure that every Michigan resident had access to the most up-to-date information on the COVID-19 vaccine.

While the Commission served in an advisory capacity to Governor Whitmer and MDHHS, it was responsible for coordinating and developing the state’s COVID-19 public awareness and education campaign activities. This effort included statewide public relations, paid advertising and grassroots outreach to Michiganders. (See Appendix A for Creative Assets, Appendix B for Workgroups, Appendix C for Earned Media, Appendix D for Grassroots Efforts, Appendix E for Influencer Media and Appendix F for PMC Meeting Materials.)

Strong resource stewardship, efficiency and continuous quality improvement drove our strategic implementation during the past year. The Commission, which met every month started its work by embracing several guiding principles that shaped strategic planning.

These principles included striving to ensure:

- Equitable access to vaccines for all Michiganders.
- Data-informed decision-making to promote equity and track progress.
- Inclusive vaccine planning and distribution.
- Transparent, accurate and frequent communications to build public trust.

The Commission also aligned its strategic plan with MDHHS’s objective of expanding vaccination capacity as much as possible, prioritizing those most vulnerable to severe disease and exposure and ensuring equity throughout the process.

The Commission worked closely with local health officers to support Michigan’s federally qualified health centers (FQHCs), mobile clinics, local health departments, school-based health centers and other community vaccinators to specifically target vulnerable populations. The Commission also teamed with EMS, mobile strike teams and other partners to implement strategies and publicize efforts to vaccinate homebound, disabled, migrant or transient workforce and other marginalized communities. To achieve this objective, the Commission utilized the federal [Social Vulnerability Index](#) (SVI) and emphasized messaging that incorporated national Culturally and Linguistically Appropriate Services (CLAS) standards.

The Commission's accomplishments over the past year helped save lives, promote healthy communities and revitalize local economies that struggled during the pandemic; allowed residents to resume day-to-day activities (such as reopening schools and colleges); and successfully encouraged more than 5.7 million Michiganders ages 16 and older to get at least their first dose of a COVID-19 vaccine.

Among the highlights of the Commission's collaborations:

- Creating 22 individual workgroups that served as our “boots on the ground” – a broad, diverse and extremely effective community voice that collectively made it possible for the Commission's messaging to reach communities and individuals. (See Appendix B for workgroup members and accomplishments.) Much of the early workgroup time was spent identifying barriers that existed and addressing misinformation in communities to try to overcome obstacles to vaccinations.
- Creating a team of more than 100 rapid response digital ambassadors to post multiple times each week on social media channels to provide accurate information by sharing facts and vaccine information.
- Utilizing fact cards to combat the most egregious misinformation based on what workgroup members were hearing from their peers. The Commission produced fact cards in English, Spanish, Chinese and Arabic. Cards were shared with stakeholder organizations to use in their own communication platforms, such as social media channels, newsletters and print material. These fact cards answered such fundamental questions as:
 - “Why do some vaccines require two shots?”
 - “Can I still get COVID-19 between my first and second shot?”
 - “Do I have to pay for the vaccine?”
 - “Can pregnant women get the vaccine?”
- Conducting media trainings to help workgroup members prepare for news media interview requests. For example, members of the senior workgroup were prepped to talk about how getting vaccinated means older adults could resume doing the things they love. The chair of the youth workgroup discussed vaccine education efforts for Michiganders between ages 16 to 30 by participating in virtual community forums hosted by the Flint Public Health Youth Academy and the Flint Millennial Movement.
- Generating earned media coverage about the importance of Michiganders getting vaccinated against COVID-19. The Commission helped produce a combined total of more than 1,400 stories during 2021, resulting in more than \$46 million in earned media.
- Generating hundreds of millions of media impressions monthly through the Commission's print, TV, radio and social media advertising placements that target communication strategies to celebrate successes and elevate positive vaccination experiences of trusted community members. The Commission is proud that much of the paid media communications featured Michigan residents, including leaders in healthcare, education and the faith community. The Commission is also grateful to all Michiganders who graciously volunteered to share their powerful first-person stories explaining why they got vaccinated, which inspired many to get the COVID-19 vaccine.
- Deploying canvassing teams in key areas of the state to knock on doors and help people sign up for vaccines. More than 20 community and faith-based organizations throughout the state traveled daily doing door-to-door, strip mall, local business and event canvassing to educate Michiganders on the importance of getting the vaccine, masking and practicing safe social distancing. The Commission successfully leveraged existing nontraditional spaces, such as casinos, nail salons, barber shops and syringe service

programs as venues to connect with residents. The teams assisted individuals with real-time vaccination appointments and provided transportation to those in need of assistance. Equally important, our faith-based partners teamed with local health departments across Michigan to make home visits to older adults and people with disabilities to help them get vaccinated.

- A specific focus of the Commission worth celebrating was its partnerships with the Michigan Restaurant and Lodging Association (MRLA), Small Business Association of Michigan (SBAM), Michigan Association of United Ways (MAUW), Michigan National Guard, local public health departments and community organizations to encourage Michiganders working in the hospitality industry to get the COVID-19 vaccine. The Commission and its partners hosted free mass vaccination clinics and mobile clinics in cities across the state with high foot traffic and a concentration of restaurants, bars and hotels. The Commission worked with local healthcare leaders to secure clinic staff, doses and clinic dates and times. Commissioners also made connections with location stakeholders to plan clinic logistics, such as creating promotional materials, distributing media advisories to drive advance media coverage of the events, delivering fliers in English and Spanish to partners and placing advertisements on social media.

These achievements would not have been possible without the leadership and support provided by the Commission's co-chairs, advisory workgroup chairs, more than 50 nonpartisan Commission members and four members of the Michigan legislature.

Words cannot sufficiently express the debt of gratitude Michigan owes to the Commission members for their invaluable public service and counsel throughout the COVID-19 public education campaign. (The full list of the Commission's membership is on page 5.)

The Commission recognizes the opportunity for large-scale gains in vaccination rates decreases as we close in on Michigan's goal of meeting and surpassing a 70% statewide vaccination rate. That means Michigan will have to work harder to get an increasingly larger number of people immunized.

There is no grand gesture, no single action or promotion that will unlock the secret to persuading the remaining eligible population to get vaccinated. It will be a series of actions taken over time and will require perseverance and determination.

Consistency of effort and trying new approaches have and will continue to pay off.

The Protect Michigan Commission respectfully asks all Michiganders to get their vaccines to keep them and their loved ones safe.

As we look ahead to moving from pandemic to endemic phases of COVID-19, we want to make sure everyone is protected and that starts with being vaccinated.

Kerry Ebersole Singh

Director

Protect Michigan Commission

PROTECT MICHIGAN COMMISSION**Co-Chairs:**

- **Lieutenant Governor Garlin Gilchrist II**
- **Dr. Joneigh Khaldun, M.D.**, Former Chief Medical Executive and DHHS Chief Deputy for Health
- **Miguel Cabrera**, Detroit Tiger
- **Former Lt. Gov. Brian N. Calley**, Small Business Association of Michigan
- **Eva A. Garza Dewaelsche**, SER Metro-Detroit, Jobs for Progress, Inc.
- **Tina Freese Decker**, Spectrum Health
- **Jamie Brown**, Michigan Nurses Association
- **Dr. Mona Hanna-Attisha, M.D.**, Michigan State University and Hurley Children's Hospital Pediatric Public Health Initiative

Advisory Workgroup Chairs:

- Business Leaders workgroup: **Dolf Van Amersfoort**, Stellantis
- Seniors workgroup: **Dr. Brenda Surae Eaton, M.D.**, AARP
- Youth (16-30) workgroup: **Dondre Young**, Community Foundation of Greater Flint
- Rural workgroup: **Chuck Lippstreu**, Michigan Agri-Business Association
- Latinx workgroup: **Eva A. Garza Dewaelsche**, SER Metro-Detroit, Jobs for Progress, Inc.
- Asian Pacific American workgroup: **Dr. S. Bobby Mukkamala, M.D.**, Michigan State Medical Society and American Medical Association Council on Science and Public Health
- African American workgroup: **Rev. Charles E. Williams II**, Historic King Solomon Baptist Church
- Middle Eastern workgroup: **Dr. Zafer I. Obeid, M.D.**, Arab American & Chaldean Council
- Local Government workgroup: **Dr. Deirdre Waterman, M.D.**, City of Pontiac
- Disability workgroup: **Tim Hileman**, Special Olympics Michigan
- Faith workgroup: **Lea A. Luger**, Yad Ezra
- Labor and Workforce workgroup: **Mike Shoudy**, Michigan Education Association
- Health Leaders workgroup: **Melissa A. Holmquist**, Upper Peninsula Health Plan
- Education workgroup: **Kristen McDonald Rivet**, Michigan Future, Inc. and City of Bay City
- Tribal workgroup: **Sadie Valliere**, Lac Vieux Desert Band of Lake Superior Chippewa
- Women and Children workgroup: **Denise L. Smith**, Hope Starts Here Detroit

Members:

- **Aamina Ahmed**, Rising Voices of Asian American Families and New American Leaders
- **Dr. Colleen Allen, Ph.D.**, Autism Alliance of Michigan
- **Suzanne Miller Allen**, Blue Cross Blue Shield of Michigan
- **Sandy Baruah**, Detroit Regional Chamber
- **Najah Bazy**, Zaman International
- **Mark Behnke**, City of Battle Creek
- **Amber Bellazaire**, Michigan League for Public Policy
- **Evan Bonsall**, City of Marquette
- **Dr. Nirali Bora, M.D.**, Kent County Health Department
- **April Bowen**, Planned Parenthood of Michigan
- **Hodari Brown**, National Business League Detroit Chapter
- **Laurel Burchfield**, Michigan Coalition Against Homelessness
- **Robyn Burlingham**, FDA and Tribal Council Coordinator for the Nottawaseppi Huron Band of the Potawatomi
- **Anna Byberg**, National Association of Social Workers
- **Kyle Caldwell**, Council of Michigan Foundations

- **Chong-Anna Canfora**, Michigan Community Action Association
- **Jim Carruthers**, City of Traverse City
- **Carlo L. Castiglione**, Plumbers Union Local 98
- **Guillermo Cisneros**, West Michigan Hispanic Chamber of Commerce
- **Steve Currie**, Michigan Association of Counties
- **Derek J. Dobies**, Michigan AFL-CIO and City of Jackson
- **Jeff Donofrio**, Business Leaders for Michigan
- **John E. Duckworth**, Baptist Council of Michigan
- **Dr. Brenda Surae Eaton, M.D.**, AARP
- **Karla Fales**, CareWell Services Southwest, the Region 3B Area Agency on Aging in Barry and Calhoun Counties
- **Jennifer Fiedler**, Michigan Townships Association
- **Diane N. Fleser**, Disability Network of Michigan
- **Steve Grigorian**, Detroit Economic Club
- **Kate Guzman**, Oakland County
- **Ken L. Haney, Jr.**, SEIU Healthcare Michigan
- **Dan Hurley**, Michigan Association of State Universities
- **Farah Jalloul**, Michigan Pharmacists Association
- **Dr. Tina Kerr, Ph.D.**, Michigan Association of Superintendents and Administrators
- **Erin Knott**, Equality Michigan
- **Kelley J. Kuhn**, Michigan Nonprofit Association
- **John P. LaMacchia**, Michigan Municipal League
- **Mike Larson**, Michigan Association of United Ways
- **Laura LeBlanc**, Volunteers of America Michigan
- **Robert LeFevre**, Michigan Independent Colleges & Universities
- **Chuck Lippstreu**, Michigan Agri-Business Association
- **Dr. Matt M. Longjohn, M.D.**, Western Michigan University Stryker School of Medicine
- **Dr. Felipe Lopez Sustaita, Ed.D.**, Hispanic/Latino Commission of Michigan
- **Jimena Loveluck**, Washtenaw County
- **Rabbi Mark Miller**, Temple Beth El
- **Joseph P. Murray**, City of Dearborn
- **Bill Nowling**, Wayne County
- **Dr. Zafer I. Obeid, M.D.**, Arab American & Chaldean Council
- **Jacqueline Ouvry**, State of Michigan State Appellate Defender Office
- **Dominick J. Pallone**, Michigan Association of Health Plans
- **Soumit Pendharkar**, Grand Traverse Band of Ottawa and Chippewa Indians
- **Dr. Delicia J. Pruitt, M.D.**, Saginaw County Health Department
- **Rico Razo**, City of Detroit
- **Dr. Lawrence A. Reynolds, M.D.**, City of Flint
- **Melissa K. Samuel**, Health Care Association of Michigan
- **Erin Schor**, Michigan Community College Association
- **Mike Shoudy**, Michigan Education Association
- **Dr. Constance B. Simon, Ed.D.**, NAACP
- **Dorian Slaybod**, Farmworker Legal Services
- **Cindy Spurlock**, AFSCME
- **Richard K. Studley**, Michigan Chamber of Commerce
- **Ruthanne K. Sudderth**, Michigan Health & Hospital Association
- **Madiha Tariq**, ACCESS
- **Jeremy Tripp**, Michigan Public Employees SEIU Local 517M
- **Linda Vail**, Ingham County Health Department
- **Sadie Valliere**, Lac Vieux Desert Band of Lake Superior Chippewa



REPORT OF THE PROTECT MICHIGAN COMMISSION

- **John J. Walsh**, Michigan Manufacturers Association
- **Dr. Sook Wilkinson, Ph.D.**, Council of Asian Pacific Americans of Michigan
- **Vicki Wolber**, Macomb County
- **Rev. Dr. Jimmy Womack, M.D.**, Plymouth United Church of Christ

Legislative Members:

- **Sen. Winnie Brinks** (nominated by the Senate Minority Leader)
- **Sen. Curt VanderWall** (nominated by the Senate Majority Leader)
- **Rep. Felicia Brabec** (nominated by the House Minority Leader)
- **Rep. John Roth** (nominated by the Speaker of the House)

COMMUNITY OUTREACH

Vaccine Grant Pilot Program

More than 43,000 Michiganders living in high social vulnerability communities received the COVID-19 vaccine, thanks to a pilot program coordinated by MDHHS and PMC in early March 2021.

MDHHS and the Commission awarded 35,800 doses of the COVID-19 vaccine to 22 entities across Michigan to help enhance the state's vaccine equity strategy when demand for the vaccine was at its height. A total of 14,678 vaccines were administered within the first week. Several pilot sites administered all their vaccine allotment within the first week and received 8,000 additional vaccines to distribute in the second week and another 12,200 in the third week. In total, 43,797 vaccines were administered statewide as a part of the pilot.

Pilot sites included hospitals, health departments, a fire department, an area agency on aging (AAA), a behavioral health authority and other local organizations with strong ties in their communities. These providers were chosen for their innovative strategies to overcome barriers in reaching vulnerable populations, including transportation, language and other access issues for those with sensory, cognitive, emotional or physical disabilities.

Sites reported an increase in vaccine confidence within their communities due to one-on-one counseling opportunities with physicians or pastors and holding vaccine clinics at trusted sites, such as churches.

Some of the vaccine pilot program successes include:

- Henry Ford Health System built a strong partnership with the Islamic Center and worked with imams and religious leaders to help encourage the community to receive the COVID-19 vaccine, stressing that it was not forbidden due to Ramadan. With the support of their partners, they were able to help combat this additional aspect of vaccine hesitancy in this community and successfully scheduled an additional vaccine clinic at the Islamic Center of America.
- Wayne Health went an extra step by offering other services on-site at their vaccination clinics, including blood pressure screening and linkage to medical care.
- Five two-person teams from Mid-Michigan Health went door-to-door and provided at-home vaccinations to 50 people in Alpena.
- The Dearborn Fire Department embarked on vaccination visits to 14 senior complexes throughout seven communities. Many older adults were so happy to receive the vaccine (in their own home) that they broke down in tears.
- Advanced Health Pharmacy in Kalamazoo worked with local community organizations to set up five vaccination events in five days — in parking lots and churches, with drive-through and walk-in options. Their team, which included volunteer medical students from Western Michigan University, vaccinated over 1,100 people in the first two days at an outdoor vaccination event with donated food and a DJ. Another 1,400 people were vaccinated at additional events throughout the rest of the first week.

The following organizations participated in the community outreach pilot project:

- Advanced Pharmacy - Kalamazoo County
- Alma Family Practice, P.C. - Gratiot County
- Allegan County Health Department - Allegan County

- Arab Community Center for Economic and Social Services (ACCESS) - Wayne County
- Bay-Arenac Behavioral Health Authority - Bay County
- Calhoun County Public Health Department - Calhoun County
- Covered Bridge Healthcare - St. Joseph County
- Cristo Rey Family Health Center - Ingham County
- Dearborn Fire Department - Wayne County
- Genoa Healthcare - Oakland County
- Henry Ford Health System - Macomb, Wayne, Jackson, Oakland counties
- Ingham County Health Department - Ingham County
- Kent County Health Department - Kent County
- Mid-Michigan Health - Alcona, Alpena, Clare counties
- Northwest Michigan Health Services, Inc. - Oceana, Mason, Manistee, Benzie counties
- Saginaw County Health Department - Saginaw County
- Region VII Area Agency on Aging - Saginaw County
- Schoolcraft Memorial Hospital - Schoolcraft County
- St. Clair County Health Department - St. Clair County
- Wayne Health - Wayne County
- Washtenaw County Health Department - Washtenaw County
- Western Wayne Family Health Center - Wayne County

Vaccination Clinic at Ford Field

To provide COVID-19 vaccinations to every eligible person who wanted to be vaccinated in the United States, the Federal Emergency Management Agency (FEMA) made a commitment to provide resources to state, local, tribal and territorial partners to ensure the infrastructure was in place to attain that goal. In Michigan, a federally supported vaccination site with a remote mobile vaccine clinic component was established at Ford Field in the city of Detroit.

In addition to federal support from FEMA and the Department of Defense (DoD), the State of Michigan coordinated with the city of Detroit, Oakland, Macomb and Wayne counties and with various private sector partners (including Meijer and Henry Ford Health System) to operate the clinic. FEMA described the site as a Type I Mass Vaccination Site with the capability of administering up to 6,000 vaccine doses per day between March 23 and May 17, 2021.

Volunteers provided invaluable assistance to clients with functional and access needs. Engagement and management of volunteers was facilitated by the Michigan Community Service Commission (MCSC) in coordination with the AmeriCorps National Civilian Community Corps program. Initially, volunteer support was mainly requested for providing functional needs assistance, but eventually volunteers also became an integral part of other aspects of clinic operations, including greeting, COVID-19 screening and assisting with medical questionnaires.

To ensure equitable vaccine access for those who may have been unable to access the Ford Field location, mobile vaccine clinics were set up. These clinics were run in partnership with four local health department jurisdictions: City of Detroit and Wayne, Macomb and Oakland counties. Clinics were in areas with high social vulnerability and located within neighborhood settings, such as churches, community centers, nonprofit organizations, recreation centers and community health centers. During the eight-week period, 116 mobile clinics were established, providing a total of 31,695 vaccine doses. Clinics averaged 273 vaccine doses.

Clinics were open the same time and day of the week, so word of mouth could spread through the community and people would know when they could receive a vaccination at these

locations. Additionally, working closely with community partners helped to foster trust in both the clinic and vaccination process. For example, in Macomb County, ACCESS was a key partner in establishing a routine clinic for the populations it serves. Because of its positive reputation in the community, many individuals sought out vaccinations at the ACCESS location, with several clinics administering over 800 doses in a day.

In total, the team at Ford Field administered over 275,000 doses in eight weeks, both at the site and at the associated mobile clinics. This accounts for almost 7% of all administered vaccinations in the state of Michigan during that time frame. Many of the individuals vaccinated at the clinic are members of communities that are socially vulnerable and/or at greater risk of serious illness or death due to COVID-19.

Partnership with Public Transit

As Michigan and the nation work to safely distribute COVID-19 vaccines, Michigan's public transit systems had the infrastructure to support the equitable distribution of vaccines to people across the state who face transportation and access challenges in rural and urban areas and communities.

"Ride to Your Dose of Hope" was proposed by Bradley T. Funkhouser, Chief Executive Officer of the Capital Area Transportation Authority (CATA), which serves the Greater Lansing area and regional partners Eatran in Eaton County and Clinton Transit in Clinton County. Under the program, buses and special transportation vehicles operated by Michigan transit systems provided free or low-fare rides for people who lacked access to regular transportation to vaccination events and sites.

Following CATA's lead and using resources created in partnership with the Commission, public transit agencies representing more than half of the state's 83 counties joined the "Ride to Your Dose of Hope" service from Michigan's transit systems, including:

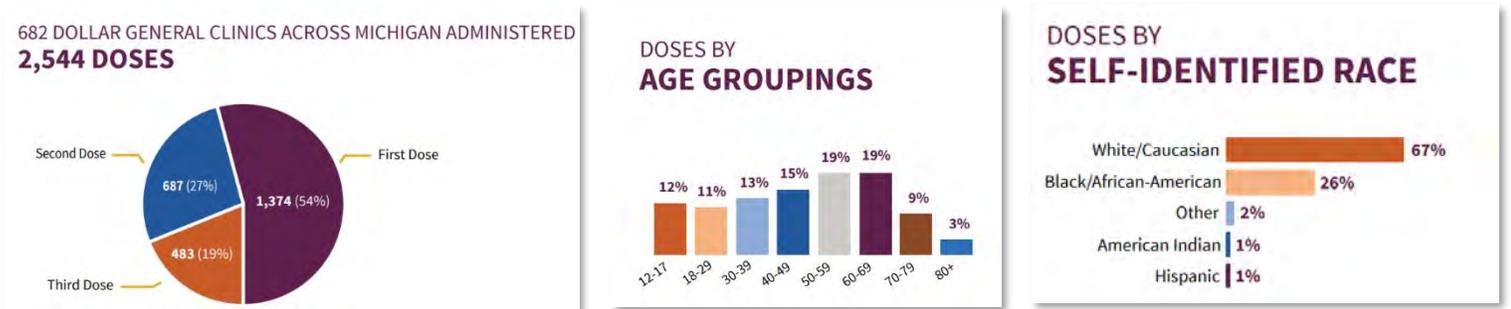
- Allegan County Transit - Allegan
- Ann Arbor Area Transportation Authority - Washtenaw County
- Barry County Transit - Hastings
- Capital Area Transportation Authority - Ingham County
- Clare County Transit - Harrison
- Clinton Transit - St. Johns/Clinton County
- Eatran - Charlotte/Eaton County
- The Rapid - Grand Rapids
- Ionia Dial A Ride - Ionia
- Livingston Essential Transportation Services - Howell
- Lake Erie Transit - Monroe
- MTA - Flint
- Marquette Transportation Authority - Marquette
- Michigan Transportation Connection - covering 30 counties across the state, including all counties in the Upper Peninsula
- Niles Dial A Ride
- SMART - Southeast Michigan (Wayne, Oakland, Macomb counties)
- STARS – Saginaw

Community Clinics

By August 2021, the Commission and MDHHS had the resources to take the vaccine directly to Michiganders – where they live and where they go – making it more accessible. Mobile clinic vendors set up pop-up vaccination clinics in areas with low vaccination rates across the state, including rural areas, where the vaccine may have been harder to reach.

The Commission’s workgroups and partners were asked to reach out to their members to identify high-visibility locations for mobile units. In return, the Commission got an overwhelming response from large and small business owners, chain restaurant owners, festival organizers, places of worship, municipalities and colleges and universities that offered their space to host a clinic and get their communities vaccinated. More than 1,800 pop-up clinics were held between August 1 – December 1 in both traditional locations (such as churches) and non-traditional locations (such as movie theaters and McDonald’s).

To help break down accessibility barriers, the Commission and MDHHS partnered with Dollar General, a retailer with both urban and rural locations across Michigan. The Commission and DHHS identified regions with low vaccination rates that were high on the social vulnerability index and coordinated multi-day clinics at local Dollar General stores. In total, MDHHS coordinated 682 clinics at Dollar General locations across Michigan.



A multilayered approach was used to encourage residents to get the vaccine. The Commission workgroups and partners promoted clinics on their digital platforms, as did MDHHS. A list of all upcoming clinics by date and address was used as a tool for the Commission’s neighborhood canvassers directing residents where they could go to get the vaccine. The media also promoted clinic locations within their markets.

Recognizing how hard Michigan’s retail, restaurant and hospitality workers worked during the pandemic to keep customers safe, the Commission partnered with the Michigan Restaurant and Lodging Association and the Small Business Association of Michigan on the statewide “Shots in Arms” campaign and gave cash incentives to essential workers in those fields who received the vaccine. In coordination with local health departments, clinics were hosted in Southwest Detroit, Lansing, Grand Rapids, Ann Arbor, Kalamazoo and Traverse City. Each clinic offered a VISA gift card (in denominations of \$25 or \$50) and extra incentives from local sponsors at some locations. Those who got their first vaccine in Ann Arbor got a free Zingerman’s sandwich, and those who got a vaccine in Kalamazoo walked away with a free pint glass from Bell’s Brewery.

MI Shot to Win

MI Shot to Win was created to boost vaccination numbers in the state, which had begun to slow down during the summer months. The goal of the public outreach campaign (consisting of a series of statewide lottery-style drawings) was to provide incentives to Michiganders to get a COVID-19 vaccination. Vaccinated Michiganders who entered the drawings were eligible to win more than \$5 million in cash prizes and a combined total of nearly \$500,000 in college scholarships. The aim of the MI Shot to Win Sweepstakes was to increase the state's vaccination rate by roughly 9% – or nearly 768,000 Michiganders – to achieve the statewide goal of vaccinating 70% of residents ages 16 and older.

MI Shot to Win was powered by Meijer in partnership with the Michigan Association of United Ways and the State of Michigan. The statewide vaccine sweepstakes was supported by Blue Cross Blue Shield of Michigan, Michigan Chamber of Commerce, Michigan Association of State Universities, Small Business Association of Michigan, Business Leaders of Michigan and many other organizations.

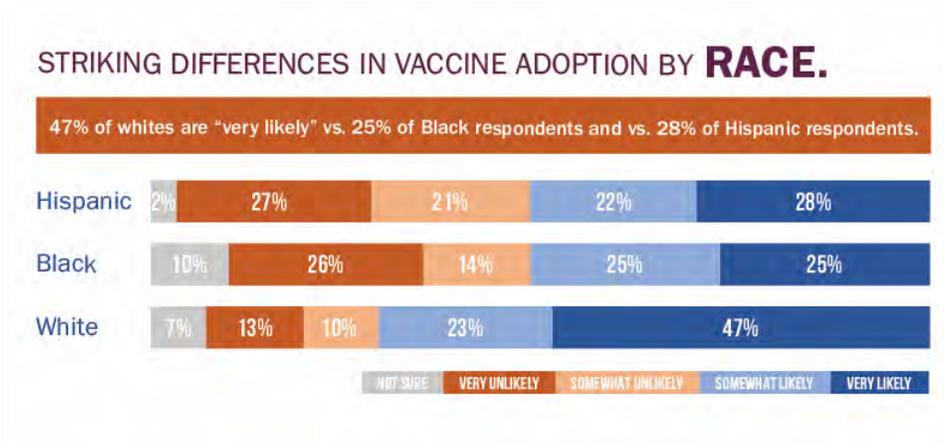
Highlights of the Sweepstakes included:

- While the summer months historically report lower vaccination rates, the MI Shot to Win Sweepstakes helped Michigan reverse that trend during a critical period of time before the more infectious Delta variant became the dominant strain of COVID-19. In June, for example, Michigan saw COVID-19 vaccination doses decline week-after-week for the entire month. Michigan recorded week-to-week increases for vaccinations throughout July during the sweepstakes, as reflected by state data.
 - **7/4-7/10:** 28,848 first doses administered
 - **7/11-7/17:** 30,691 first doses administered
 - **7/18-7/24:** 36,176 first doses administered
 - **7/25-7/30:** 42,288 first doses administered
- The sweepstakes helped increase the state's vaccination rates from 61% to 63%, supporting the climb toward the state's goal of a 70% vaccination rate.
- Over that same July time span, more than 2.4 million Michiganders signed up to win cash prizes and over 106,000 Michiganders entered to win scholarships. The media coverage from the sweepstakes also generated more than \$7 million in free publicity about the importance of getting one of the three safe and effective vaccinations.

PUBLIC EDUCATION CAMPAIGN

November 2020

As the United States approached emergency use authorization (EUA) of the initial vaccines, MDHHS conducted a statewide survey to understand attitudes, beliefs and hesitations around COVID-19 vaccination. Research underscored the challenges ahead, with **only 34% of those surveyed saying they would get vaccinated as soon as a vaccine is available**. It also magnified the differences in intended adoption of the vaccine by race.



Through this research, MDHHS was able to tailor messaging to individual audiences. After doing a full analysis of the data and understanding the general themes, research determined that there were eight distinct segments. These segments included:

- Hispanic non-vaccinators
- Black non-vaccinators
- Single/unmarried
- Science/vaccine believers
- White non-news watchers
- High income white, ready to commit
- Non-white institution skeptics
- Retired, news watcher

December 2020

- The U.S. Food & Drug Administration (FDA) authorized emergency use of the Pfizer and Moderna COVID-19 vaccines. The first people eligible to receive the vaccine were hospital and medical staff.
- Governor Whitmer issued Executive Order 2020-193 to create the Protect Michigan Commission.
- MDHHS developed the foundation for the public education campaign by conducting six online focus groups to test creative materials with two groups of Caucasian adults, two groups of African American adults and two groups of Hispanic and Arab American adults. In depth research was conducted to understand the diverse target audiences and the messaging that would resonate and move them to get a vaccine. Based on the results of the research, MDHHS tweaked messaging and prepared materials for launch.

- By the end of December 2020, 74,965 Michiganders had received their first dose of the vaccine.

January 2021

Beginning January 11, 2021, the following groups of people were eligible to receive a COVID-19 vaccine:

- Michiganders ages 65 and older
- Frontline essential workers (firefighters, police, corrections workers, inspectors)
- Childcare and pre-K through high school staff
- Congregate care facilities (homeless shelters, juvenile justice, childcare staff)

Communications Strategy

The public education campaign launched, coinciding with the new eligibility. The vaccine was still new, and the task was clear: educate Michiganders on the safety and effectiveness of the vaccine. In this new campaign, MDHHS highlighted the tens of thousands of diverse volunteers who participated in clinical trials and showed that healthcare professionals trusted the vaccine and were eager to get vaccinated.

Outreach

MDHHS had a consistent cadence of coordinated messaging with paid media, earned media and direct community outreach. The campaign included a combination of television, cable, connected TV, YouTube, radio, audio streaming, print, digital, Google search, native advertising and social media. All Google search and Facebook/Instagram advertising were provided at no cost. Media partners provided added value advertising, extending the reach of the campaigns.

MDHHS leveraged trusted voices within communities across the state, including pastors, notable physicians, university presidents and business leaders to participate in radio, TV and print interviews.

MDHHS coordinated the first in a series of statewide virtual discussions with community leaders and stakeholders about the safety and efficacy of the vaccine, aiming to address concerns within specific communities. The first town hall featured speakers from the faith-based community, reaching an estimated 31,000 people. It included the following participants:

Moderator: **Dion Williams**, Director of Faith Based & Urban Affairs for Governor Gretchen Whitmer

Speakers:

- **Dr. Joneigh Khaldun**, Michigan Department of Health and Human Services
- **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, Greater Grace Temple in Detroit
- **Dr. Herbert Smitherman, MD**, Detroit Receiving Hospital
- **Rev. Lydia Bucklin**, Episcopal Diocese of Northern Michigan

The Commission held its first meeting with chairs, appointees and stakeholders on January 29, 2021. Dr. Sarah Lyon-Callo, State Epidemiologist, and Dr. Joneigh Khaldun unveiled the state's vaccine allocation strategy and plan. The Commission also outlined its plan for outreach in communities across the state through workgroup recruitment and engagement.

Results

Vaccinations (View full dashboard for more detailed results at Michigan.gov/COVIDVaccine)	Results
One dose	830,548
Completion	206,794

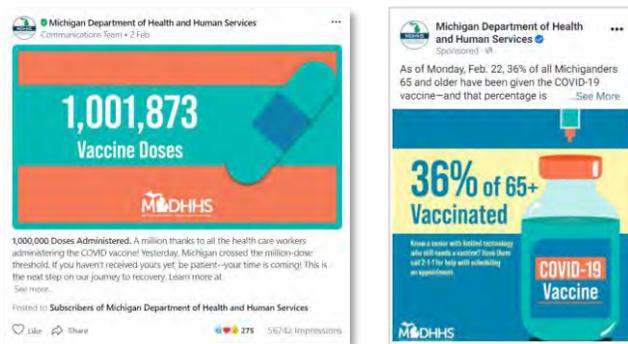
Media	Results
Paid media impressions (impressions are defined as the number of times a piece of content is consumed)	116,787,802
Web page views	1,734,119
Earned media stories	18

February 2021

The single dose Johnson and Johnson vaccine was authorized for emergency use for adults 18+.

Communications Strategy

Clergy members from every religious sector across Michigan developed a TV spot to continue to instill confidence in vaccine safety. MDHHS layered this messaging onto the campaign launched in January and continued to emphasize all the safety and effectiveness of the new COVID-19 vaccine. Throughout the month, healthcare professionals shared testimonials through social media with honest reviews of their symptoms following their second shot. As the state hit new milestones in vaccination, MDHHS shared updates on social media reminding people that their turn was coming. In addition to vaccine messaging, MDHHS launched a campaign reminding all Michiganders to continue to wear masks.



Outreach

MDHHS continued to build on paid media efforts, adding gas station TV to the advertising mix as a new way to reach more Michiganders. MDHHS hosted the second virtual town hall event. It focused on communities of color and reached an estimated 9400 people. Participants included:

Moderator: Lieutenant Governor Garlin Gilchrist

Speakers:

- **Dr. Joneigh Khaldun**, Michigan Department of Health and Human Services

- **Charles Anderson**, Urban League of Detroit and Southeastern Michigan
- **Reverend Anthony**, Detroit NAACP
- **Dr. Lynn Smitherman, MD**
- **Eva A. Garza Dewaelsche**, SER Metro-Detroit, Jobs for Progress, Inc.
- **Dr. Zafer I. Obeid, M.D.**, Arab American & Chaldean Council
- **Dr. Terry Samuels**, Little Traverse Bay Bands of Odawa Indians
- **Dr. Bobby Mukkamala**, Michigan State Medical Society and American Medical Association

Community outreach efforts included working with chapters of the Urban League, National Association for Advancement of Colored People (NAACP), block clubs, association leaders and Black fraternities and sororities. These organizations welcomed MDHHS to their monthly meetings to discuss what they can do to assist with messaging and outreach. They also used newsletters and social media to encourage their members to get vaccinated and share the importance of vaccination with family and friends.

MDHHS shared materials with urban nursing, assisted living, facilities, barber shops, beauty salons, gyms, homeless shelters and food banks. Each week, MDHHS emailed more than 450 of Michigan’s leading associations, employers and community organizations, sharing important information and content for them to relay to their members and constituents. Emails included topline message or announcements from the State of Michigan, new communication resources, questions and answers on trending topics, social media content for resharing, recent news articles and opinion editorials.

Social influencers with thousands of followers shared more than 100 posts on their social channels encouraging masking and following other safety protocols until the vaccine was more widely available and more people could be vaccinated.

The Commission launched Michigan.gov/ProtectMICommission to make materials and information available to all Commission members. As part of an ongoing communication effort, the Commission started sending twice weekly email blasts to more than 1,500 stakeholders across Michigan. Every newsletter contained vaccine announcements, news, action items and graphics for recipients to share through their social channels.

Led by a chair and manager, the 20 Commission workgroups began to recruit members and meet (sometimes weekly) to discuss vaccine barriers that existed for their constituencies and evaluate what resources were needed to break down the barriers.

The Commission met at the end of February to report vaccine data and next steps.

Results

Vaccinations	Results
One dose	1,499,424
Completion	862,093

Media	Results
Paid media impressions	197,483,893
Web page views	877,950
Earned media stories	41

March 2021

Vaccine eligibility expanded:

- March 8: Anyone over 50 with a medical condition or disability and anyone who acts as a caregiver for children with special needs.
- March 22: Anyone age 16 or older with a medical condition or disability and all Michiganders over 50.

Demand for the vaccine increased as more Michiganders became eligible. Michiganders struggled with how to find and make an appointment.

Mass vaccination sites opened across the state in March. While still communicating the safety of the vaccine, MDHHS also promoted these sites:

- Delta College hosted a clinic on March 6 and 7, with a goal of vaccinating 3,000 eligible Michiganders in Bay, Midland and Saginaw counties. Realizing that older adults may experience challenges scheduling appointments online, MDHHS and the Michigan National Guard called them directly to schedule appointments.
- The Ford Field mass vaccination clinic opened on March 24 with the capacity to administer 6,000 vaccines per day for eight weeks.

The team also conducted another round of quantitative research with 1,848 respondents. Research showed that those who have started the vaccine process or were at least “somewhat likely” to get vaccinated had increased substantially across all groups since November. The number of people who said they were “very likely” to get the vaccine increased from 43% in November to 65% in March. This included people who had already received at least one dose. The increase was especially dramatic with African Americans, increasing from 25% to 54% and with Hispanics, increasing from 23% to 53%.



Communications Strategy

MDHHS continued with the same messaging, focusing on safety and effectiveness, featuring healthcare professionals and clergy members and reminding people about the clinical trials that were conducted. In addition, MDHHS messaging reminded people to wear their masks. This month, MDHHS layered on a specific promotion around the mass vaccination clinic at Ford Field. Based on feedback from the Commission workgroups, MDHHS developed and translated

fact cards on specific questions that were coming in from the public. MDHHS also reminded people to take any authorized vaccine available to them, because all three options were proven to be safe and effective.



Outreach

The paid media campaign continued to run through all media channels, along with earned media efforts, outreach and bi-weekly emails. The Detroit Audacy radio stations launched a public service campaign using the state’s messaging shared through players and coaches from the Tigers, Red Wings, Lions and Pistons, providing a total of 503 public service announcements.

On March 18, the state held an in-person press conference at Ford Field to kick off the mass vaccination clinic, featuring **Governor Gretchen Whitmer**, **Lt. Governor Garlin Gilchrist II**, FEMA Regional Administrator **Kevin M. Sligh, Sr.**, Detroit Lions Team President and CEO **Rod Wood**, Henry Ford Health System CEO **Wright Lassiter III**, Meijer President and CEO **Rick Keyes** and Protect Michigan Commission Director **Kerry Ebersole Singh**.

MDHHS held the third virtual town hall event. It focused on older adults and reached approximately 12,800 people. Participants included:

Moderator: Dr. Alexis Travis, Michigan Aging and Adult Services Agency

Speakers:

- **Zaneta Adams**, Michigan Veterans Affairs Agency
- **Maureen Taylor**, Chair, Michigan Welfare Rights Organization
- **Rev. Horace Sheffield**, Pastor, Detroit’s New Destiny Christian Fellowship
- **Dr. Brenda Surae Eaton, MD**
- **Mark Hornbeck**, AARP Michigan
- **Dr. Herbert Smitherman, MD**, Detroit Receiving Hospital
- **Wanda Bowman**, Detroit Area Agency on Aging

MDHHS held several faith-based leadership update calls to pastors, first ladies, deacons and church announcers and coordinated community church marquee messaging and small business marquee messaging.

Members of the Commission’s senior workgroup gave interviews to AARP to encourage older adults to get vaccinated.

The workgroups evaluated what materials and tools were available for use with their constituencies. As a result, MDHHS created new materials and offered translations in Spanish, Chinese and Arabic.

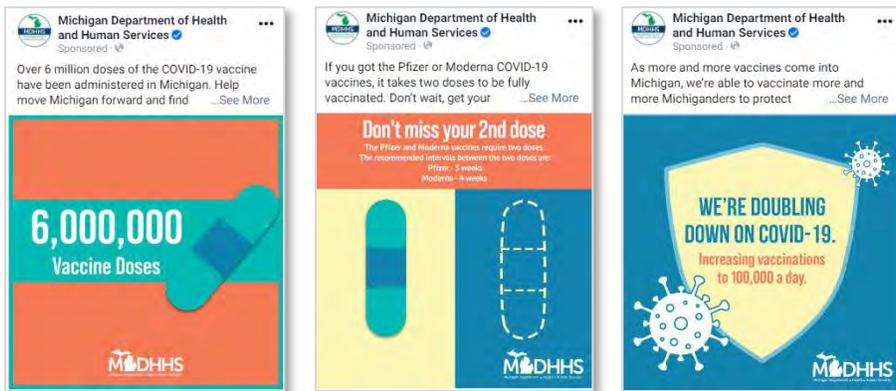
Results

Vaccinations	Results
One dose	2,728,184
Completion	1,635,416

Media	Results
Paid media impressions	245,615,639
Web page views	1,162,135
Earned media stories	34

April 2021

Michigan expanded vaccine eligibility to all Michiganders 16 or older. On April 28, Governor Whitmer named Detroit Tigers great Miguel Cabrera as co-chair of the Protect Michigan Commission to continue to encourage COVID-19 vaccinations. During the month of April, Michigan doubled down with a goal of vaccinating 100,000 Michiganders per day.



Communications Strategy

The research conducted in late March suggested that Michiganders wanted to hear real stories from other Michiganders. As a result, MDHHS launched the “My Why” campaign, using real Michiganders sharing stories of why they chose to get vaccinated. The campaign included multiple TV and radio spots. “My Why” would become a staple of the statewide vaccination campaign.

There was also an increased focus on making sure all older adults knew how to get their COVID-19 vaccine. To reach this population, MDHHS produced a new television campaign showing seniors the multiple options for scheduling their vaccines. In addition, the team partnered with the Area Agency on Aging Association of Michigan (4AM) to distribute postcards giving older adults clear instructions on how to schedule a vaccination appointment.

Outreach

Commission workgroups put the call to action out to members to recruit Michiganders to volunteer to share their stories in both ads and public events. Engaging teens age 16 and up to get the vaccine and encouraging their friends to do the same was a priority.

High school students volunteered to become student ambassadors who spoke at media events and participated in “My Why” ads. Some even received their Pfizer vaccine doses alongside Governor Whitmer.

The Commission hosted virtual and in-person news conferences in April. Health departments, doctors, members of the tribal communities and student ambassadors participated in virtual events across Northern Michigan and Upper Peninsula. These events highlighted regional vaccination strategies and participants’ personal reasons for getting vaccinated.

Commission street teams went door-to-door in neighborhoods and commercial areas in Detroit. The canvassers helped residents sign up for appointments at Ford Field and directed them to community pop-up clinics.

First ladies in the faith community volunteered and used their positions in the churches to assist in educating older adults, mothers and children in their communities about the vaccine. First ladies and pastors also served as surrogates on radio talk shows. Social media influencers shared their own reasons with their networks for getting the vaccine.

New assets were added to the paid media campaign, including outdoor advertising, video ads on hospital networks, a barber shop and beauty salon advertising program and advertising targeting college students.

The Commission held a virtual town hall with the first ladies in April. Participants included:

Moderator: **Dion Williams**, Director of Faith Based & Urban Affairs for Governor Gretchen Whitmer

Speakers:

- **First Lady Crisette Ellis**
- **First Lady Loretta Morman**
- **First Lady Karen Sheard**
- **First Lady Sheila Vann**
- **Dr. Lynn Smitherman, MD**

Results

Vaccinations	Results
One dose	4,039,957
Completion	2,954,743

Media	Results
Paid media impressions	321,008,794
Web page views	576,050
Earned media stories	115

May 2021

The FDA authorized the Pfizer vaccine for emergency use in children ages 12 to 15 years old. MDHHS conducted another quantitative research survey to continue to understand the leading contributors to vaccine hesitancy among Michiganders. The top three drivers were concern about the vaccine’s effectiveness, the belief that an individual’s risk of COVID-19 is low and concern about long-term side effects. The main reason individuals identified for getting vaccinated was the desire to protect family, friends and themselves. Healthcare providers and family members were cited as the most trustworthy sources for vaccine information.

Communications Strategy

MDHHS asked healthcare providers throughout the state to answer a series of questions, including addressing the safety of the vaccine, how to prepare for the vaccine, the side effects of the vaccine and why they recommend the vaccine. MDHHS developed two television spots to share via multiple video channels. In addition, several new TV spots for the “My Why” campaign were launched, geared toward pregnant women and teens. Another TV spot featured emotional pleas from people who had lost loved ones to COVID-19.

MDHHS developed a new digital integration where ads were delivered to people and showed the nearest location where they could get a vaccine. This was based on their IP address or geographic location, to make it as easy as possible to find a local appointment.

The Detroit Tigers also produced a television spot in both English and Spanish, featuring an all-star lineup of players to encourage their fans to get vaccinated. All materials focused on the key messages that the vaccines were tested for safety and trusted by doctors.

Outreach

The Commission launched a door-to-door neighborhood canvassing program in Genesee County, a community with a low vaccination rate and a high social vulnerability index. The Commission recruited faith leaders to promote the safety of the vaccine in their communities. The Pastoral Alliance of Michigan, with over 500 members and the Council of Baptist Pastors, with more than 150 members, offered to help. Churches offered transportation to individuals who needed to get to a vaccination site, incorporated messages about the safety and efficacy of the vaccine into sermons and bible studies, distributed vaccine literature and had one-on-one conversations with those at church food pantries.

Committed to making it easier for Genesee County residents to get to their vaccine appointments, the Commission announced a partnership with the Michigan Transit Authority in Flint.

The Commission introduced a text message program targeting more than one million Michiganders in high vulnerability areas with low vaccination rates. The text messages linked the recipient to locations near them to receive the vaccine. MDHHS continued its robust paid media campaign through all channels and added transit, bus shelters, Reddit, TikTok, Vevo, Twitch and text messaging.

Educating parents about the vaccine and urging them to get their children vaccinated was a priority. Dr. Mona Hanna-Attisha, pediatrician and co-chair of the Protect Michigan Commission, had her 12 and 15-year-old daughters vaccinated as part of a virtual press event.

During this month, the Commission held four virtual town hall events.

Town Hall for People with Disabilities

Participants included:

Moderator: **Tim Hileman**, Special Olympics Michigan, PMC Disability Workgroup Chair

Speakers:

- **Matt Bolger**, Michigan State Police, parent of a child with a disability
- **Brian Calley**, Small Business Association of Michigan, parent of a child with a disability

- **Julie Conn**, speech pathologist with Huron Valley Schools, parent of an adult child with an intellectual disability
- **Dr. Joneigh Khaldun**, Michigan Department of Health and Human Services
- **Lucia Rios**, Lakeshore Disability Network

Middle Eastern Community Town Hall

Participants included:

Moderators: **Fayrouz Saad** and **Dr. Zafer I. Obeid, M.D.**, Arab American & Chaldean Council

Speakers:

- **Evone Barkho**, Wayne State University
- **Dr. Mona Hanna-Attisha, M.D.**, Michigan State University and Hurley Children’s Hospital Pediatric Public Health Initiative, Protect Michigan Commission Co-Chair
- **Farah Jalloul**, Michigan Pharmacists Association
- **Dr. Imad M. Obeid, M.D.**, Henry Ford Health System
- **Madiha Tariq**, ACCESS
- **Sawsan Jamil, M.D.**

Local Government Town Hall

Participants included:

Moderator: Pontiac Mayor **Dierdre Waterman**

Speakers:

- **Dr. Joneigh Khaldun**
- **Kerry Ebersole Singh**

Spanish Speaking Community Town Hall

Participants included:

Moderator: **Fernando Gonzalez Saiffe**, Consul General of Mexico in Detroit

Speakers:

- **Dra. Juana Nicoll Capizzano**, Medicina Familiar, Geriatria, University of Michigan
- **Dr. Felix M. Valbuena, Jr.**, Medicina Familiar, CEO CHASS, Henry Ford Hospital
- **Dra. Maricela Castillo MacKenzie**, Medicina Familiar, University of Michigan
- **Guadalupe Lara**, Social Worker
- **Jose Galaviz**, Michigan Department of Health and Human Services Allegan County
- **Mikel Llanes**, University of Michigan

Results

Vaccinations	Results
One dose	4,692,191
Completion	4,113,984

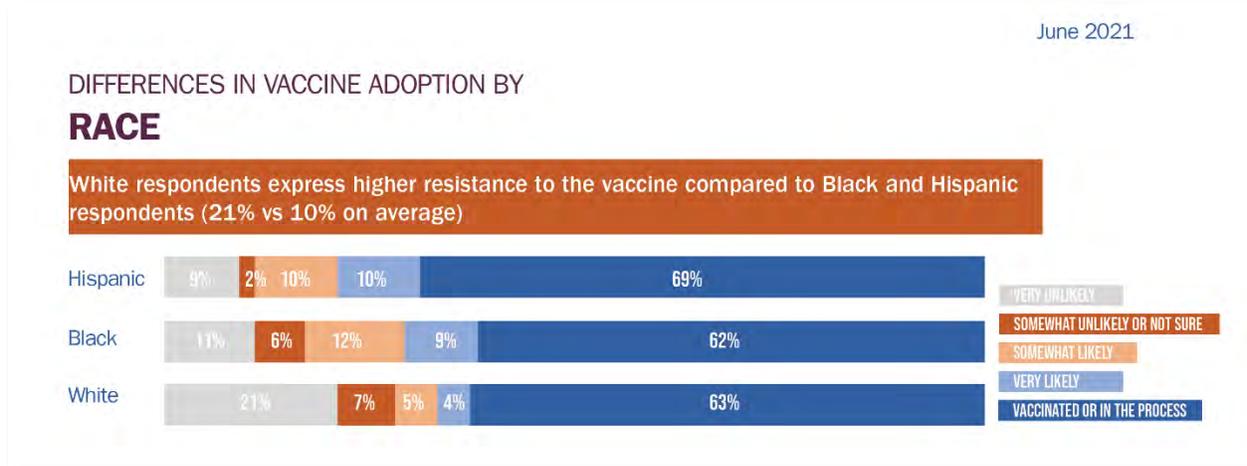
Media	Results
Paid media impressions	493,901,706
Web page views	362,044
Earned media stories	162

Throughout the Ford Field mass vaccination clinic, over 275,000 doses were administered with 41.48% identifying as members of ethnic and racial minority groups and almost 50% administered to residents of high social vulnerability index zip codes (zip codes that include at least one census tract with an SVI of .6 and above). Almost 10,000 people who self-identified as

having disabilities were vaccinated through the Ford Field clinic, including the mobile units. There were 785 requests for interpretation services fulfilled in 24 different languages. Over 1,000 people received transportation to and from Ford Field to receive the vaccine.

June 2021

A fourth quantitative research survey was conducted in both English and Spanish to understand how parents felt about vaccinating their children ages 12 years and older. Long-term health risks, specifically, impacts on fertility, were cited as top concerns in the quantitative survey. The survey suggested that participants in the “difficult to persuade” category might be open to the vaccine if it had full FDA approval. At this point, the vaccines only had emergency use authorization. Incentives emerged as a leading factor for encouraging vaccination. Vaccine hesitancy in the Hispanic and Black populations continued to decrease.



Communications Strategy

The Commission compiled incentives offered by businesses across the state on a web page and promoted it through media and advertising. The incentives ranged from prizes both big and small from retailers and other organizations. The Commission, the Small Business Association of Michigan and the Michigan Restaurant & Lodging Association hosted three incentivized clinics geared for hospitality and retail workers in Ann Arbor, Grand Rapids, Traverse City and Kalamazoo. The Commission and MDHHS continued to share the personal stories of why people got vaccinated and encouraged the Commission workgroups to submit testimonial videos of their own to share with their communities.

Outreach

Door-to-door canvassing expanded to high vulnerability areas with low vaccination rates across the state. The Commission street teams canvassed Eastpointe, Albion, Battle Creek, Benton Harbor, Highland Park, Warren, Kalamazoo, Saginaw, Inkster, Ecorse, Grand Rapids and Muskegon. The Commission collaborated with more than 40 community organizations in these areas to share vaccine information and help residents schedule and get to vaccine appointments near them.

With a focus on getting children 12 years and older vaccinated, the Commission partnered with Oakland County officials and student ambassadors from local schools on the One-by-One campaign to encourage peers and classmates to get the vaccine as soon as they became eligible. Nearly 400,000 text messages were sent to households with children ages 12 through

18 years. One text featured a note from Dr. Mona Hanna-Attisha, pediatrician and the Commission co-chair, expressing her trust in the vaccine.

With fertility issues as a top concern, materials were developed and distributed to OB-GYN offices outlining the safety and effectiveness of the vaccine.

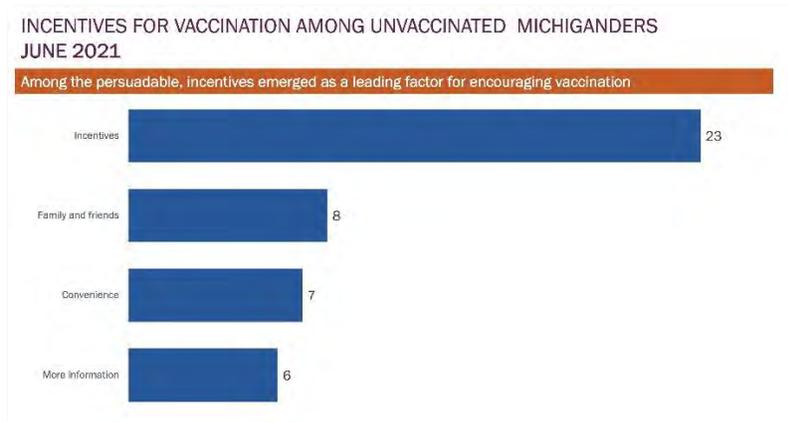
Results

Vaccinations	Results
One dose	4,881,406
Completion	4,515,555

Media	Results
Paid media impressions	148,678,726
Web page views	236,590
Earned media stories	171

July 2021

On July 1, MI Shot to Win launched, giving Michiganders the opportunity to win a \$1 million or \$2 million dollar grand prize, along with \$50,000 daily prizes and college scholarships for students ages 12 to 17 years old.



The Commission provided funding to the Small Business Association of Michigan and the Michigan Association of United Ways to create additional public education campaigns delivered from different messengers to encourage those still hesitant to get vaccinated.

Communications Strategy

In addition to highlighting real stories in the “My Why” campaign, MDHHS developed a new campaign focused on promoting MI Shot to Win through TV, radio, outdoor and social media, encouraging people to get their first vaccine dose and to sign up for the sweepstakes.

Data showed that younger Michiganders had very low vaccination rates. To specifically reach this group, MDHHS focused media on younger target audiences, including Tik Tok, Instagram and Snapchat. Miguel Cabrera, the Commission’s new co-chair, recorded videos in Spanish and English, encouraging his fans to get vaccinated.

Outreach

The Commission street teams continued door-to-door efforts distributing door hangers, flyers and information cards in cities with a high social vulnerability index and canvassed areas with high foot traffic (such as grocery stores, banks and credit unions). If the residents needed assistance making an appointment, street team members were able to sign them up on the spot.

The Commission continued working with the faith-based community to ensure congregations knew the importance of the vaccine during Vaccine Sundays and to promote MDHHS mobile testing sites.

On July 8, the Commission held a virtual town hall focused on parents and families. Participants included:

Moderator: **Veronica McNally**, Franny Strong Foundation, I Vaccinate and member of the CDC Advisory Committee on Immunization Practices

Speakers:

- **Dr. Rosalyn Maben-Feaster, MD**, OB-GYN, Michigan Medicine
- **Cathy Murray**, Psychology Teacher, Port Huron Northern High School
- **Andrea Secrease**, Executive Director, Early Learning at Greater Midland
- **Derrick Worthey**, father and blogger, This Worthey Life
- **Za'ih Worthey**, teenager, This Worthey Life
- **Dr. Rachel Young, DO**, family doctor, McLaren Greater Lansing, Family Medicine Residency Clinic

On July 20, the Commission held a virtual town hall focused on young adults. Participants included:

Moderator: **Danielle El-Amin**, advisor to the Lt. Governor

Speakers:

- **Christina El Zarka**, University of Michigan student, Save Summer 2021 founder
- **Dr. Joseph Fakhoury, MD, FAAP**, Bronson Pediatric Medicine Hospital Specialists
- **Ally Telfor**, Michigan State University, 2021 recent graduate
- **Durrell Hill**, eligibility specialist at the State of Michigan and Central Michigan Graduate Student
- **Jeremy and Jermaine Hogstrom, DO**, Resident Physicians, Authority Health Internal Medicine
- **Javon Shell**, Director of Digital Content Strategy, Cleveland Cavaliers

The Commission announced MI Shot to Win winners each week and encouraged those unvaccinated to get their shot for a chance to win.

With the continued goal of reaching Michigan teens eligible to receive the vaccine, MDHHS added Snapchat, a popular social media site among teens, to the advertising platforms.

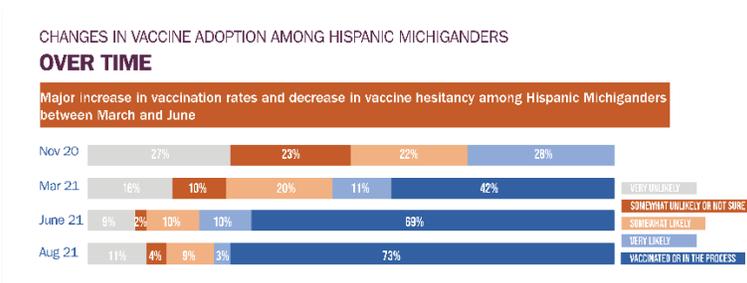
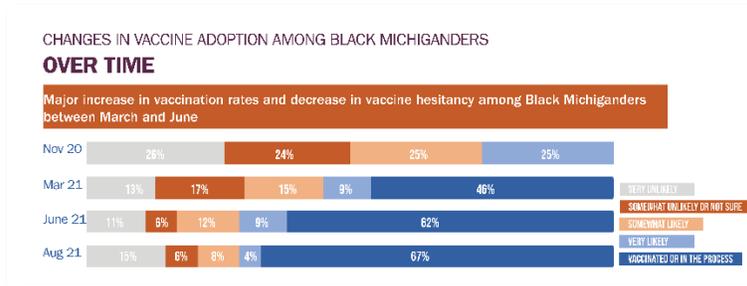
Results

Vaccinations	Results
One dose	5,056,167
Completion	4,687,696

Media	Results
Paid media impressions	534,800,078
Web page views	318,006
Earned media stories	338

August 2021

The Pfizer COVID-19 vaccine received full FDA approval. Research indicated that there was a significant increase in parental intent to get children vaccinated, which was attributed to children returning to school. As in previous quantitative research surveys, MDHHS studied vaccination likeliness over time. By August, the percentage of African Americans who had started the process or who were very likely or somewhat likely to get vaccinated increased to 79%. For the Hispanic population, those same categories increased to 85%.



Communications Strategy

More Michiganders wanted to share their reasons for receiving the vaccine – everyone had a story. The Commission had the tools and means to help tell and promote these stories. The workgroups recruited participants for the next series of “My Why” ads.

In an emotional plea, Kayleigh, a 27-year-old woman who nearly died after delivering her second child, urged everyone to get a COVID-19 vaccine.

Community leaders and pastors were also important messengers, sharing information about the vaccine with their communities. They also organized vaccine clinics in their centers and churches with their local health departments. A Metro Detroit pastor noted that many people said they “felt like he was talking to them” in his “My Why” spot, which prompted them to get the vaccine.

The Commission had to reach parents and future parents, since research suggested that fertility was a vaccine hesitancy driver. Michigan OB-GYNs spoke out against vaccine misinformation and myths and spoke to the vaccine’s safety. A campaign aimed at parents was launched to encourage them to get their children vaccinated to keep them safe before heading back to school.

By August, Michigan had the means to deploy mobile vaccination units to communities around the state. Commission workgroups, partners and stakeholders sent in ideas for high-traffic areas in their neighborhoods and offered use of their facilities to the mobile teams. As a result, more than 100 mobile clinics were hosted each week, at festivals, churches and stores and even in a movie theater.

Outreach

With children heading back to school and many districts returning to in-person learning, it was imperative to break down vaccination barriers for parents, teens and Michiganders in areas with low vaccination uptake.

Door-to-door canvassing in neighborhoods with low vaccination rates continued. In August, the street teams expanded their reach to back-to-school events, concerts and outdoor shopping areas. Carrying vaccine information and gift cards and using the “Shots in Arms” approach, the street teams got vulnerable Michiganders vaccinated, one by one.

Nine students were awarded college scholarships and the \$2 million dollar grand prize winner was announced as the MI Shot to Win Sweepstakes ended.

The Commission promoted the safety and efficacy of the vaccine in places Michiganders go to every day. Movie theaters, gas stations, malls, airports and Tigers games were added to the Commission’s multi-faceted advertising strategy. Parents received text messages from trusted doctors to encourage them to vaccinate their children before they went back to school.

Results

Vaccinations	Results
One dose	5,244,374
Completion	4,834,984

Media	Results
Paid media impressions	673,972,490
Web page views	339,189
Earned media stories	181

September 2021

- On September 27, MDHHS urged Michiganders 65 and older, residents ages 18 and older in long-term care settings and people ages 50 through 64 (with certain underlying medical conditions) who received the Pfizer COVID-19 vaccine to get a booster vaccine six months after completion of their primary series.
- On September 29, the CDC issued an urgent health advisory encouraging people who are pregnant, recently pregnant and those trying to become pregnant to get vaccinated, citing data showing that pregnant women have a two-fold increased risk of admission into intensive care, a 70% increased risk of death and an increased risk of adverse pregnancy outcomes.

- The Delta variant continued to spread with increased cases of COVID-19 throughout the month of September.

Communications Strategy

The data showed that in addition to teens, Michiganders in their 20’s and 30’s had low vaccination rates.

The reasons for vaccinating became very personal. A young man with autism and another young man with Down Syndrome hoped their peers would get vaccinated. Physicians explained how hard it is to watch patients die in the hospital from COVID-19 and see the toll it has taken on families and the entire healthcare community. An ad featured Ian, a kidney transplant recipient, who was unable to develop antibodies and was relying on community immunity. Members of the Hispanic community also shared their reasons for being vaccinated, as they urged their families and communities to do the same.

MDHHS and the Racial Disparities Task Force created “Between Friends,” a three-part series to promote the safety and efficacy of the vaccine to young adults of color across Michigan. One video featured Lt. Governor Gilchrist having open conversations about the vaccine with friends at a barbershop.

Outreach

MDHHS continued with all paid media channels and added the Black Information Network in Detroit, sharing videos from local radio personalities encouraging their listeners to get vaccinated. In addition, MDHHS launched a social media series dispelling myths in clear and easy to understand language. The Commission continued to work closely with county health departments and street teams to ensure coordination and promotion of mobile sites.

Results

Vaccinations	Results
One dose	5,371,968
Completion	4,985,842
Booster	93,942

Media	Results
Paid media impressions	586,612,712
Web page views	339,189
Earned media stories	2*

*This represents the number of earned media stories generated as a direct result of outreach conducted by the public relations partners. MDHHS internal communications had a consistent flow of earned media stories not counted in this number.

October 2021

MDHHS promoted the importance of booster vaccines and prepared for the emergency use authorization of the vaccine for children ages 5 to 11 years old. There was also a continued push to convince those still hesitant through compelling messages and stories shared via paid media, earned media, community engagement and door-to-door canvassing.

Communications Strategy

MDHHS continued to run the new “My Why” spots, now including a feature with a nurse who lost many loved ones to COVID-19. MDHHS also shared the story of a young man who lost his father and was unable to be there to say goodbye, as well as the stories of small business owners who struggled to keep their doors open and their employees safe.

To help people understand who was now eligible for an additional vaccine, MDHHS developed an infographic to share through social media and the Commission email newsletter. Earned media efforts were focused on the pending authorization for children ages 5 to 11 years old.

Outreach

MDHHS continued with several paid media channels and continued to share social media assets dispelling myths and encouraged workgroups and stakeholders to do the same.

The street teams expanded door-to-door canvassing in Grand Rapids, Albion, Battle Creek, Benton Harbor, Highland Park, Saginaw, Inkster and Hamtramck. Coverage included events, church activities, concerts and strip malls with 16,213 doors knocked and 106 real time sign-ups. In addition, the Commission worked closely with county health departments and street teams to ensure coordination of mobile sites’ marketing and awareness.

Results

Vaccinations	Results
One dose	5,504,809
Completion	5,107,426
Booster	701,603

Media	Results
Paid media impressions	174,402,418
Web page views	165,510
Earned media stories	4*

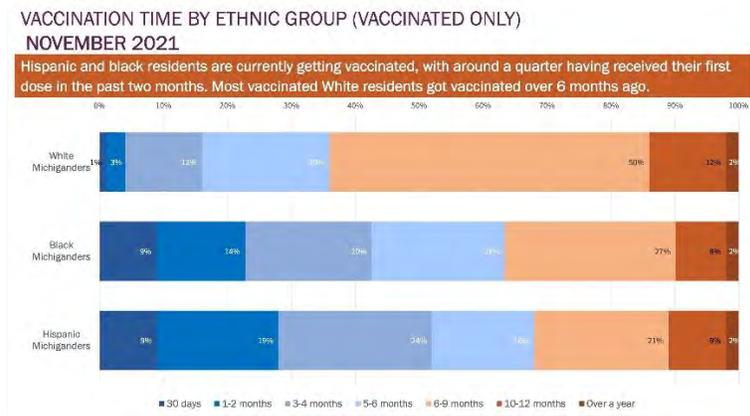
*This represents the number of earned media stories generated as a direct result of outreach conducted by the public relations partners. MDHHS internal communications had a consistent flow of earned media stories not counted in this number.

November 2021

The Pfizer COVID-19 vaccine was authorized and recommended by the FDA and the CDC for children ages 5 to 11 years old.

On November 18, Governor Whitmer encouraged all Michiganders who had been fully vaccinated for six months or more to get a COVID-19 booster.

MDHHS conducted another quantitative research survey. Of those who were already vaccinated, 23% of the Black population and 25% of the Hispanic population had done so in the past two months, pointing to continued progress and success resulting from multiple efforts to encourage Michiganders to get vaccinated.



Communications Strategy

MDHHS launched a new series of television spots featuring children, pediatricians, coaches, educators, a pastor and a family impacted by COVID-19. The spots were all geared at encouraging parents to vaccinate their children ages 5 to 11 years old. In addition, the team launched a new series of social media posts and digital creative with messaging about feeling confident at family gatherings, sleepovers, in the classroom and when children play with friends. In addition to the focus on vaccinating children, MDHHS continued to promote general COVID-19 vaccination through several media channels.

Outreach

MDHHS continued with a robust paid media program through several media channels, including traditional, digital, social media and outdoor. In addition, the Commission continued efforts of door-to-door canvassing throughout the state, encouraging the unvaccinated to schedule their vaccine appointments.

On November 3, the Commission held a virtual press briefing discussing the newly authorized vaccine for children ages 5 to 11 years old. It featured the following participants:

- **Elizabeth Hertel**, Director, Michigan Department of Health and Human Services
- **Dr. Natasha Bagdasarian, MD, MPH**, Chief Medical Executive for the State of Michigan
- **Veronica McNally**, President, Franny Strong Foundation; Founder, I Vaccinate Campaign; Member, CDC Advisory Committee on Immunization Practices
- **Dr. Matthew Hornik, DO, FAAP**, Board-Certified Pediatrician, President, Michigan Chapter of the American Academy of Pediatrics

In addition to the virtual press briefing, the Commission held three town halls during the month of November.

On November 3, MDHHS hosted a town hall geared toward the Spanish-speaking community, featuring the following participants:

Moderator: **Guadalupe G. Lara, LMSW**, Ret. DMC Director of Social Work and LASED Wellness Instructor

Speakers:

- **Dr. Felix M. Valbuena, Jr.**, Medicina Familiar, CEO CHASS, Henry Ford Hospital

- **Dr. Maricela Castillo MacKenzie**, Medicina Familiar, University of Michigan

On November 10, MDHHS hosted a second town hall addressing the children's COVID-19 vaccine authorization. Participants included:

Moderator: **Dr. Alexis Travis**, State Health Officer with the Michigan Department of Health and Human Services

Speakers:

- **Dr. Farhan Bhatti, MD**, Chief Executive Officer, Carefree Medical – Lansing; Michigan state lead, Committee to Protect Healthcare
- **Dr. Joseph Fakhoury, MD, FAAP**, Pediatric Hospitalist, Bronson Pediatric Medicine Hospital Specialists; Chair, Immunization Task Force, Michigan Chapter of the American Academy of Pediatrics
- **Dr. Elizabeth Lloyd, MD**, Pediatric Infectious Diseases Physician, University of Michigan C.S. Mott Children's Hospital

On November 18, MDHHS held another virtual town hall for parents and families, focusing on the COVID-19 vaccine for children. Participants included:

Moderator: **Dr. Alexis Travis**, State Health Officer with the Michigan Department of Health and Human Services

Speakers:

- **Dr. Joseph Fakhoury, MD, FAAP**, Pediatric Hospitalist, Bronson Pediatric Medicine Hospital Specialists; Chair, Immunization Task Force, Michigan Chapter of the American Academy of Pediatrics
- **Dr. Elizabeth Lloyd, MD**, Pediatric Infectious Diseases Physician, University of Michigan C.S. Mott Children's Hospital
- **Veronica McNally**, President, Franny Strong Foundation; Founder, I Vaccinate Campaign
- **Dr. Lynn C. Smitherman, MD, FAAP**, Pediatrician, Wayne Pediatrics and DMC Children's Hospital of Michigan

On November 19, MDHHS held a town hall advising Michiganders to protect themselves from COVID-19 ahead of the holiday season. Participants included:

Speakers:

- **Elizabeth Hertel**, Director, Michigan Department of Health and Human Services
- **Dr. Natasha Bagdasarian, MD, MPH**, Chief Medical Executive for the State of Michigan
- **Dr. Darryl Elmouchi, MD, MBA**, President, Spectrum Health West Michigan
- **Justin Winslow**, President & CEO, Michigan Restaurant & Lodging Association
- **Rev. Dr. Tellis Jerome Chapman**, Pastor, Galilee Missionary Baptist Church

The full Commission met for the final time on November 12. Governor Whitmer, by video, and Lt. Governor Gilchrist thanked the Commission and the workgroups for their tireless work to keep our families and friends safe from the virus and assured attendees that there is still much work ahead.

Results

Vaccinations	Results
One dose	5,764,012
Completion	5,200,191
Booster	1,728,788

Media	Results
Paid media impressions	197,246,820
Web page views	217,922
Earned media stories	264

SMALL BUSINESS ASSOCIATION OF MICHIGAN (SBAM) PARTNERSHIP

Since the beginning of the pandemic, SBAM has joined forces with small businesses, state government and community leaders to ensure that small business owners, employees and the communities they serve have the resources and information they need to help mitigate the spread of COVID-19. The vaccine outreach campaign targeting communities at risk for a resurgence of COVID-19 due to low vaccination rates was an extension of that collaborative effort.

Since SBAM has a substantial statewide reach and a strong reputation in rural areas where the economic landscape is dominated by small businesses, it led a campaign that would reach as many people as possible within this target population between July 17 and September 30 and encourage them to get vaccinated.

Overall Goals

- Educate generally conservative, vaccine hesitant and resistant Michigan residents about the safety and benefits of vaccination.
- Leverage SBAM organizational integrity and goodwill to ensure maximum effectiveness of the campaign.
- Use all available tools, including digital, outdoor, radio, TV, print, social and direct mail.

Overall Messaging Strategies

- Use research findings to drive both the message itself and those best suited to deliver the message.
- Be clear that we respect the choice of individuals in becoming vaccinated, while addressing common misconceptions about the overall safety of the vaccine.
- Utilize trusted voices, including a doctor, paramedic or pharmacist.
- Speak directly to concerns identified in the research.
- Provide statements of support on the vaccine from voices of influence, including conservative political leaders.

Total Reach

Reaching politically conservative residents in rural counties who have not yet been vaccinated was the goal of this campaign. Over the course of nine weeks, SBAM's campaign achieved the following:

- 25,000+ TV and radio ads
- 83 billboards across Michigan
- Total of 1,286,540 direct mailers sent to 204,200 rural, politically conservative households
- 29,609,378 highly targeted impressions on Facebook, Instagram, TikTok, Google Ads and YouTube
- Print advertising in 28 local newspapers

MICHIGAN ASSOCIATION OF UNITED WAYS (MAUW) PARTNERSHIP

Local United Ways share a commitment to community, health, education and financial stability. COVID-19 cuts across these issues and further amplifies disparities in our public health systems. Central barriers in the fight on COVID-19 include misinformation about vaccines, its treatment and the lack of access to healthcare services for far too many of Michigan's vulnerable residents.

MAUW joined forces with local United Ways and state partners to establish a network of COVID-19 Vaccine Hubs in 20 high-need counties across the state. MAUW received a 15-month grant to ensure ongoing presence and community support as the virus evolved. Served by 16 local United Ways, these counties were identified through Asset Limited, Income Constrained, Employed (ALICE) data and the Social Vulnerability Index. United Ways worked with local partners in a collaborative council model to determine specific needs of local communities and to develop aligned strategies to increase local COVID-19 vaccine rates. The key focus of a local hub was to identify, prepare and resource trusted local messengers with the information they needed to have both difficult and delicate conversations about COVID-19 vaccine hesitancy and to ensure vaccines were readily available to those who wanted them.

Overall Goals

- Mobilize nonprofit organizations in local communities to provide vaccine outreach to vulnerable populations.
- Prepare nonprofits with knowledge and techniques for effective vaccine outreach.
- Reach vulnerable communities with accurate, culturally competent communication about COVID-19 vaccines.

Key Actions

- Develop community-based strategies to support existing COVID-19 vaccine efforts and to mobilize partners to fill identified gaps.
- Provide relevant and reliable training and resources to United Ways and community partners (staff and volunteers) to build comfort and confidence when speaking about issues leading to vaccine hesitancy.
- Provide access to a variety of quality, reliable information sources for local communities.

Early Reach

- More than 70 grassroots organizations and efforts representing wide diversity within communities received nearly \$500,000 in initial grant funds. An additional \$1.5 million will be distributed by August 2022, allowing communities to address emerging needs.
- More than 200 people participated in the COVID-19 Vaccine Hesitancy Communications training program developed by the Center for Health Communication Research at the University of Michigan (MI CEAL).
- A Youth Vaccine Steering Committee of local and statewide partners was established to develop messaging strategies to build vaccine confidence in parents and caregivers.

- COVID-19 vaccine information has been provided to local communities in 10 languages: American Sign Language, Arabic, Burmese, Congolese, English, Nepali, Somali, Spanish, Swahili and Vietnamese.

GET VACCINATED, MICHIGAN!

MAUW welcomed the chance to further their vaccine outreach efforts by targeting communities with low vaccination rates, especially in communities disproportionately affected by COVID-19. Urban areas in MAUW's top 20 high-need counties had the lowest COVID-19 vaccination rates in the state. This effort sought to find key persuadable unvaccinated audiences and target them with robust communication between July 16 and September 30. The goal was to try things, test things and find the messengers and messaging that would most effectively increase vaccination rates.

Overall Goals

- Educate vaccine hesitant Michiganders about the importance and benefits of vaccination with a special focus on 20 high-need counties.
- Target messaging to one million persuadable, but vaccine-hesitant individuals, with communication strategies encompassing a wide range of information sources.
- Use all tools available, but especially underutilized tools, like over the top television (OTT), streaming TV, digital, peer to peer texting, direct mail and live phone calls.

Overall Messaging Strategies

- Use research findings to craft key messages and develop many ideas and concepts.
- Test creative concepts using new creative testing tools.
- Assess the results and build statistical models on "Who" is persuadable with the top message. Match those individuals and deliver the top performing message.

Total Reach

- 194,712 Michiganders visited [GetVaccinatedMichigan.org](https://www.getvaccinatedmichigan.org)
- 196,512,696 highly targeted ad views or impressions delivered to 3,293,031 people on streaming TV, Facebook, Instagram, TikTok, Google Ads, OTT, YouTube and more
- 6,748,106 peer-to-peer text messages were sent to 987,297 cell phones
- 4,607,120 direct mailers were sent to 1,253,181 households
- 922,294 phones dialed and 147,643 phone conversations were conducted

As the work started in July, Michigan was vaccinating just 3,000 individuals per day. As the program ramped up August 1, the rate grew to average 6,000 to 7,500 per day or 1.5% of all eligible unvaccinated people.

In late September and early October, spending on program surged, and daily new vaccinations reached 8,000 per day or 1.8% of those eligible. Finally, as the "Get Vaccinated, Michigan!" campaign ended in October, the daily new first shot rate fell to 3,000 per day.



CREATIVE
APPENDIX A

TV



TV



RADIO



[Vaccine Journey :30](#)

[Vaccine Journey :60](#)

[Vaccine Journey Spanish](#)

[Vaccine Journey Arabic](#)

[Outline :30](#)

[Outline :60](#)

[Ramos Vaccination Spanish](#)

[Reasons](#)

[My Why](#)

[Shot to Win](#)

[Side Effects](#)

[Change the Narrative :60](#)

[Kayleigh's Story :30](#)

[Kayleigh's Story :60](#)

[Change the Narrative :30](#)

[Gift of Life](#)

[On the Front Lines :60](#)

[My Why Spanish](#)

[My Why Pediatricians :30](#)

[My Why Kids :30](#)

[My Why Kids Arabic :60](#)

[My Why Kids Spanish :60](#)

[My Why Pediatricians :60](#)

[My Why Kids :60](#)

[Gift](#)

[Thankful](#)

PRINT



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.



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이 문을 열기 위해 과학자들이 수많은 단계를 거쳤습니다.



검증된 과정을 거쳐 개발된 코로나 바이러스 백신은 안전하고 효과적입니다. 수십 년간의 연구에 이은 수 개월간의 임상 시험, 임상 시험에 참여한 수만 명의 자원 봉사자들, 전 세계의 과학자와 의사들이 안전하고 효과적인 백신 개발을 위해 협력함으로써 우리의 삶을 되찾기 위해 노력했습니다.

더욱 자세한 정보는 Michigan.gov/COVIDvaccine에서 확인하십시오.



SCIENTISTS HAVE TAKEN HUNDREDS OF STEPS TO OPEN THIS DOOR.



العلماء مر وا بمئات الخطوات لفتح هذا الباب

لقد تم تطوير لقاح كوفيد-19 من خلال عملية تجريبية دقيقة، إنه لقاح آمن وفعال. عقود من البحث تالها تجارب سريرية لعشرات الآلاف المتطوعين، حيث تضامرت جهود العلماء والأطباء في جميع أنحاء العالم لتأمين لقاح فعال لكوفيد-19. وذلك الاستعادة حياتنا الطبيعية. زوروا موقعنا على الانترنت لمعرفة المزيد 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.



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



Una vez que recibas tu dosis de esperanza, sigue usando cubrebocas mientras que los demás reciben su dosis.

Un día en el futuro, no necesitaremos usar cubrebocas. Pero por ahora, todos necesitamos seguir usándolos. Aun después de haber sido vacunados. El virus sigue estando ahí. Ayuda a proteger a tus amigos, familiares y vecinos.

Aprende más en Michigan.gov/COVIDvaccine



Once you get your dose of hope, mask up while others get theirs.

One day in the future, we won't need to wear masks. But for right now, we all need to keep wearing masks. Even after you get vaccinated. The virus is still out there. Help protect your friends, family and neighbors.

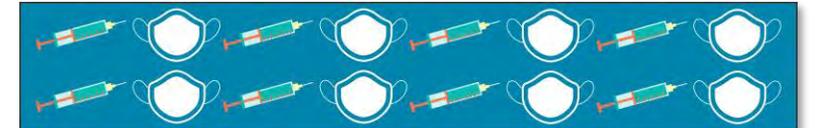
Learn more at Michigan.gov/COVIDvaccine



بعد أن تتلقى اللقاح، وريثاً يتم تطعيم الآخرين، حافظ على ارتداء الكمامة!

يوماً ما في المستقبل، لن نحتاج إلى ارتداء الأقنعة، ولكننا نحتاج جميعاً إليها في الوقت الحاضر. نحن بحاجة إلى الاستمرار في ارتداء الأقنعة، حتى بعد التطعيم، لأن فيروس كورونا ما يزال موجوداً. ساعد في حماية أصدقائك وعائلتك وجيرانك! انشر الأمل، وليس فيروس «كوفيد-19»!

Learn more at Michigan.gov/COVIDvaccine



백신을 맞으셨더라도 다른 사람들도 접종할때까지 마스크를 착용하세요.

가까운 미래에 마스크를 쓰지 않아도 될 때가 올겁니다. 하지만 지금은 우리 모두 마스크를 착용해야 합니다. 백신을 맞은 후에도 마찬가지입니다. 바이러스가 아직도 퍼지고 있습니다. 여러분의 친구, 가족, 그리고 이웃을 보호해주세요.

Learn more at Michigan.gov/COVIDvaccine



PRINT



MICHIGAN Department of Health and Human Services **Spread Hope NOT COVID**

OUR BEST HOPE IS THE COVID-19 VACCINE.

See how to get yours.

The COVID-19 vaccine is safe and effective. It will save lives and help Michigan move forward. Protect us all, by getting your dose of hope.

Learn more at Michigan.gov/COVIDvaccine or call the COVID-19 Hotline at (888) 535-6136 and press 1.

MICHIGAN Department of Health and Human Services **Spread Hope NOT COVID**

NUESTRA MEJOR ESPERANZA ES LA VACUNA DEL COVID-19.

Ve cómo obtener la tuya.

La vacuna del COVID-19 ha probado ser segura y efectiva. Salvará vidas y ayudará a que Michigan pueda seguir adelante. Protejámosnos todos, obteniendo nuestra dosis de esperanza.

Aprenda más en Michigan.gov/COVIDvaccine o llame a la línea directa de COVID-19 at (888) 535-6136 y oprima el 1.

MICHIGAN Department of Health and Human Services **Spread Hope NOT COVID**

إن أكبر آمالنا هو التطعيم ضد فيروس «كوفيد-19»

تعرف على كيفية حصولك على اللقاح الخاص بك. لقد ثبت أن لقاح كورونا آمن وفعال، وأنه سيساعد في إنقاذ الأرواح. ويساهم في دفع ميشيغان للمضي قدماً. لذلك، ساعد في حمايتنا جميعاً، بحصولك على جرعة الأمل الخاصة بك.

لمزيد من المعلومات، عبر الرابط الإلكتروني أو الاتصال على الرقم المجاني أدناه.

Learn more at Michigan.gov/COVIDvaccine or call the COVID-19 Hotline at (888) 535-6136 and press 1.

MICHIGAN Department of Health and Human Services **Spread Hope NOT COVID**

우리의 최대 희망은 코로나 백신입니다.

이렇게 접종하세요

COVID-19 백신은 안전하고 효과적인 것으로 증명되었습니다. 이것은 많은 생명을 구할 것이며 미시간을 전진시킬 것입니다. 희망의 접종을 하십시오 우리 모두를 보호해 주세요.

더 많은 정보는 Michigan.gov/COVIDvaccine 이나 COVID-19 핫라인 (888.535.6136, 1번을 누르세요)에서 얻을 수 있습니다.

PRINT



The COVID-19 vaccine is tested for safety and trusted by doctors.

Getting the vaccine was very personal for Stephanie. She had close friends who passed away from COVID. And she is sad they were not able to have a proper burial with all their friends and family in attendance. The vaccine is a dose of hope. It helps us protect each other so we can safely gather together and continue to move beyond this pandemic.

Find your vaccine at Michigan.gov/COVIDvaccine. Call 211, or text your zip code to 438829.



The COVID-19 vaccine will help us get beyond this pandemic.

There are so many things Cindita and Frazier missed in the last year: celebrating big holidays, going to movies, being with friends and family. They hunkered down in the house, life just stopped. They saw firsthand how COVID took away strong, vibrant lives. Which is why they believed it was so important to get vaccinated to get back to normal.

The vaccines have been tested for safety and are trusted by doctors.

Find your vaccine at Michigan.gov/COVIDvaccine. Call 211, or text your zip code to 438829.



The COVID-19 vaccine will save lives.

Kim was Gwendolyn's best friend. Kim caught COVID and passed away the day before her birthday. So Gwendolyn got the vaccine to honor her friend and to prevent others from losing their loved ones. She strongly recommends that everyone, especially in the city of Detroit, gets their shot. Let's join together to help save lives and get beyond this pandemic.

The vaccines have been tested for safety and are trusted by doctors.

Find your vaccine at Michigan.gov/COVIDvaccine. Text your zip code to 438829 or call 888-535-6136 and press 1.



لقاح COVID-19 آمن للنساء الحوامل

فيحد 24 أسبوعاً من الحمل. تسببت سوابق مما إذا كان يجب أن تحصل على اللقاح أو تنتظر حتى بعد الولادة. بعد الحديث مع العديد من الأطباء، وجمعة ان النساء الحوامل أكثر عرضة للإصابة بأمراض خطيرة من COVID-19. فربما أن اللقاح هو أفضل طريقة لحماية نفسك وطفلك. أنها تنطوي إلى التحصينات الفعالة حيث يمكن لكل شخص يتم فحصه أن يتعرف بأن على أحدث إضافة للعائلة. وقد تم اختبار اللقاحات للتأكد من سلامتها وفعالية الأطباء، فلنتوحي الأمل.

ابحث عن لقاح بالقرب منك على Michigan.gov/COVIDvaccine.



La vacuna del COVID-19 es segura para mujeres embarazadas.

Teniendo 24 semanas de embarazo, Celeste se preguntaba si debería vacunarse o esperar hasta que naciera su bebé. Después de hablar con varios doctores y enterarse de que las mujeres embarazadas se encuentran en alto riesgo de enfermarse severamente del COVID-19, decidió que la vacuna era la mejor manera de protegerse y proteger a su bebé. Ella espera poder tener reuniones familiares en donde todos quienes se encuentren vacunados puedan conocer al nuevo integrante de la familia de manera segura.

La seguridad de las vacunas ha sido probada y los doctores confían en ella. Terminemos con la pandemia.

Encuentra una vacuna cerca de ti en Michigan.gov/COVIDvaccine.



PRINT



WHY DID I GET VACCINATED?

“WE’RE LUCKY ENOUGH TO HAVE A REAL SOLUTION.”

The COVID vaccines have been tested for safety and are trusted by doctors.

The problem: A worldwide pandemic that has killed millions of people and hospitalized millions more. The solution: Amazing vaccines developed through global cooperation between scientists and medical experts, vaccines that have been proven to be safe and effective. Getting the vaccine is our best defense against COVID-19, and the best route back to stronger, healthier communities.

Find your vaccine: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



“THE POWER TO CHANGE THIS NARRATIVE IS YOUR CHOICE.”

REV. HORACE SHEFFIELD III, PASTOR, NEW DESTINY CHRISTIAN FELLOWSHIP

The COVID-19 vaccines give us the power to protect ourselves and our communities.

As a pastor, Rev. Sheffield has seen too many of his church members suffer with COVID-19, then die in the hospital without the comfort of loved ones nearby. But he believes that the end of the pandemic is in our control. “We need to do this. We need to get vaccinated,” he says. Make a choice to change the narrative. Get your vaccine today.

Find your vaccine: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



“I ALSO WAS HESITANT... THEN I DID THE RESEARCH.”

DR. JOHN DUCKWORTH, PASTOR, GETHSEMANE MISSIONARY BAPTIST CHURCH

Research shows COVID vaccines are safe. Get the facts, then get vaccinated.

Like many in his community and congregation, Dr. Duckworth questioned the COVID vaccines at first. Would they be safe? Could they be trusted? But he didn't rely on rumors or social media for answers. He spoke to people who had received the vaccine. He looked to medical experts. And then he got vaccinated to protect himself and others.

The vaccines have been tested for safety and are trusted by doctors. But it's okay to have questions. Do your homework and get answers, like Dr. Duckworth.

To find your vaccine: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



¿POR QUÉ NOS VACUNAMOS?

“PARA ESTAR CERCA DE NUESTRA FAMILIA.”

Cuando la familia lo es todo, harás cualquier cosa para protegerlos.

Para Lydia y John, la familia lo es todo. No poder reunirse con la familia y expresarle amor y afecto es difícil, pero ver a cualquiera de los seres queridos sufrir con COVID-19 sería peor. “Ya me vacuné para poder abrazar y besar a mi familia sin preocuparme”, explica Lydia.

Se ha comprobado la seguridad de las vacunas contra el COVID y los médicos confían en ellas. Obtenga la suya hoy para protegerse a sí mismo, a su familia y a su comunidad.

Encuentra su vacuna: Visite Michigan.gov/COVIDvaccine, llame al 211 o envíe un mensaje de texto con su código postal al 438829.



OUTDOOR



**FOR YOURSELF,
FOR YOUR LOVED ONES.
GET YOUR VACCINE.**

Michigan.gov/COVIDvaccine
888-535-6136 (press 1)



**TESTED FOR SAFETY.
TRUSTED BY DOCTORS.**

GET YOUR VACCINE.

Michigan.gov/COVIDvaccine

888-535-6136 (press 1)



**FOR YOURSELF,
FOR YOUR LOVED ONES.
GET YOUR VACCINE.**

Michigan.gov/COVIDvaccine
888-535-6136 (press 1)



**TESTED FOR SAFETY.
TRUSTED BY DOCTORS.**

GET YOUR VACCINE.

Michigan.gov/COVIDvaccine

888-535-6136 (press 1)



OUTDOOR



WHY?

“BECAUSE I BELIEVE IT’S THE RIGHT THING TO DO.”

Michigan.gov/COVIDvaccine

WHY?

“SO I CAN HUG MY GRANDMA AGAIN.”

Michigan.gov/COVIDvaccine

WHY?

“SO I DON’T MISS OUT ON THE BEST YEARS OF MY LIFE.”

Michigan.gov/COVIDvaccine

WHY?

“AS A PEDIATRICIAN, I KNOW IT’S SAFE AND EFFECTIVE.”

Michigan.gov/COVIDvaccine

WHY?

“TO PROTECT MY BABY BOY.”

Michigan.gov/COVIDvaccine

WHY?

“BECAUSE MY BEST FRIEND PASSED AWAY FROM COVID.”

Michigan.gov/COVIDvaccine

OUTDOOR



**“JUST GET
VACCINATED. THAT’S
ALL I CAN SAY.”**

Michigan.gov/COVIDvaccine



**“I WAS HESITANT...
THEN I DID
THE RESEARCH.”**

Michigan.gov/COVIDvaccine



**“YOUNGER, HEALTHIER
PEOPLE ARE GETTING
REALLY SICK.
GET VACCINATED.”**

Michigan.gov/COVIDvaccine



**“SO EVERYONE
CAN LIVE LIFE TO
THE FULLEST.”**

Michigan.gov/COVIDvaccine



**“WE NEED TO
GET VACCINATED.”**

Michigan.gov/COVIDvaccine

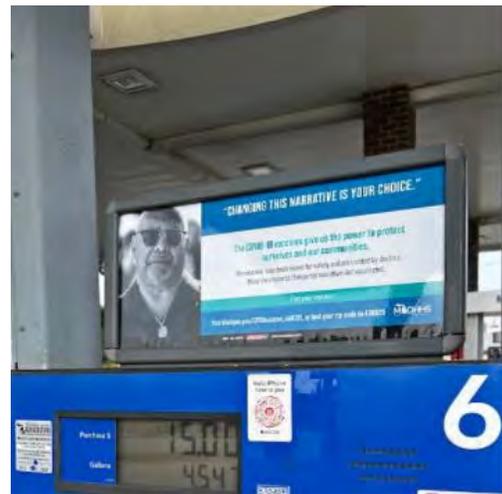
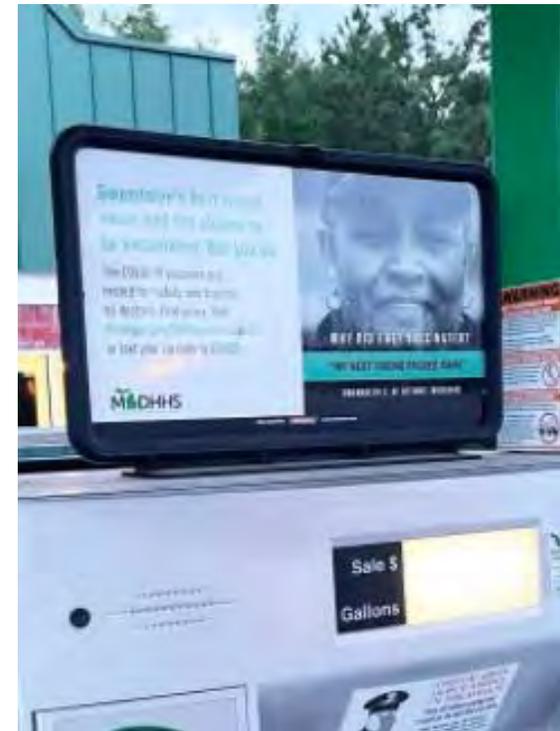
TRANSIT AND BUS SHELTERS



TRANSIT AND BUS SHELTERS



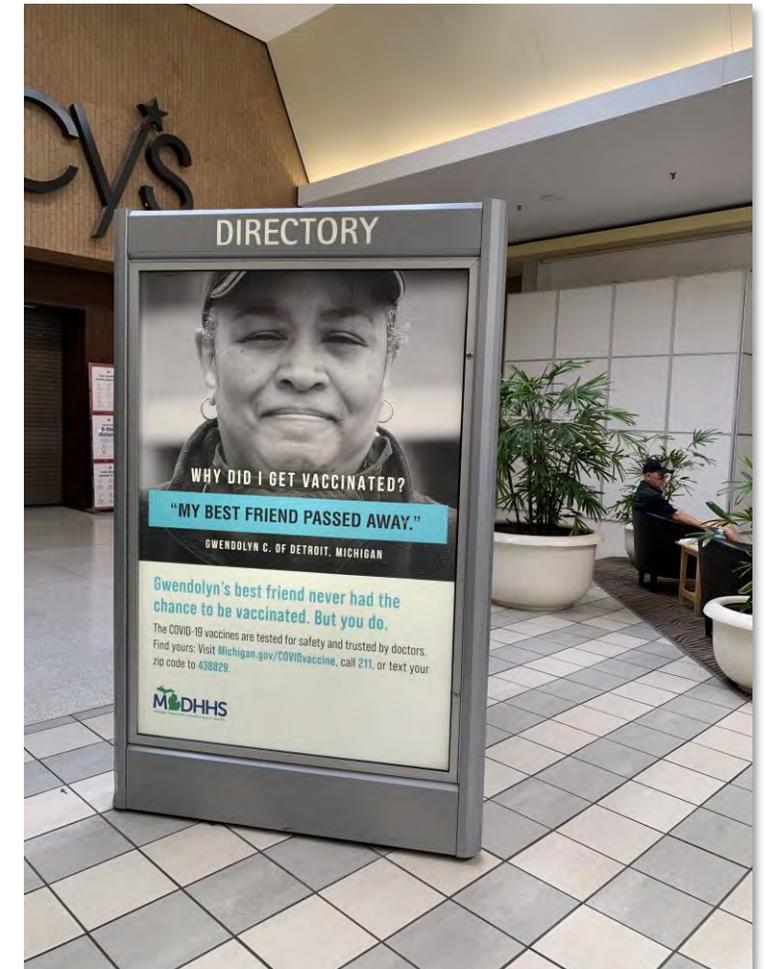
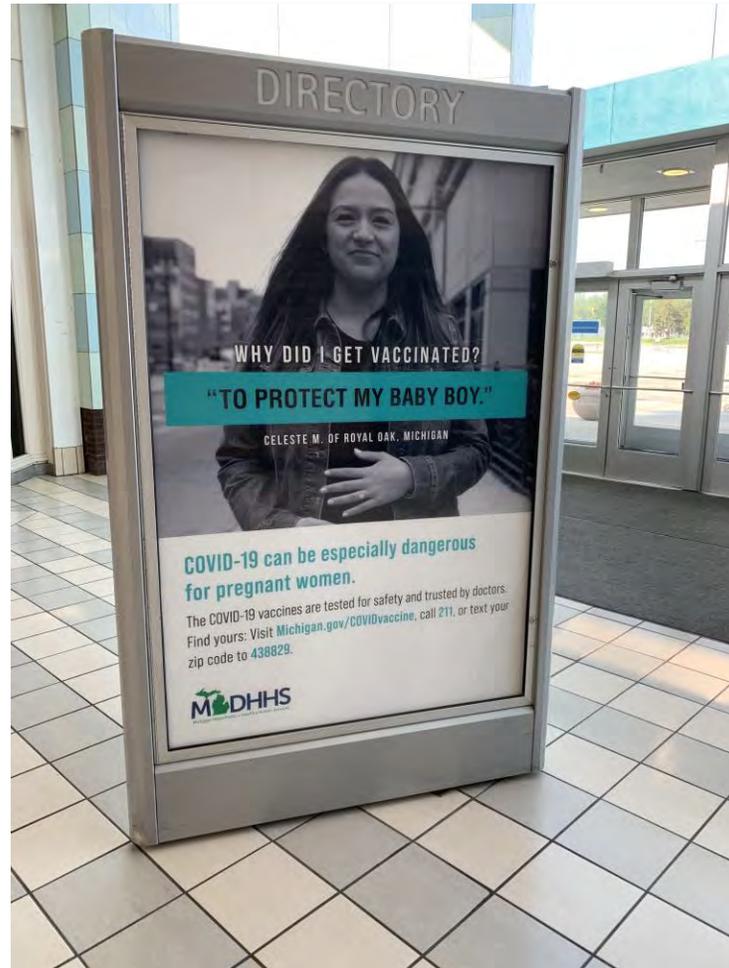
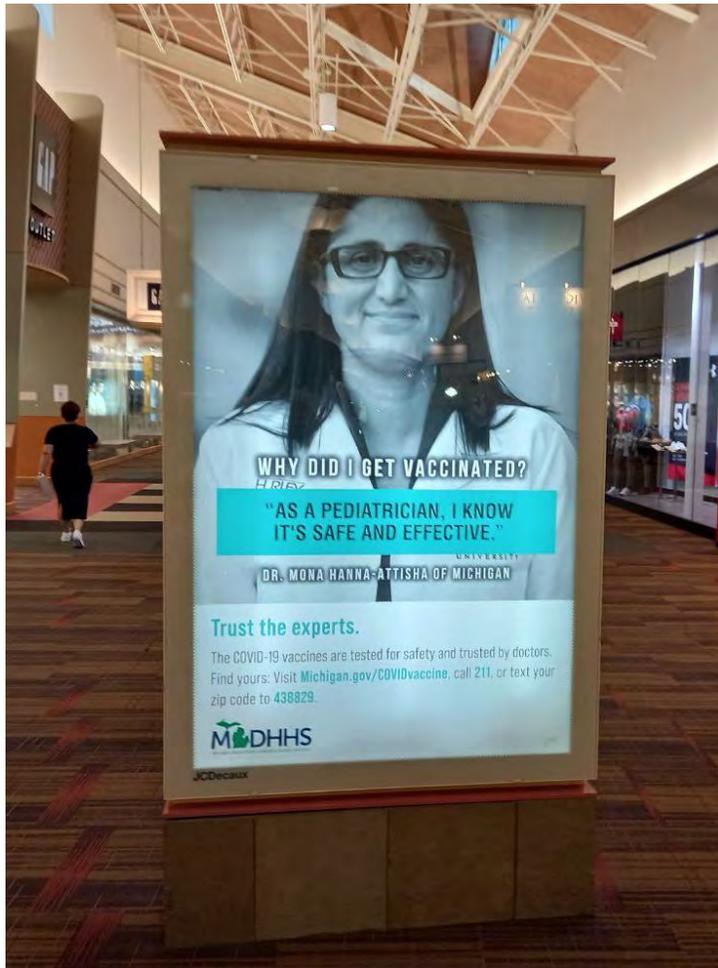
GAS PUMP TOPPERS



BARBER SHOP/BEAUTY SALONS/DOCTOR'S OFFICE



MALLS



AIRPORTS



Trust the experts.

The COVID-19 vaccines are tested for safety and trusted by doctors. Find yours: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



WHY DID I GET VACCINATED?
"AS A PEDIATRICIAN, I KNOW IT'S SAFE AND EFFECTIVE."
DR. MONA HANNA-ATTISHA OF MICHIGAN

COVID-19 can be especially dangerous for pregnant women.

The COVID-19 vaccines are tested for safety and trusted by doctors. Find yours: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



WHY DID I GET VACCINATED?
"TO PROTECT MY BABY BOY."
CELESTE M. OF ROYAL OAK, MICHIGAN

Gwendolyn's best friend never had the chance to be vaccinated. But you do.

The COVID-19 vaccines are tested for safety and trusted by doctors. Find yours: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



WHY DID I GET VACCINATED?
"MY BEST FRIEND PASSED AWAY."
GWENDOLYN C. OF DETROIT, MICHIGAN

WHY GET VACCINATED?

"YOUNGER, HEALTHIER PEOPLE ARE GETTING REALLY SICK."

DR. STEPHANIE BURDICK, GRAND RAPIDS, MI

The COVID-19 vaccines have been tested for safety and are trusted by doctors.

Dr. Burdick has watched patients suffer and die from COVID-19. Cases are on the rise again, and most are unvaccinated.

Find your vaccine today: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



"THE POWER TO CHANGE THIS NARRATIVE IS YOUR CHOICE."

REV. HORACE SHEFFIELD III, PASTOR, NEW DESTINY CHRISTIAN FELLOWSHIP

The COVID-19 vaccines give us the power to protect ourselves and our communities.

The vaccines have been tested for safety and are trusted by doctors. Make the choice to change the narrative: Get vaccinated.

Find your vaccine: Visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.



SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored

The journey of the COVID-19 vaccine included many phases of research, development, and clinical trials on tens of thousands of volunteers. The next step is yours. Discover the facts at Michigan.gov/COVIDvaccine.

THE NEXT STEP IS YOURS.

MICHHS

Michigan Department of Health and Human Services
Sponsored

On its journey to FDA approval, the COVID-19 vaccine had to pass through the same thresholds of research & testing as every other vaccine. Let's all take the next step through the door to freedom. Discover the facts for yourself at Michigan.gov/COVIDvaccine.

A PROVEN PROCESS

MICHHS

Michigan Department of Health and Human Services
Sponsored

Michigan health care professionals celebrated the end of 2020 with a dose of hope: Tens of thousands were administered the COVID-19 vaccine. They trust the science to protect them. Now it's your turn. Discover the facts for yourself at Michigan.gov/COVIDvaccine.

MICHHS

Michigan Department of Health and Human Services
Sponsored

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.

MICHHS

Michigan Department of Health and Human Services
Sponsored

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.

MICHHS

Michigan Department of Health and Human Services
Sponsored

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
Sponsored

As hospital safety and security officer, Kenney Booth had his grandson in mind when he got the vaccine. "I know there are a lot of other papaws out there just like me, and they want to be around to see their grandbabies grow up. So vaccinate yourself." Learn more at Michigan.gov/COVIDvaccine.

Kenney Booth, Spectrum Health Lakeland

"Vaccinate yourself."

Michigan Department of Health and Human Services
Sponsored

Alfredo Morado, a patient scheduler for McLaren, recently received the COVID-19 vaccine. "Having been raised in a ...See More

Alfredo Morado, McLaren Central Michigan

"Together we can control this virus."

Michigan Department of Health and Human Services
Sponsored

Pediatrician Kevin Dazy, MD & Pediatric Nurse Practitioner Cortney Mazur were thrilled to be among the first at DMC Children's Hospital of Michigan to get the COVID-19 vaccine, protecting themselves, their families, and their patients. Learn about the vaccine at Michigan.gov/COVIDvaccine.

Kevin Dazy, MD, Cortney Mazur, NP

"Vaccinated! For us, for you, for our children."

Michigan Department of Health and Human Services
Sponsored

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."

Michigan Department of Health and Human Services
Sponsored

Tens of thousands of health care workers in Michigan were among the first to get the COVID-19 vaccine, including nurse Shauna Harmon. She trusts the science. You can, too. Discover the facts for yourself at Michigan.gov/COVIDvaccine.

Shauna Harmon, BSN, RN

I GOT THE VACCINE FOR MY PATIENTS AND MY FAMILY
#TRUSTTHESCIENCE

Michigan Department of Health and Human Services
Sponsored

"When I received the invite for the first dose, tears streamed down my face. My 6-year-old daughter asked me why I was crying. I told her, 'I'm so happy and relieved that I can protect you, your sister and your Dad, as well as my friends and patients now.'" Learn more at Michigan.gov/COVIDvaccine.

Dr. Sindhu Koshy, MD

"I was overjoyed."

Michigan Department of Health and Human Services
Sponsored

Recently, tens of thousands of health care workers were given a dose of hope—the COVID-19 vaccine. They trust the science. ...See More

Discover the facts for yourself.

Michigan Direct

Spread the Facts
NOT COVID MICHHS

Discover the facts for yourself at Michigan.gov/COVIDvaccine

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored · 🌐

Scientists have been on a journey. Their destination: a safe, effective vaccine to protect us all from COVID-19. Learn more ...See More

Discover the facts for yourself.
Michigan.gov/COVIDvaccine

Spread the word
NOT COVID MICHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

The COVID-19 vaccine has passed through many phases of research, development, and clinical trials. Now it's here to open ...See More

Michigan Department of Health and Human Services
Sponsored · 🌐

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
Sponsored · 🌐

Dr. Rozzell has been treating patients with COVID-19, and received the vaccine "to help protect myself, my family and the ...See More

Dr. Donald Rozzell, MD

"I hopefully will instill confidence."

Michigan Department of Health and Human Services
Sponsored · 🌐

The Senior VP and CEO of Henry Ford's north market, Denise proudly announced, "Today...I started being brave. I chose to 'take ...See More

Denise Brooks-Williams, Henry Ford Health System

"I chose to 'take the shot.'"

Michigan Department of Health and Human Services
Sponsored · 🌐

After Emily received the COVID-19 vaccine, "I had a dance party with my kids when I got home that day. I feel lighter than I ...See More

Emily Di Lareto, PA

"The vaccine was easy"

Michigan Department of Health and Human Services
Sponsored · 🌐

Exposed to a COVID-positive individual? Waiting on test results? The best way to stay safe and protect Michigan is by ...See More

Michigan Department of Health and Human Services
Sponsored · 🌐

Even if you've already been vaccinated, continue to help protect your community and mask up, Michigan. Learn more at ...See More

Michigan Department of Health and Human Services
Sponsored · 🌐

After getting the COVID-19 vaccine, Dr. Garcia said, "The feeling I had turning towards my colleagues as we all walked out of ...See More

December 18th, 2020
@KarenGarciaMD
@LindaKawalskiRRT
#COVID19Vaccine
#MichiganStrong

Dr. Karen Garcia, DO and Linda Kawalski, RRT

Michigan Department of Health and Human Services
Sponsored · 🌐

After receiving the COVID-19 vaccine, Officer Tim Ames of the Erie Township police said, "I'm so relieved to finally feel protected ...See More

Officer Tim Ames

"This vaccine is our way out."

Michigan Department of Health and Human Services
Sponsored · 🌐

Alfredo Morado, a patient scheduler for McLaren, recently received the COVID-19 vaccine. "Having been raised in a ...See More

Alfredo Morado, McLaren Central Michigan

"Together we can control this virus."

Michigan Department of Health and Human Services
Sponsored · 🌐

As of Monday, Feb. 22, 36% of all Michiganders 65 and older have been given the COVID-19 vaccine—and that percentage is ...See More

36% of 65+ Vaccinated

Know a senior with limited technology who still needs a vaccine? Have them call 2-1-1 for help with scheduling an appointment.

COVID-19 Vaccine

MICHHS

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored · 🌐

One by one, we are vaccinating Michiganders for COVID-19. Until we all are protected, protect others by continuing to wear your ...See More

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

One day in the future, when we reach community immunity, we won't need to wear masks. But for right now, we all ...See More

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

Are you ready to get your dose of hope when it becomes available to you? Share your enthusiasm for getting the COVID- ...See More

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

If you're eligible to receive a COVID vaccine and are on a waitlist, don't ignore calls from unfamiliar numbers. It may be a ...See More

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

For our community and families, let's get vaccinated & get back to the lives we love. All the vaccines are safe & effective.

For yourself. For everyone.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this.
Find your COVID-19 vaccine.

LEARN MORE

Michigan Department of Health and Human Services
Sponsored · 🌐

For our community and families, let's get vaccinated & get back to the lives we love. All the vaccines are safe & effective.

For yourself. For everyone.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this.
Find your COVID-19 vaccine.

LEARN MORE

Michigan Department of Health and Human Services
Sponsored · 🌐

Starting today (March 8), MDHHS is moving forward with the vaccination of Michiganders age 50 and older with medical ...See More

Starting March 8
MDHHS is moving forward with vaccination of:

- Michigan residents aged 50 and older with medical conditions and disabilities
- Caregivers, family members and guardians age 18 and older of children who have special health care needs

Vaccinations are ongoing for the previous groups:

- Health care workers
- Child care and school through high school staff
- Long-term care workers and staff
- Congregate care facilities
- Workers in food processing and agricultural settings
- Frontline essential workers
- Michigan's justice system

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

When you're eligible to receive a COVID-19 vaccine, go online to your local health department website to learn more ...See More

MDHHS

Michigan Department of Health and Human Services
Sponsored · 🌐

In the words of Marian Kramer and Maureen Taylor, "Better to get the shot than to get the virus." See why they're getting their ...See More

We were afraid at first to get this shot, but then we changed our minds.

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored · 1/28

On the list for a COVID vaccine? Don't ignore calls from unfamiliar numbers. It may be a site calling to schedule your vaccine.



MICHIGAN.GOV/COVIDVACCINE
Answer the call—get the vaccine. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

Know someone who doesn't have access to the internet? Need help with vaccine translation services? Call 2-1-1 and press '5' ...See More

COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



How can I help people who don't use the Internet or need translation services get vaccine info?

If you or a loved one have additional questions, you can contact 2-1-1 and press 5. This is a free, confidential service that connects Michigan residents to local community-based organizations across the state. These organizations offer thousands of different programs and services for people seeking answers.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

For our community and families, let's get vaccinated & get back to the lives we love. All the vaccines are safe & effective.



For yourself. For everyone.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

The FDA has authorized the emergency use of each of the three COVID-19 vaccines after determining the vaccines meet FDA ...See More

ALL 3 VACCINES ARE PROVEN TO BE SAFE AND EFFECTIVE.



MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this. [LEARN MORE](#)

Michigan Department of Health and Human Services
Communications Team · 16 Mar



Register now for the COVID-19 vaccination clinic at Ford Field. Starting March 24, 6,000 COVID-19 vaccines will be available at Ford Field daily for those who qualify. Save your spot at <https://clinic.meijer.com/register/CL2021>

Michigan Department of Health and Human Services
Sponsored · 1/28

The stakes are high. The opponent is fierce. Until more of us get vaccinated and end this pandemic, we need to work as a ...See More

Don't drop the ball now.

Wear your mask.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services
Sponsored · 1/28

On the list for a COVID vaccine? Don't ignore calls from unfamiliar numbers. It may be a site calling to schedule your vaccine.



MICHIGAN.GOV/COVIDVACCINE
Answer the call—get the vaccine. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

When you get your dose of hope, you may be asked to provide some personal information, but an ID is not required. Learn ...See More

COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



Do I need an ID to get the COVID-19 vaccine?

ID is not required for a vaccine. In some instances, you may be asked to provide information to verify the county you live in, get you registered, or to bill insurance.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

For our community and families, let's get vaccinated & get back to the lives we love. All the vaccines are safe & effective.



For yourself. For everyone.

MICHIGAN.GOV/COVIDVACCINE
Together, we can beat this. [LEARN MORE](#)

Michigan Department of Health and Human Services
Sponsored · 1/28

On the list for a COVID vaccine? Don't ignore calls from unfamiliar numbers. It may be a site calling to schedule your vaccine.



MICHIGAN.GOV/COVIDVACCINE
Answer the call—get the vaccine. [LEARN MORE](#)

Get accurate vaccine info at the CDC

Michigan Department of Health and Human Services
Communications Team · 31 Mar

4,000,000 Vaccine Doses



MICHIGAN.GOV/COVIDVACCINE

COVID-19 Vaccine. As of today, Michigan has administered more than 4,000,000 COVID-19 vaccinations. Let's keep up the momentum, Michigan! Get your COVID-19 vaccine as soon as it's available to you so we can end the pandemic. Find yours at [Michigan.gov/COVIDvaccine](https://michigan.gov/COVIDvaccine). #MIDoseofHope

Michigan Department of Health and Human Services
Sponsored · 1/28

If you got the Pfizer or Moderna COVID-19 vaccines, it takes two doses to be fully vaccinated. Don't wait, get your ...See More

Don't miss your 2nd dose

The Pfizer and Moderna vaccines require two doses. The recommended intervals between the two doses are:

- Pfizer - 5 weeks
- Moderna - 4 weeks



MICHIGAN.GOV/COVIDVACCINE

SOCIAL MEDIA



Michigan Department of Health and Human Services

The numbers are going up. We know wearing a mask is our best strategy for keeping infection rates down for COVID-19. So help ...See More

It's simple math. Mask up.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

The COVID vaccines are tested for safety and trusted by doctors. Protect yourself and your campus. #MIDoseofHope

Show your campus you care.

Get the COVID-19 vaccine.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

The COVID vaccines are tested for safety and trusted by doctors. Protect yourself and your campus. #MIDoseofHope

Show your campus you care.

Get the COVID-19 vaccine.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

This year has been one for the history books, but we can end this pandemic. We've learned that wearing a mask and social ...See More

Make COVID history. Mask up.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

The COVID-19 vaccine can help us end the pandemic. Together we can do good by doing our part. #MIDoseofHope

Here's your big shot to make a difference on campus.

GET YOUR COVID-19 VACCINE TODAY.

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

Last week, Michigan's First Ladies of the faith community participated in a COVID-19 Vaccine Town Hall Series about the vaccine, ...See More

COVID-19 VACCINE TOWN HALL SERIES

A CONVERSATION WITH MICHIGAN'S FIRST LADIES

Available Now

Watch online: bit.ly/3nXIOKF

Michigan Department of Health and Human Services

Over 6 million doses of the COVID-19 vaccine have been administered in Michigan. Help move Michigan forward and find ...See More

6,000,000 Vaccine Doses

MICHIGAN.GOV/COVIDVACCINE

Michigan Department of Health and Human Services

Everyone 16 and up, it's time to sign up.

Michigan.gov/COVIDvaccine

COVID-19 Vaccine. As of April 5, everyone 16 and older in Michigan is eligible for the COVID-19 vaccine. Get the first vaccine available to you, as all are safe and effective. The sooner everyone gets vaccinated, the sooner we can end this pandemic. See how to get yours at Michigan.gov/COVIDvaccine. #MIDoseofHope

Michigan Department of Health and Human Services

Seeing friends, hugging family, enjoying life, for the greater good... we all have our "Why?" for getting the COVID-19 vaccine. And ...See More

I'm ready to get back to normal.

Michigan Department of Health and Human Services

Michigan's on the path to better health with the MI Vacc to Normal Challenge. As more Michiganders ages 16+ get their ...See More

MI Vacc to Normal Challenge

WE ARE HERE! 48.8% VACCINATED

STEP 1: 50% VACCINATED

STEP 2: 60% VACCINATED

STEP 3: 65% VACCINATED

STEP 4: 70% VACCINATED

Michigan Department of Health and Human Services

WE'RE DOUBLING DOWN ON COVID-19.

Increasing vaccinations to 100,000 a day.

COVID-19 Vaccine. As more and more vaccines come into Michigan, we're able to vaccinate more and more Michiganders to protect against COVID-19. We're expanding access to create equitable and efficient administrations of the vaccine. Help us end the pandemic so we can all move forward. See how at [See more...](#)

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored

Beating the virus and ending this pandemic, takes teamwork. So until more of us get vaccinated, wear a mask. In the ...See More

MICHHS

Michigan Department of Health and Human Services
Sponsored

The next 7,500 people who register for a COVID-19 vaccine appointment at the Ford Field vaccination site will be ...See More

7,500 SPOTS AVAILABLE

Sign up for Your 1st Pfizer Vaccine Dose at Ford Field

The next 7,500 people who register for a COVID-19 vaccine at Ford Field will be offered an appointment between today and Monday, April 26.

How to Sign Up

- Text ENDCOVID to 75049
- Visit clinic.meijer.com/register/CL2021
- Call the COVID-19 Hotline at 888-535-6136 (press 1)

Michigan Department of Health and Human Services
Sponsored

Before we can fill up the stadiums & restaurants, we need 70% of Michiganders to receive at least their first dose of ...See More

KEEP IT UP, MICHIGAN.

Restrictions will be lifted two weeks after each milestone is achieved.

Michigan Department of Health and Human Services
Sponsored

To stay safe... step up to the plate. Find your vaccine at Michigan.gov/COVIDvaccine.

Wilson Ramos
Detroit Tigers Catcher

Michigan Department of Health and Human Services
Sponsored

Tested for safety and trusted by doctors, the COVID-19 vaccine is safe and effective. See how you can prepare for your shot ...See More

Michigan Department of Health and Human Services
Sponsored

Now that Dennis is vaccinated, he can give his 92-year-old mom a hug for the first time in over a year. The vaccines are trusted by ...See More

Michigan Department of Health and Human Services
Sponsored

As the COVID-19 vaccine becomes more widely available, more and more parents are getting their children vaccinated. To ...See More

Michigan Department of Health and Human Services
Sponsored

Mom-to-be Celeste got the COVID-19 vaccine to protect her baby boy. The vaccines are trusted by doctors and tested for ...See More

Michigan Department of Health and Human Services
Sponsored

Michiganders are getting the COVID-19 vaccine to protect the people they love and get back to doing what they love. Whatever ...See More

Michigan Department of Health and Human Services
Sponsored - Paid for by Michigan Department of ...

Get your COVID-19 vaccine for your shot to win! For a limited time, when you get vaccinated at select area pharmacies, you'll be ...See More

Little ow. Big wow!

MICHHS Confirmed Organization

SOCIAL



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Great new side effect of the COVID-19 Vaccine

Learn More

michiganhhs Sponsored

Get vaccinated at select area pharmacies for your shot to win cash & prizes!

Learn More

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Step up to the plate and get vaccinated...

Learn More

Michigan Department of Health and Human Services Sponsored

Step up to the plate to get vaccinated and get two free Tiger tickets! Come to Fox Theater, today through June 13, for a pop-up ...See More

We want you back in the game.

MICHHS

Michigan Department of Health and Human Services Sponsored

Step up to the plate to get vaccinated and get two free Tiger tickets! Come to Fox Theater, today through June 13, for a pop-up ...See More

Your shot to get back in the game.

MICHHS

Michigan Department of Health and Human Services Sponsored

Why are providers across the state recommending the COVID-19 vaccine? In their personal and professional opinions, ...See More

Michigan Department of Health and Human Services Sponsored

Real people. Real emotions. While this Detroit woman had COVID-19, she passed the virus to her mother, who died two days after ...See More

WHY DID YOU GET VACCINATED?

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored

On Thursday, the first 100 restaurant, hospitality and retail employees in the Ann Arbor area to get a COVID-19 [...See More](#)

VACCINATION CLINIC
Restaurant, hospitality and retail employees in Ann Arbor area

Thursday, June 3 3 p.m. - 6 p.m.
Zingerman's Greyline
100 N. Ashley St. Ann Arbor

BRING YOUR FAMILY AND GET VACCINATED!

- Johnson & Johnson and Pfizer shots available
- The first 100 will receive a \$50 VISA gift card and a Zingerman's sandwich
- No appointment needed
- Parental consent required for ages 18 and under (Pfizer only)

Michigan Department of Health and Human Services
Sponsored

FACT: The COVID-19 vaccine does not affect fertility. Learn more about the vaccine at Michigan.gov/COVIDvaccine.

COVID-19 VACCINE FAQs
Michigan.gov/COVIDvaccine

Can the COVID-19 vaccine affect fertility?

The COVID-19 vaccine will **not** affect fertility. Confusion arose when a false report stated that the spike protein on the coronavirus was similar to the spike protein found on the placenta. And upon hearing this, some people started to believe that as your body creates antibodies against the spike protein through vaccination, it might also attack the similar spike protein found on the placenta.

Fortunately, the fact is that these two proteins share only a small stretch of amino acids, which means they aren't similar enough to be confused for one another. Our body's antibodies know what to look for.

Additionally, the COVID-19 vaccine is processed near the injection site, so it cannot cause hormonal or other biological changes that would be expected to affect either male or female fertility.

Thus, tested for safety and trusted by doctors, the COVID-19 vaccine will not affect fertility.

MDHHS

MDHHS
Get Vaccinated.

SAFE FOR FUTURE GENS

Ad

MDHHS
Get Vaccinated.

LOVE MORE

Ad

Michigan Department of Health and Human Services
Sponsored

Michigan, hear this retired critical care nurse emotionally urge people everywhere to get their COVID-19 vaccine – a privilege we're so fortunate to have. A privilege his friends did not.

Michigan Department of Health and Human Services
Sponsored

Get vaccinated... to protect immunocompromised Michiganders and others who can't build immunity in [...See More](#)

Michigan Department of Health and Human Services
Sponsored

Kayleigh became a new mom and a COVID-19 patient in the same month. She missed the first weeks of her baby's life...and [...See More](#)

Michigan Department of Health and Human Services
Communications Team • 25 Jun

New Side Effect of COVID-19 Vaccine:

COVID Vaccine. Getting your COVID-19 vaccine could be your shot to win big. For a limited time, when you get your shot at select area pharmacies, you could win cash, luxury vacations, Super Bowl tickets and more! For details, visit Michigan.gov/Vax2Win

Michigan Department of Health and Human Services
Sponsored

To protect each other, make sure to get your COVID-19 vaccine. It's safe, effective and available near you. Michigan.gov/COVIDvaccine

and it could get all our fans back in the stands

Michigan Department of Health and Human Services
Sponsored

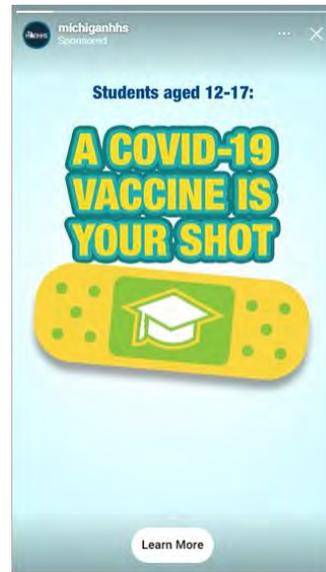
People who have recovered from COVID-19 have some natural protection, but scientists are not yet sure how long it lasts. [...See More](#)

FACT ✓

Vaccination helps protect you even if you've already had COVID-19.

MDHHS

SOCIAL MEDIA



SOCIAL MEDIA



Michigan Department of Health and Human Services
Communications Team • 25 Jul

5 days left:
Give your kid a shot at a
COLLEGE SCHOLARSHIP

COVID Vaccine. Just 5 days left to enter and give your kid a chance to win a \$55,000 scholarship! All Michigan residents ages 12-17 who have received at least one dose of a COVID-19 vaccine are eligible—but you must enter to win by July 30. For more details and to enter, go to MIShotToWin.com.

Michigan Department of Health and Human Services
Communications Team • 27 Jul

3 days left to get
YOUR SHOT TO WIN!

COVID Vaccine. Michiganders: Get at least one dose of a COVID-19 vaccine between Dec. 1, 2020 and July 30, 2021, and you can enter to win millions! Prizes include a \$2 million jackpot, daily \$50,000 giveaways, and college scholarships. Get eligibility details and enter at MIShotToWin.com by Aug. 3.

Michigan Department of Health and Human Services
Communications Team • 8 Jul

2 days left for
YOUR SHOT TO WIN!

MI Shot to Win. Get at least one dose of a COVID-19 vaccine and enter by July 10 for a chance to win \$1 million! Any Michigander 18 & up, vaccinated between Dec. 1, 2020 and July 10, 2021 is eligible—but you must enter to win. For details and to enter, visit MIShotToWin.com.

Michigan Department of Health and Human Services
Communications Team • 20 Jul

10 days left to get
YOUR SHOT TO WIN!

COVID Vaccine. Michiganders: Have you gotten your COVID-19 vaccine yet? Get it by July 30, and you could have a shot at millions in cash prizes, including a \$2 million jackpot, daily \$50,000 giveaways and college scholarships! Get eligibility details and enter at MIShotToWin.com by Aug. 3.

Michigan Department of Health and Human Services
Communications Team • 6 days ago

Just 1 day left:
Give your kid a shot at a
COLLEGE SCHOLARSHIP

COVID Vaccine. Attention, Michigan parents: Tomorrow is the last day for your 12- to 17-year-old to enter to win a \$55,000 scholarship! If your child has received at least one dose of a COVID-19 vaccine, they are eligible to enter. Get more details and enter at MIShotToWin.com by July 30.

Michigan Department of Health and Human Services
Communications Team • 5 days ago

1 day left to get
YOUR SHOT TO WIN!

COVID Vaccine. Michiganders: If you haven't gotten your COVID-19 vaccine yet, get it now. If you get yours by tomorrow, you'll have a shot to win millions in cash prizes, including a \$2 million jackpot, daily \$50,000 giveaways, and college scholarships! Enter by Aug. 3. For eligibility details and to enter, visit MIShotToWin.com. See more...

Michigan Department of Health and Human Services
Communications Team • 5 days ago

Today's your
LAST SHOT TO WIN!

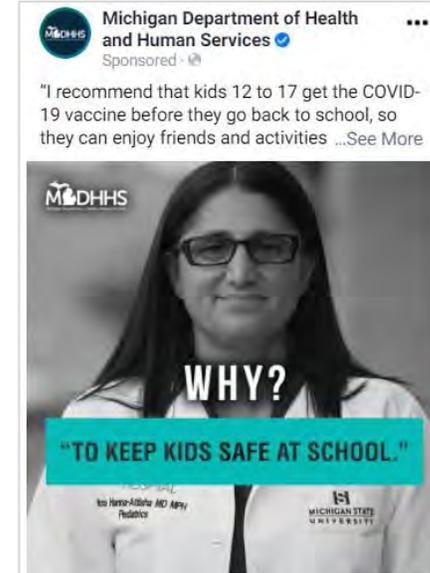
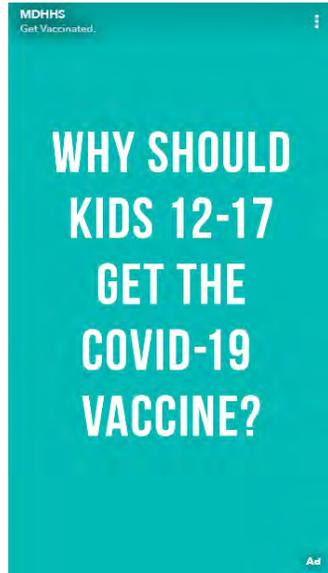
COVID Vaccine. This is it, Michiganders: Your last chance to enter to win millions in cash prizes. If you have already received at least one dose of a COVID-19 vaccine, or you get one today, July 30, you can enter to win at MIShotToWin.com. Enter by Aug. 3. Don't miss your shot!

Michigan Department of Health and Human Services
Communications Team • 25 Jul

5 days left to get
YOUR SHOT TO WIN!

COVID Vaccine. Michiganders: Getting the COVID-19 vaccine could be your shot to win millions in cash prizes, including a \$2 million jackpot, daily \$50,000 giveaways, and more! But you must be vaccinated by July 30 and enter by Aug. 3. Get eligibility details and enter at MIShotToWin.com.

SOCIAL MEDIA



SOCIAL MEDIA



Michigan Department of Health and Human Services
Communications Team • 13 Sep

As a retired critical care nurse, in my experience, this virus is without a doubt

RICHARD HALL

0:23

A Nurse's Plea. Michigan, hear this retired critical care nurse emotionally urge people everywhere to get their COVID-19 vaccine – a privilege we're so fortunate to have. A privilege his friends did not.

Michigan Department of Health and Human Services
Communications Team • 2 Sep

I didn't see my grandma for a full year.

0:21

Let's Not Go Back. It would be detrimental if we went back to the way things were with the new variant. Getting the vaccine is our best defense. Find yours at Michigan.gov/COVIDvaccine.

Michigan Department of Health and Human Services
Communications Team • 15 Sep

We didn't know how our employees would survive. It was terrifying.

0:23

Protecting Small Businesses. What's the easiest way to protect your favorite small businesses... and the people behind them? Find your COVID-19 vaccine by visiting Michigan.gov/COVIDvaccine, calling 211, or texting your zip code to 438829.

Michigan Department of Health and Human Services
Communications Team • 8 Sep

I am autistic and have a compromised immune system.

0:21

My Why Teens. Do your part to protect yourself, your loved ones and your community. Beating COVID-19 will take all of us. Get your vaccine at Michigan.gov/COVIDvaccine.

Michigan Department of Health and Human Services
Communications Team • 7 Sep

It's heartbreaking for me to have to turn to my patient in the bed and then to say,

DR. STEPHANIE BURDICK

0:22

On the Front Lines. More patients are getting admitted with severe disease and complications of COVID-19. To keep yourself and our state safe, get vaccinated. Visit Michigan.gov/COVIDvaccine.

Michigan Department of Health and Human Services
Communications Team • 17 Sep

Twelve of the twenty-five employees contracted COVID. My dad was the one casualty of the twelve.

0:25

No Chance For Goodbye. To honor those who have lost their lives to COVID-19, get your vaccine. ❤️ To find your vaccine, visit Michigan.gov/COVIDvaccine, call 211, or text your zip code to 438829.

SOCIAL MEDIA



Michigan Department of Health and Human Services
Sponsored

A false report claimed that spike proteins in the placenta could be mistaken for coronavirus proteins by the vaccine. The truth: ...See More

MYTH ❌

COVID-19 vaccines cause infertility.

MICHHS

Michigan Department of Health and Human Services
Sponsored

Coronavirus research has been going on for almost 20 years, including the viruses that cause SARS and MERS. Scientists ...See More

MYTH ❌

COVID-19 vaccines are unsafe because they were developed too fast.

MICHHS

Michigan Department of Health and Human Services
Sponsored

The COVID-19 vaccines utilize messenger RNA (mRNA), which gives our cells instructions to develop proteins that will trigger an ...See More

FACT ✅

mRNA never enters the nucleus where the DNA is located, so it can't alter DNA.

MICHHS

Michigan Department of Health and Human Services
Sponsored

This just in: Three new studies from the CDC show that COVID-19 vaccines continue to reduce the risk of hospitalization ...See More

Unvaccinated people are **10x more likely to be hospitalized** and **11x more likely to die.**

MICHHS

Michigan Department of Health and Human Services
Sponsored

People who have recovered from COVID-19 have some natural protection, but scientists are not yet sure how long it lasts. ...See More

FACT ✅

Vaccination helps protect you even if you've already had COVID-19.

MICHHS

SOCIAL MEDIA



Michigan Department of Health and Human Services    

Protect your child and the community. Now there is a COVID vaccine for kids. Child-sized with two small doses. Get the facts so you can do what's best for your child. Visit Michigan.gov/KidsCOVIDvaccine.



Michigan Department of Health and Human Services    

Keeping your child safe is your #1 priority. Get the facts about how getting the COVID vaccine made for kids and tested around the world will keep them and the community safe at Michigan.gov/KidsCOVIDvaccine.



Michigan Department of Health and Human Services    

Over 3.9 billion people have gotten their COVID vaccine. And now there is a smaller, child-sized dose authorized for kids 5-11. Get the facts so you can do what's best for your child at Michigan.gov/kidsCOVIDvaccine.



Michigan Department of Health and Human Services    

Over 3.9 billion people have gotten their COVID vaccine. And now there is a smaller dose authorized for kids 5-11 and tested for safety and effectiveness. Discover the facts for yourself at Michigan.gov/KidsCOVIDvaccine.



SOCIAL MEDIA



 Michigan Department of Health and Human Services  ...
November 22 at 9:16 AM · 🌐

For a happy, healthy holiday, wear a mask in indoor public spaces. 😊
See why at Michigan.gov/COVIDvaccine.



 Michigan Department of Health and Human Services  ...
4d · 🌐

For a happy, healthy holiday, consider wearing a mask in indoor public spaces. 😊 See why at Michigan.gov/COVIDvaccine.

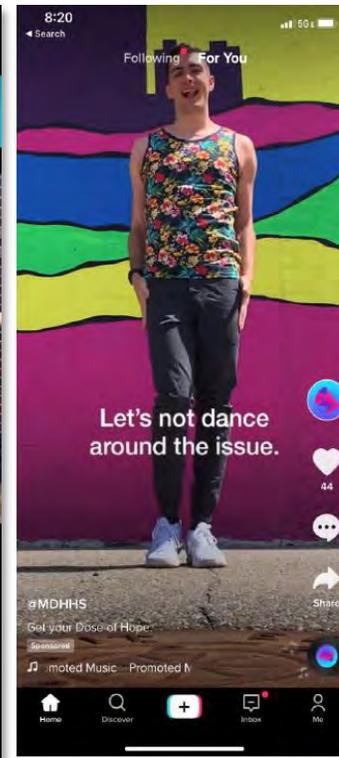
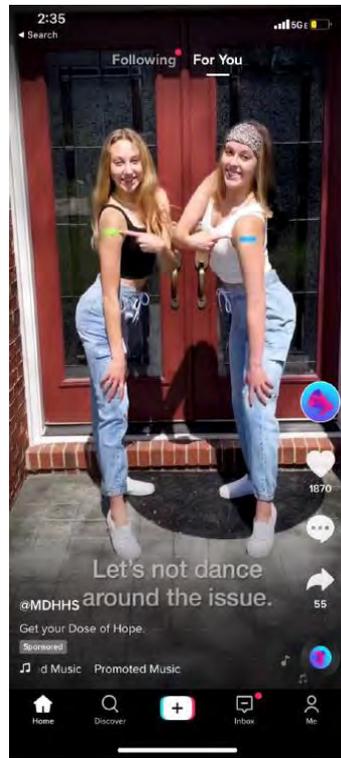


 Michigan Department of Health and Human Services  ...
November 19 at 9:13 AM · 🌐

Tested for safety and trusted by doctors, the COVID vaccine is an extraordinarily effective way to have a happy, healthy holiday. So if you haven't gotten yours yet, visit Michigan.gov/COVIDvaccine now.



TIKTOK



DIGITAL

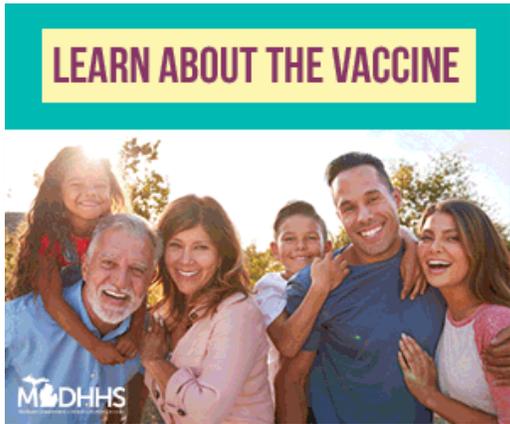


**A VACCINE ALONE
WON'T STOP
COVID-19.**

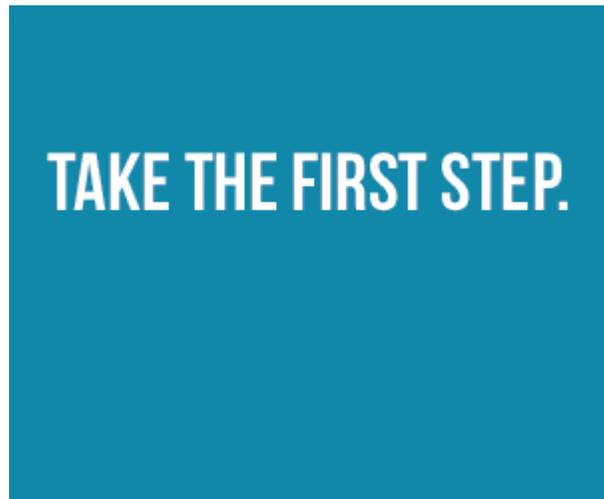


**LET'S GET
TOGETHER**

**LET'S GET
VACCINATED**



DIGITAL



DIGITAL



Scientists did their part.



Created an effective vaccine...



Tested & retested it for safety.



Do your part.
Protect your community.



LEARN ABOUT THE VACCINE

DIGITAL



Against COVID-19



We're stronger together.



Let's get vaccinated

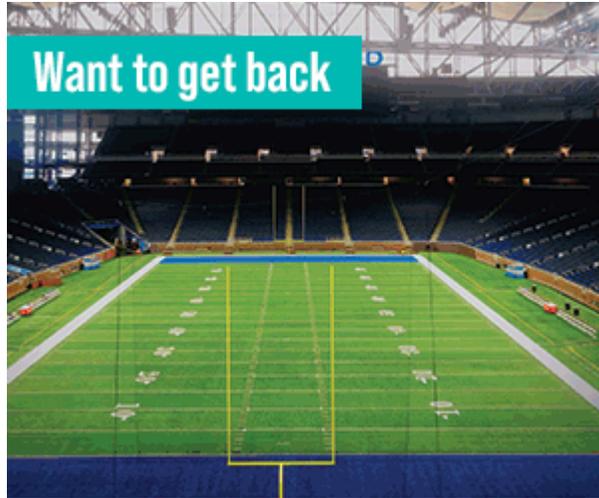
And get back
to our lives.

And get back
to our lives.

LEARN ABOUT THE VACCINE



DIGITAL



DIGITAL



Michigan's health care providers



are leading the way...



back to the lives we love.

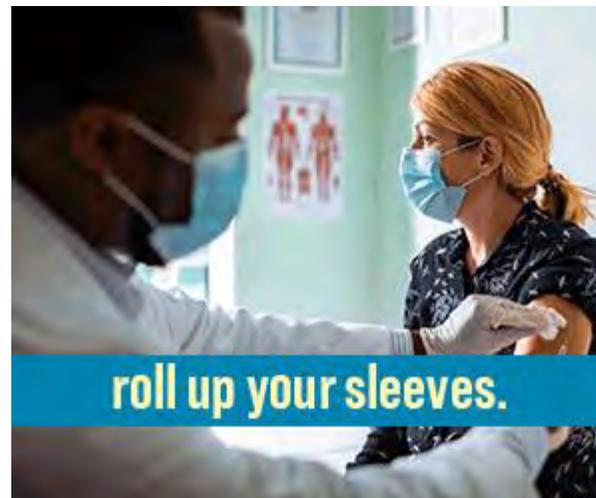
Join them.
Get vaccinated.

Join them.
Get vaccinated.

LEARN ABOUT THE VACCINE



DIGITAL



DIGITAL



DIGITAL



1,000,000

Michiganders got a dose of hope.



2,000,000

Michiganders got a dose of hope.



3,000,000

Michiganders got a dose of hope.



4,000,000+

Michiganders got a dose of hope.

It's your turn.

FIND YOUR VACCINE



DIGITAL



DIGITAL



Si cada uno de nosotros
recibe la vacuna...



todos estaremos protegidos.

¡VACUNATE!



DIGITAL



If each of us gets the vaccine...



we can protect all of us.

FIND YOUR VACCINE



DIGITAL



DIGITAL



DIGITAL



DIGITAL



MDHHS

GET THE COVID VACCINE

MDHHS

WHY?

GET THE COVID VACCINE

MDHHS

“TO PROTECT
MY BABY BOY.”

GET THE COVID VACCINE

DIGITAL



DIGITAL



1,000,000

Michiganders got a dose of hope.



2,000,000

Michiganders got a dose of hope.



3,000,000

Michiganders got a dose of hope.



4,000,000

Michiganders got a dose of hope.



5,000,000+

Michiganders got a dose of hope.

It's your turn.

FIND YOUR VACCINE



DIGITAL



MICHIGAN
DHHS

**"YOUNGER, HEALTHIER
PEOPLE ARE GETTING
REALLY SICK."**

GET THE COVID VACCINE

MICHIGAN
DHHS

**"PARA ESTAR
CERCA DE
SU FAMILIA."**

VACÚNESE CONTRA EL COVID

MICHIGAN
DHHS

**"I WAS HESITANT...
THEN I DID THE
RESEARCH."**

GET THE COVID VACCINE

MICHIGAN
DHHS

**"CHANGING THIS
NARRATIVE IS
YOUR CHOICE."**

GET THE COVID VACCINE

DIGITAL



MICHHS

Play it safe
while playing
sports.

Get the kid-sized
COVID vaccine. →

MICHHS

Protect them
as they play
together.

Get the kid-sized
COVID vaccine. →

MICHHS

Feel confident
at family
get-togethers.

Get the kid-sized
COVID vaccine. →

MICHHS

Juega a lo seguro,
mientras juegas
deportes

Obtenga la vacuna contra
el COVID-19 para niños y
adolescentes →

Sleep easier
during sleepovers.

MICHHS

Get the kid-sized COVID vaccine. →

MICHHS

Feel safer
in the
classroom.

Get the kid-sized
COVID vaccine. →

DIGITAL



MICHIGAN
DHHS
Michigan Department of Health & Human Services

Wishing you
HOLIDAY CHEER

Find a COVID vaccine

A dark blue banner with a pattern of white trees and berries. The Michigan Department of Health & Human Services logo is in the top left. The text "Wishing you HOLIDAY CHEER" is centered, with "Wishing you" in a white script font and "HOLIDAY CHEER" in a white sans-serif font. A white button with the text "Find a COVID vaccine" is at the bottom.

MICHIGAN
DHHS
Michigan Department of Health & Human Services

AND A HEALTHY
new year

Find a COVID vaccine

A dark blue banner with a pattern of white trees and berries. The Michigan Department of Health & Human Services logo is in the top left. The text "AND A HEALTHY new year" is centered, with "AND A HEALTHY" in a white sans-serif font and "new year" in a white script font. A white button with the text "Find a COVID vaccine" is at the bottom.

DIGITAL



MICHHS

Don't bring
COVID home
for the
holidays.

FIND A COVID VACCINE

A holiday-themed graphic with a light teal background. On the right, a white polar bear is depicted wearing a red, tiered Christmas tree skirt and a yellow star on its head. To the left of the bear, the text "Don't bring COVID home for the holidays." is written in a dark grey, sans-serif font. At the top left is the "MICHHS" logo. At the bottom, a white rectangular button contains the text "FIND A COVID VACCINE" in bold, black, uppercase letters.

DIGITAL

This advertisement features a light blue background. On the left side, there is a stylized illustration of a brown gift box wrapped with black ribbons and decorated with white stars and dots. In the top right corner, the Michigan Department of Health and Human Services (MDHHS) logo is displayed. The main text, "The greatest gift.", is written in a large, dark brown, sans-serif font. At the bottom, a dark brown rectangular button contains the white text "Find my COVID vaccine".

MDHHS
Michigan Department of Health & Human Services

The greatest gift.

Find my COVID vaccine

This advertisement is identical in layout to the one on the left, but with different text. It features a light blue background, a brown gift box illustration, the MDHHS logo, and a dark brown button with white text. The main text, "Your COVID vaccine.", is written in a large, dark brown, sans-serif font.

MDHHS
Michigan Department of Health & Human Services

Your COVID vaccine.

Find my COVID vaccine

FLYER



Getting the COVID-19 vaccine is **YOUR SHOT TO WIN!**

Now anyone in Michigan, 12 and older, who gets at least one dose of a COVID-19 vaccine between December 1, 2020 and July 30, 2021 is eligible to win big!



Get vaccinated and enter by July 10 for a chance to win. (Ages 18+)

Get vaccinated by July 30 and enter by August 3 for your chance to win. (Ages 18+)

Those vaccinated within the last 24 hours are eligible for a daily prize. See official rules for registration deadlines. (Ages 18+)

Open to students 12-17 years old, vaccinated between Dec. 1, 2020 and July 30, 2021.

You can get your vaccine anywhere, but you must enter to win.
Get complete details and enter at MIShotToWin.com or call the COVID-19 hotline at 888-535-6136 (press 4).

Subject to sweepstakes rules.

接种COVID-19疫苗是 **您获奖的机会!**

现在，任何12岁及以上且在2020年12月1日至2021年7月30日之间接种COVID-19疫苗的密西根居民，都有机会赢取大奖。



1 百万美元
接种疫苗并在7月10日之前登记获取抽奖机会。(18岁及以上)

2 百万美元
在7月30日之前接种疫苗并在8月3日之前登记获取抽奖机会。(18岁及以上)

50,000 美元 每日现金奖励
在过去24小时内接种疫苗的人有资格获得每日奖励。关于登记截止日期，请参看官方规则。(18岁及以上)

大学奖学金抽奖
面向在2020年12月1日至2021年7月30日之间接种疫苗的12-17岁的学生开放。

您可以在任意地点接种疫苗，但您必须登记参与抽奖。
获取完整信息并参与抽奖，请登录MIShotToWin.com或拨打 COVID-19热线888-535-6136 (按1)。

受抽奖规则约束。

الحصول على لقاح الكوفيد-19 هو **فرصتك للفوز!**

التن أي شخص في ميشيغان، بعمر 12 عاماً أو أكبر، يحصل على جرعة واحدة على الأقل من لقاح الكوفيد-19 بين 1 كانون الأول/ديسمبر 2020 و30 تموز/يوليو 2021 مؤهل للفوز بجوائز كبيرة!



1 مليون دولار
احصل على اللقاح وأدخل بحلول 10 تموز/يوليو للحصول على فرصة للفوز. (عمر +18)

2 مليون دولار
احصل على اللقاح بحلول 30 تموز/يوليو وأدخل بحلول 3 آب/أغسطس للحصول على فرصة للفوز. (عمر +18)

50,000 دولار يوميا
أولئك الذين أخذوا اللقاح خلال الـ 24 ساعة الماضية مؤهلون للحصول على جائزة يومية. انظر القواعد الرسمية للقوانين والتهاتير للتحديد. (عمر +18)

مسابقات ودراسات جامعية
مفتوح للطلاب الذين تتراوح أعمارهم بين 12 و17 عاماً، ويتم للاختصاص في الفترة ما بين 1 كانون الأول/ديسمبر 2020 و30 تموز/يوليو 2021.

يمكنك الحصول على لقاحك في أي مكان، ولكن يجب عليك الدخول في المسابقة للفوز.
احصل على التفاصيل الكاملة وأدخل إلى المسابقة على الموقع الإلكتروني MIShotToWin.com واتصل بالخط الساخن للكوفيد-19 على الرقم 888-535-6136 (إضغط 1)

مستندة لجميع القوانين المعمول بها.

Vacunarse contra el COVID-19 le da **¡OPORTUNIDADES DE GANAR!**

¡Ahora, cualquier persona de Michigan de 12 años en adelante, que reciba al menos una dosis de la vacuna de COVID-19 entre el 1 de diciembre de 2020 y el 30 de julio de 2021, puede ganar en grande!



\$1 MILLÓN
Vacúnese e inscribese antes del 10 de julio para tener chances de ganar. (Edad +18)

\$2 MILLONES
Vacúnese antes del 10 de julio e inscribese antes del 3 de agosto para tener chances de ganar. (Edad +18)

\$50K EN PREMIOS DIARIOS
Las personas vacunadas en las últimas 24 horas pueden acceder a un premio mayor. Consulte el reglamento oficial para conocer los plazos de inscripción. (Edad +18)

BECAS UNIVERSITARIAS
Para estudiantes de 12 a 17 años, vacunados entre el 1 de diciembre de 2020 y el 30 de julio de 2021.

Puede vacunarse en cualquier lado, pero debe inscribirse para ganar.
Obtenga más información y visite MIShotToWin.com o llame a la línea telefónica de COVID-19 al 888-535-6136 (pulsar 1).

Sujeto a las reglas del sorteo.

WORKGROUPS

WOMEN AND CHILDREN

Chair: Denise Smith, Hope Starts Here
Staff Manager: Cheryl Bergman, MWC

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Very little information specific to women and families. What do we know and can clearly communicate about the effects of the vaccine for children and child-bearing women?
- Military presence is a barrier in communities of color
- Vaccine misinformation on social media
- Mistrust of government



What were the most effective messages that resonated with your constituency?

The word CHOOSE reinforced that our Governor is not a “dictator” and that everyone may choose -- and it maximizes and changes the visual cue of “Choose Life” to be leveraged positively for choosing life via science/vaccination toward ending the pandemic. This can be incorporated with existing links and hashtags and customized to the specific region/market and group that would be adopting and circulating it with their information and stories. - Audrey Mitten, Ladies' Library Association in Kalamazoo

- Shaming is not an option; use messages that position getting the vaccine as “choice.”
- State what we know about the effect of the vaccine on child-bearing women.
- Visuals that use elders and matriarchs of families as a messenger.
- Use known and trusted community members as messengers, including childcare providers, women’s resources and network leaders.
- Identify and map community/regional population centers regarding women and children and ask 10 non-elected individuals to participate in a campaign for “Yes! I am choosing to be vaccinated!” Kent County included some of its leadership names/faces in a similar way here: vaccinatewestmi.com.
- Warnings about vaccine card scams, e.g., don’t post a picture with a vaccine card. As people share their vaccine cards with a photo (“I voted” pictures, for example), scammers are using that information to register for a second vaccine.
- Explain the vaccine’s effectiveness against new strains.
- Explain why all members of a household should be vaccinated.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Infographics; fact cards (in many cases, with translations); video testimonials; social media content; virtual background; FAQ

What community resources did you utilize?

The Women and Children workgroup produced video testimonials and held a webinar for parents with physicians and families with children to encourage the vaccination of 12-15-year-olds.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

The Women and Children workgroup worked with the Youth and Education workgroup to produce the webinar mentioned above.

List workgroup members who represented the Protect Michigan Commission (“the Commission”) and participated in press conferences and/or media interviews.

Dr. Naja Bazzy

How do you feel your workgroup best contributed to the state’s vaccination efforts?

By focusing on families and children and reaching them in their communities.

What were the biggest challenges?

Convincing people; overcoming mistrust of government, systems; being told what to do; vaccine messaging fatigue; attendance at meetings due to busy schedules.

What could we have done differently?

Better messaging of the light at the end of the tunnel. Greater emphasis on “how we get back to normal” as a catalyst for increased participation. Establish concrete goals. It appears that the goal post has shifted regarding herd immunity and more. Better established benchmarks to mark and give a sense of achievement/success. Celebrate these successes along the way!

Anything else you think is important to share about your workgroup’s efforts?

- Add multilingual nurse practitioner at sites to answer questions.
- Define alternative motivating strategies (incentives) to meet 70% vaccinated goal in our communities. This may include concerts, celebrity speakers and/or visits, special community events, virtual or in person, etc.
- Continue virtual phone banks and door-to-door efforts around pop-up clinics and community clinics.
- Celebration of milestones.
- Strengthen feedback loops to connect local groups/communities to the Commission/workgroup. Work with the Commission to ascertain where we can make supports more visible.
- More visible faith-based trusted leaders as champion; more celebrities, e.g., sports figures (Add “Safe to Tailgate” Messaging).
- Continue “I vaccinate” campaign with intentional messages for resistant populations.
- Augment ease of vaccination process.
- Develop coordinated back to school activities, including:
 - Teacher-child classroom learning activities specific to vaccination.
 - Competition between schools in a district or statewide, e.g., pizza day, fitted cap, combine with celebrity visit, etc.
- Highlight individual community in campaign, e.g., Motown Safe town.
- Circle back with parents and/or data to share concerns regarding decisions to vaccinate their children and to inform of next steps.

TRIBAL

Chair: Sadie Valliere, LVD

Staff Manager: Lorna Elliott-Egan

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- For tribal citizens, distance to available vaccination clinics was a factor, since many tribal communities are rural and lack of reliable transportation was an issue.
- Initially, vaccine supply was an issue, but that is no longer a problem.
- Misinformation.

What were the most effective messages that resonated with your constituency?

- Protect yourself and your loved ones, elders and knowledge keepers.
- The vaccine is free.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- The workgroup supported the development and production of an Anishinaabe COVID-19 Healing Drum Song video, which has been deployed on YouTube and multiple social media platforms. The video that MDHHS posted received more than 1.3K views in two months. Individual tribes posted the video to YouTube, as well. The view count for those is unknown.
- The workgroup worked with tribal casinos to utilize their large electronic billboards to broadcast messages promoting COVID-19 vaccination.
- The workgroup helped provide Native American representation at multiple press events to promote vaccination, in general, and to promote specific vaccine clinics stood up by different tribes.
- The workgroup helped arrange for Native American representation on a Communities of Color COVID-19 town hall.
- The workgroup worked to provide access to Tribal health centers to the Commission's COVID-19 Vaccination Communications Tool Kit materials.

What community resources did you utilize?

- Tribal health center communications
- Casino billboards
- Tribal social media platforms (clinic and tribes' Facebook pages, etc.)
- National Guard support to stand up clinics and support other COVID-19 related activities engaged in by certain tribes
- Worked with the City of Detroit Health Department to stand up a vaccination clinic at the Vibes with the Tribes Indigenous art and music festival in Detroit

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Individual tribes' communication offices
- Tribal health center communication networks
- Town hall
- Electronic billboards
- Video testimonials

- Press conferences
- YouTube video

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

- Youth group helped deploy Anishinaabe Healing Drum Song Video on their social media contacts

List workgroup members who represented the Commission and participated in press conferences and/or media interviews:

- Robyn Burlingham, Nottawaseppi Huron Band of the Potawatomi
- Jody Werner, Health Director and Dr. Terry Samuels, Little Traverse Bay Bands of the Odawa Indians
- Chairwoman Whitney Gravelle on behalf of the Bay Mills Indian Community
- Lorna Elliott-Egan, MDHHS

How do you feel your workgroup best contributed to the state's vaccination efforts?

The workgroup did its best to support the already impressive efforts of Michigan's Tribal health centers' efforts to vaccinate their citizens and members of the larger communities surrounding them. As sovereign nations, each tribe has its own approach to connecting with its citizens. The workgroup provided a forum for all to share ideas and resources and to support one another's efforts.

What were the biggest challenges?

The workgroup was primarily comprised of the health directors or staff from each of Michigan's 12 federally recognized tribes and Urban Indian Health Center. It was not always easy to schedule meetings among a group of people that were already knee-deep in running the tribes' health clinic response to COVID-19. Most recently, communication among this group was done via email, since meetings have been difficult to schedule.

LATINX

Chair: Eva Garza Dewaelsche

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- **Education:** Lack of familiarity with the virus and the vaccine. Needed to provide ongoing information on the importance and safety of the vaccine. Also needed to educate the community on the severity of the pandemic. Needed to dispel misinformation on social media and other media. Providing this information in Spanish was very important.
- **Time off from work:** Inability of workers to take time off from work to get the vaccine. Afraid they may lose their jobs. Mostly essential workers or in jobs that were still working throughout the pandemic, so difficult to take time off since there were also many who lacked sick time and benefits.
- **Access and Transportation:** Accessibility was not available in the early months of the pandemic. Transportation was also a problem for many who depended on public transportation.
- **Outreach:** Important to conduct extensive outreach in minority communities and migrant communities who work in the fields. There was a lack of trust and hesitancy due, in some cases, to their status. Needed to reach communities in rural areas in the early

months that were not near vaccination sites. Also, having bilingual/bicultural individuals doing the outreach was more effective.

What were the most effective messages that resonated with your constituency?

- The vaccine was safe and effective and there would be no long-term effects.
- It would most likely keep you out of the hospital and save your life.
- The vaccine was free and available to everyone, regardless of status. Everyone was eligible to receive the vaccine.
- There was no charge for the vaccine, and you did not have to have health insurance to receive it.
- The information collected on individuals would not be used against them or shared with other government agencies or law enforcement.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Members regularly posted on Facebook and other social media sites. We also participated in the Commission's Real Talk, recording seven to eight videos in Spanish/English that were posted regularly on social media. Many of our members worked at Hispanic serving community agencies and nonprofits, so they indicated that flyers, fact cards and other print materials that were in Spanish/English were effective. This was also true in outreach efforts to rural communities. The use of local newspapers and radio stations, especially those that were in Spanish or bilingual, were also utilized and quite effective. However, the key to this outreach was that it had to be ongoing and continuous to be effective. We also posted a calendar of the vaccination pop-up clinic events statewide and shared it with all the members.

What community resources did you utilize?

As noted earlier, many of our members either run or work at community and nonprofit agencies. They were very effective in recruiting their own clients for vaccination clinics held throughout the community. They also partnered with FQHCs and the Health Department and other community agencies to hold pop-up clinics for members of their community. For example, LA SED partnered with the Detroit Health Department to hold six pop-up clinics at their agency for their clients. Agencies also partnered with other nonprofits, e.g., SER Metro partnered with Clark Park Coalition and the Detroit Health Department to hold a pop-up clinic. MANA de Michigan partnered with CHASS (FQHC) and a church in Lincoln Park to hold three pop-up clinics for their parishioners, especially those with language barriers. The Mexican Consulate held numerous pop-up clinics with nonprofits and with the health department, as well.

Local newspapers and radio stations were also utilized. Whenever there was an event, e.g., festivals, recruitment fairs, etc., we passed out information and made the community aware of the pop-up clinics and how to schedule vaccination appointments.

Some pop-up clinics were also scheduled at retail establishments that are frequented on the weekends, e.g., restaurants and grocery stores in Latino communities.

Local schools (Western HS, Detroit) and parks (Clark Park, Detroit) were also utilized for pop-up clinics and recruitment/scheduling appointments.

Businesses where large numbers of Hispanic employees work scheduled pop-up clinics with the Health Department (Ideal Steal, Detroit).

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

The Latinx workgroup developed a “How to Guide for Conducting a Pop-Up Vaccination Clinic” (the “Guide”) to help its members plan and hold vaccination clinics in their communities. This was developed from the actual experiences of the agencies that had been holding the pop-up clinics. The idea was to help the other members decide whether they could hold these clinics. The Guide provided step-by-step directions on what was needed and advice on whether to partner with other agencies and what their space/staff/PPE supplies and material needs would be for a specific number of vaccinations, starting with 50-100 individuals. Fayrouz Saad, who was working with other workgroups, indicated that they were interested in using our Guide for their workgroups. We were pleased and very excited about sharing this with other workgroups. We also added assigned costs to having a pop-up clinic, since many of the agencies that were regularly holding them started to incur costs that they had to cover from their own budgets. This was a concern from many of the agencies since they already had very limited budgets. The members felt it was urgent that we try to seek funding to help cover these costs to continue to offer these pop-ups that were so successful in reaching many Latinos in our communities.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews:

Dr. Felix Valbuena, Eva Garza Dewaelsche, Mexican Consulate

How do you feel your workgroup best contributed to the state’s vaccination efforts?

We had representatives from across the state who were actively involved in educating our Latino community and holding pop-up clinics. They were asked to inform Ana so that we could provide a calendar and distribute it at our monthly meeting and in the Commission’s newsletter.

Several of our members developed personal videos through the Real Talk initiative to be featured on social media. Members were also actively posting on their Facebook and other media platforms in both English and Spanish.

We held a town hall with key leaders from the Latino community that was conducted in Spanish to reach those in the community that had limited or no English-speaking skills and were generally hard to reach. These were trusted leaders and doctors who could provide valuable information on the vaccine and where to get it for those that were still hesitant or afraid about their status or distrusting of the government.

Our workgroup developed a “How to Guide” for setting up pop-up vaccination clinics to help members set up their own in their respective communities. This guide was shared with other workgroups.

What were the biggest challenges?

- Access to the vaccine in the early months of the pandemic was the biggest challenge.
- Not having bilingual healthcare providers administering the vaccine so they could explain the vaccine, answer questions and describe aftereffects and procedures to our community was a serious problem.
- Educating our community on an on-going basis and ensuring that the materials were in Spanish. Outreach workers were bilingual to reach many in our community, in rural areas, factories and employment sites, where many workers did not speak English.
- Gaining the trust from our community to deal with vaccine hesitancy. The most effective way to do this was for our trusted leaders, community agencies and churches to conduct these pop-up clinics and outreach activities.

- Convincing the community that the vaccine was safe and that there were no long-term effects. Also, that they did not need health insurance or have to pay for the vaccine.
- Many from our community were essential workers and felt they would lose their jobs if they took off from work. So, until these clinics were held after hours or on weekends, it was a problem of accessibility.
- Many could not take off from work to get vaccines, because they would not get paid for those hours.
- The members were concerned throughout the year that not enough data was collected for the Latino community. What little data was available was not presented in a timely manner. Many members felt that it was difficult for our workgroup to plan events/activities and to determine the needs of specific communities when we just did not have the actual numbers of vaccinated Latinos for most of last year.

What could we have done differently?

The agencies that were successfully conducting the pop-up clinics should have been provided funding to cover the costs they incurred so that they could continue these clinics. LA SED conducted pop-up clinics regularly, serving 200-250 individuals from the community for every new clinic. When they served 1,500 individuals, they decided that they could no longer afford to cover the costs associated with the clinics from their own limited budget. The Health Department or the state should have provided reimbursement for these costs, which were estimated at approximately \$4,000-\$5,000 per each Saturday clinic. This is a very small cost when you consider that 200-250 people were getting vaccinated. They could have continued to vaccinate many people from the community, because they are a trusted community agency with a long history in Detroit and serve thousands of individuals annually.

Other agencies that could have held pop-up clinics for their constituents were deterred by the potential costs to their agencies and not being able to incur these costs with their limited budgets. Although some funding has become available through the United Way and other resources in recent months, much time has already passed. The funding was needed earlier. The Health Department should have focused investing financial resources on the successful pop-up clinics, instead of setting up many more which, in comparison, only served a few.

The Health Department has many vaccination sites in the Detroit area, but in relation to those in the Latino community (SW Detroit), it may be more effective to have them at two to three Latino agencies or churches, instead of at more locations throughout the area. The key is not the number of locations. It's that the places where they are being held are trusted by the community, have bilingual staff that they know and are comfortable with, because they already have a relationship with them and see them often throughout the year.

Anything else you think is important to share about your workgroup's efforts?

Our workgroup was very actively engaged and well-represented from across the state, especially from communities that have large Latino populations (Detroit, Grand Rapids, Pontiac and Flint and the downriver suburbs from Detroit, such as Lincoln Park and Dearborn). We had members from various backgrounds. Some ran agencies and others worked with our migrant community and medical personnel, including doctors, university officials and individuals who work for the government. The diversity, knowledge, involvement and experience of our members was instrumental in reaching significant numbers in our Latino communities. Our monthly meetings were also very important. They kept us up to date on this ever-changing crisis, on current CDC guidelines and on the Governor's mandates and availability of the vaccine, so we could share this information with our communities statewide.

Given the continuing spikes that we have seen with variants of the COVID-19 virus, I hope that the Governor plans to extend the Commission beyond December 2021.

APA

Chair: Eva Bobby Mukkamala, MD
Staff Manager: Alexander Sahouri

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Giving people access to high quality information from a source that was trusted or culturally relevant and giving people appropriate in-language messaging.

What were the most effective messages that resonated with your constituency?

Scientific data. Letting them know that the APA community is the highest percentage population who are vaccinated; social responsibility messaging "do it for your grandmother"; and nearly everyone who goes to the hospital now for COVID-19 are those who are unvaccinated.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Mostly electronic communications. Infographics were reshared more often than other things posted. Posters were emailed to community organizations.

What community resources did you utilize?

We worked with religious and community groups to amplify the message and distribute materials.

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Webinars, town halls, listening sessions, having religious leaders promote getting vaccinated, relationships within the workgroup to connect people.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

No, but we collaborated with the larger Protect Michigan Commission, sending them our ideas and concerns. There was collaboration in shared resources, such as a drive for the Middle Eastern and APA workgroup and collaboration in language work with the Middle Eastern workgroup.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Dr. Bobby; Amina Ahmed; Tsu-Yin Wu; Sook Wilkinson

How do you feel your workgroup best contributed to the state's vaccination efforts?

By connecting with the APA communities across Michigan, we were able to find what worked and what did not work.

What were the biggest challenges?

Misinformation

What could we have done differently?

More direct rebuttals of myths that become popular. Better resource allocation.

Anything else you think is important to share about your workgroup's efforts?

We are not done yet and we must continue.

YOUTH

Chair: Dondré D. Young

Staff Manager: Evan Adams

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Youth who are part of the workgroup indicated that the #MIShottoWin initiative was great, but partially insulting. They felt that providing an incentive made them question the safety and efficacy of the three vaccines.

Earlier implementation of mobile vaccination clinics and vaccinations in unique venues. This was due in part to the lack of funding from the legislature.

What were the most effective messages that resonated with your constituency?

- Messaging coming from community leaders and representatives.
- More focus on the messenger instead of the messaging.
- Breaking down the clear difference between FDA Emergency Use Authorization and FDA approval.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Members of the workgroup used the following:

- Social media posts
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Media assets provided by the MDHHS communications team and its contractors.

What community resources did you utilize?

Members of the workgroup collaborated with local units of government and organizations in their respective communities.

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Tactics used:

- Town halls
 - Youth town hall hosted by MDHHS via Facebook
 - Town halls hosted by Flint Millennial Movement via Facebook
- Vaccination Clinic Ride-A-Longs with community members who were identified as hesitant.

- Worked with FEMA Region V Youth Representative (workgroup member) to build a relationship with the FEMA Region V Equity Team.
- Vaccination clinic via a press conference that included student ambassadors who were recruited from their respective communities.
- Invited other workgroup chairs to present to the Youth Advisory workgroup on their journey to advise the state on vaccination efforts.
- Created opportunities to learn from findings of colleagues on other workgroups and in other states.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

The Youth Advisory workgroup collaborated with the following workgroups and/or task forces:

- Michigan Coronavirus Task Force on Racial Disparities – Peer Learning
- Women and Children Advisory Workgroup – Peer Learning
- Faith Advisory Workgroup – Peer Learning/Resource Sharing
- Disability Advisory Workgroup – Peer Learning
- Rural Advisory Workgroup – Peer Learning/Youth Workgroup Liaison

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Dondré Young

Christina Zerka – Genesee County Protect Michigan Commission Press Conference

How do you feel your workgroup best contributed to the state’s vaccination efforts?

The Youth Advisory workgroup best contributed to the state’s vaccination efforts by expanding our network to increase the number of engaged Michiganders who represent the diversity of our state and to increase the number of vaccines administered among the 16-30-year-old age group. The workgroup is comprised of youth (16+), parents, philanthropy, public health (state and local), healthcare, local community leaders, county leaders, grassroots organizations, camp community, retail pharmacies, college and university community and other commissions and task forces of the state of Michigan. The workgroup is comprised of over 70 members.

What were the biggest challenges?

Transition of staff managers

What could we have done differently?

It’s a pandemic. While we had some challenges and opposing opinions on certain matters, I think we all did the best we could to honor the oath of office that we all took to move the state forward.

Anything else you think is important to share about your workgroup’s efforts?

Beyond working with the organizations, workgroups and task forces associated with the state and the Commission, the Youth Advisory workgroup built relationships and partnerships with:

- Council of Michigan Foundations
 - Community Foundations – Youth Advisory Committee (YAC) Members and Alumni
- Community Foundation of Greater Flint
- Community Foundation of Southeast Michigan - YAC
- Interfaith Youth Core - Public Religion Research Institute

- FEMA Region V Equity Team/Task Force – Provided update on work of the workgroup and the Commission
- Save Summer 2021

Beyond making recommendations on the communications tactics used to encourage individuals to get vaccinated, the workgroup made it a best practice to also make policy recommendations.

EDUCATION

Chair: Kristen McDonald Rivet

Staff Manager: Ross Fort

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Members of the Education workgroup served in multiple capacities of the Commission and informed the work of multiple workgroups. Barriers identified will be present in the work across the Children & Families, Labor & Community interfacing activities. The members of the workgroup shared Governor Whitmer's goal of moving the state to a space of readiness to reopen the schools and reactivate in-person learning. This was our primary objective, which we believed was most realistically achieved by reaching a 70%+ vaccination rate of education and early education staff. To that end, we recognized the need to address the following barriers:

- Early access to the vaccine distribution networks
- Distrust of government
- Misinformation about the potential side effects of the vaccine
- Fear of necessary sick time while dealing with the unexpected immune response
- Concern about long-term health implications of an "emergency approval" from the FDA without the due diligence of a fully approved vaccine.

What were the most effective messages that resonated with your constituency?

Key messages varied by education constituency. For example, teachers and administrators seemed motivated by the connection to re-opening schools and the protective factors provided by the vaccine. Members of our workgroup reported a more difficult time getting effective messages to the school para-pros and other support staff. Regardless of the subgroup, the most effective method was less the message than the messenger. Professionals in the education system were most influenced by people they had a previous connection with and trusted. The unions and member associations were important to this effort and were likely critical pieces in achieving the targeted vaccination rates early in the campaign.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Education workgroup members generally served across multiple workgroups and fully embraced the digital materials developed through the full Commission campaign within and across sectors. The comfort level in using the materials increased substantially as they expanded to represent the full diversity of the education sector in Michigan. Many workgroup members became Digital Ambassadors and leveraged their own personal and professional social media networks.

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Workgroup members created expansive peer-to-peer networks and many focused on the city of Detroit. Webinars and town halls were also useful throughout the charter school network and in several small private schools. Direct communication and outreach were most difficult in northern, rural areas. An example of the type of communication tactics is listed below:

- The [July 8th COVID-19 vaccine town hall](#) for parents and families included several expert panelists. The event was moderated by Veronica McNally, founder of the Franny Strong Foundation and I Vaccinate, and it included the following panelists:
 - Dr. Tisa Johnson-Hooper, MD, Pediatrician, Henry Ford Hospital
 - Dr. Rosalyn Maben-Feaster, MD, OB-GYN, Michigan Medicine
 - Cathy Murray, Psychology Teacher, Port Huron Northern High School
 - Andrea Secrease, Executive Director, Early Learning at Greater Midland
 - Derrick and Zayd'n Worthey (father and son), This Worthey Life
 - Dr. Rachel Young, DO, family doctor, McLaren Oakland - Ortonville Family & Internal Medicine

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

In addition to the event listed above, most Education workgroup members served on other workgroups, including Labor/Workforce and Children/Families. This allowed for collaborative efforts on an ongoing basis and important information sharing.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Protect Michigan Commission Education workgroup member, Sherisse Butler, participated in press conferences/media roundtables.
- With members serving on multiple workgroups, some Education workgroup members were involved in efforts that we weren't necessarily aware of, but the Commission's communications may have a better understanding of those involved in major activities.

How do you feel your workgroup best contributed to the state's vaccination efforts?

Universally, the priority of the members was to reach our vaccination goal of 70% in our schools. Every member worked diligently to make that happen. Because this priority was shared by multiple workgroups, we saw a quick escalation of efforts aimed at the education sector. Education workgroup members were present in events and message delivery around the state and in multiple ways very early in the campaign. They generated momentum early for effective measures.

What were the biggest challenges?

- It was hard to determine the specific charge to the Education workgroup with multiple efforts aimed at the sector. It created a lack of clarity in roles and responsibilities likely resulting in duplication of meetings and efforts early on.
- Like other workgroups, the misinformation and politicization of the vaccine made messaging difficult. It seemed that the counter-messages, sowing distrust and anger outpaced the fact-based campaign in multiple ways, particularly on social media.

What could we have done differently?

Specific charges to the workgroups with expected deliverables would have provided greater clarity and allowed the groups to move with greater efficiency and speed, particularly when constituencies crossed multiple workgroups.

RURAL

Chair: Chuck Lippstreu

Staff Manager: Meredith Smith

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Barriers for our group changed as the pandemic evolved. In the beginning our top barriers were:

- Getting vaccines to homebound individuals (elderly or people with disabilities). Rural areas do not have extensive transportation systems, and most do not have dollars for mobile vaccine centers.
- Getting information to those without internet. 211 is great, but we need cell phone and billboard messaging, as well.
- Providing two dose vaccines to migrant workers. Many workers move around to different farms, making it difficult to provide a second dose.

As the pandemic progressed and the above barriers were addressed, we saw:

- Concerns around fertility and pregnancy. There is not enough research in this area and people are becoming more hesitant.
- A lot of people in the rural community are anti-vaccine. It is difficult to change views of those who have already made up their mind. On the other hand, there is a small population who have anti-vaccine views but are trying to get a vaccine in secret.
- People are confused about the antibodies. Some in the community are saying because they had COVID-19, they now have antibodies to protect them against the vaccine and no longer need to receive it.

What were the most effective messages that resonated with your constituency?

- The most effective information was disseminated through local church groups and local senior centers.
- The MI Shot to Win campaign did have some effect, but it needed to be sooner when the vaccine clinics were running full force. Once the CDC did the sudden 'about face' in May, the clinics almost immediately stopped.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Members used social media posts, testimonial videos and fact cards.

What community resources did you utilize?

Members worked with local churches and community groups to get people vaccinated. Once mobile clinics became more available, we were able to get more people vaccinated.

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Members assembled their own vaccine clinics at local festivals and fairs to get more people vaccinated. Universities in our group (MSU and Northern) implemented incentives to get

students and faculty vaccinated. Some groups implemented prizes (such as gift cards) to get people vaccinated. What worked best in our communities was word of mouth.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?
Not to my knowledge.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Chuck Lippstreu had several interviews with agriculture media outlets about the vaccine strategy and the importance of getting vaccinated.

How do you feel your workgroup best contributed to the state's vaccination efforts?

We had workgroup members representing all areas of the rural community, including migrant worker advocacy groups, agriculture employers, local health departments, universities, schools and more. They each brought a unique perspective to the group. Members focused on getting communications out through their organizations. We had an agriculture letter of support from agri-business groups; many clinics were hosted by local health departments, advocacy groups and other organizations; and information sharing. The workgroup was very boots on the ground in their area, rather than having a collective workgroup approach.

What were the biggest challenges?

Rural Michigan is a broad group encompassing most of the state and many different communities. It was challenging to focus on one community and have a one size fits all message. Our workgroup focused on information sharing, as well as developing solutions to help members of the workgroup promote the vaccine in their area. One of our biggest challenges was anti-vaccine propaganda, as well as convincing people that the vaccine is safe, especially for pregnant women. We also saw animosity in the agriculture workforce between those vaccinated and those who are not vaccinated. Vaccinated individuals tended to pick up shifts of workers who were out because of COVID-19, especially among the unvaccinated population.

What could we have done differently?

There could have been more focus on rural Michigan with key individuals in the communities getting the vaccine or speaking about it. It was difficult for members to combat misinformation. A few rural communities received anti-vaccine mailers. It would have been helpful for them to receive relevant vaccine information in the mail. Also, we could have used mobile clinics earlier in the year when people were clamoring for the vaccine.

MIDDLE EASTERN

Chair: Zafer Obeid, M.D.

Staff Manager: Alexander Sahouri

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Misinformation on WhatsApp and other social media apps; the rapidity of the changing of information; lack of final approval from FDA; not including MEA community in the market research of vaccine hesitancy; few religious leaders signing exceptions and not supporting vaccinations.

What were the most effective messages that resonated with your constituency?

Telling others how they got the vaccine; sharing stories of vaccinated and unvaccinated individuals; “Summer Essentials: Sunscreen and Vaccine”; “Teta Said So”; “Hug your Teta”

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

Billboards; “Myth Buster” videos; radio interviews; social media posts

What community resources did you utilize?

ACCESS; Arab American and Chaldean Council; Ascension Health System; Chaldean Ladies of Charity; Huna Michigan Radio; US Arab Radio; The Voice of Middle East

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Webinars; video testimonials; town halls; peer-to-peer; addressing the language barriers and meeting people to get vaccinated via mobile clinics

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

We tried and didn’t get a response from the other workgroup

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Zafer Obeid, M.D.

Evone Barkho, M.D.

Madiha Tariq

Farah Jalloul

How do you feel your workgroup best contributed to the state’s vaccination efforts?

Evening Ramadan clinics; doing translations; spreading the word in the MEA community; having professionals dispel myths from social media; collaborating with hospitals and health systems.

What were the biggest challenges?

Vaccine hesitancy, misinformation, lack of budget

What could we have done differently?

More resources were needed for the workgroup. A lot of things needed to be outsourced. Better connection with the Commission’s contractors.

Anything else you think is important to share about your workgroup’s efforts?

The workgroup is proud of the work we did.

COLLEGES AND UNIVERSITIES

Chair: Dan Hurley, Michigan Association of State Universities

Staff Manager: Brandy Johnson, Office of Sixty by 30, LEO

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16? What were the biggest challenges?

- Belief that young people do not need the vaccine, because they are less vulnerable
- Political divisions on the vaccine, including the legislature's strong opposition to vaccine mandates on campus
- Timing – The vaccine was not widely available before the semester ended in April and students are a transient population
- Misinformation about the vaccine

What were the most effective messages that resonated with your constituency?

- Incentives for students getting vaccinated
- This is the way to return to normal
- Don't just do this for yourself -- do this for your friends and your family
- The vaccine is safe and effective
- It's just a shot
- It's required to live on campus

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Infographics
- Videos that were sharable on social media that featured young people
- FAQs

What community resources did you utilize?

- County Health Department mass vaccination clinics
- Local media/social media campaign

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Campus mandate
- Required weekly testing for those not vaccinated and scheduling testing times very early in the morning to make it inconvenient
- Financial incentives
- Easy access to vaccines on campus
- Stressing science, social responsibility and a return to normality

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

No

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Dan Hurley, CEO, Michigan Association of State Universities

How do you feel your workgroup best contributed to the state's vaccination efforts?

- Brainstorming ideas for providing vaccination incentives to students and sharing ideas among campuses
- Sharing successes, resources and challenges around vaccination policies

What could we have done differently?

- The size of the Commission was unwieldy and there were times I couldn't get on the larger group calls. Often, I felt like the information that was shared from speakers was widely available publicly and not a great use of my time. The workgroup was much more targeted and effective.
- Finding ways earlier to develop unified stances regarding vaccines and other public health measures would have been helpful.
- Had ways for workgroup members to offer thoughts/concerns outside of our workgroup. I attended almost every large group meeting of the Commission, but there was never time to voice my opinion, only to ask a question. I understand why it was necessarily top-down, but that type of leadership left out the potential for ideas, especially if one's voice was marginalized in their own workgroup.
- Involvement from more faculty at college campuses.

Anything else you think is important to share about your workgroup's efforts?

- Our workgroup wanted to express that it was our greatest pleasure to serve in this capacity and we thank the Protect Michigan Commission for giving its citizens this opportunity.

HEALTHCARE

Chair: Missie Holmquist

Staff Manager: Kirsten Simmons & Juwon Harris

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Combating misinformation
- Fertility concerns
- Lack of transportation
- Identification requirements
- Politicization of the vaccine
- Lack of trust in research
- Cultural mistrust

What were the most effective messages that resonated with your constituency?

- Addressing misinformation
- Addressing side effect concerns
- Doctors/healthcare providers as trusted advisors
- Wear your mask, wash your hands, watch your distance (Saginaw)

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Fertility and pregnancy fact cards
- ID requirement fact cards

- Side effects fact cards
- Communications toolkit via social media

What community resources did you utilize?

- Vaccination clinic partnerships
 - LHD, pharmacy, National Guard, Community Foundation, hospitals/medical healthcare systems, schools, businesses, local Medical Service Corp.
- Clinic volunteers
- (Digital) ambassadors

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Fact card development
- Shared messaging best practices
- Shared webinar opportunities
- Sharing videos/resources among personal networks
- Weekly Facebook Live sessions to keep community connected and informed
- University-led town halls (e.g., WSU alumni association)
- Community collaborations (e.g., nursing programs, medical service corps)
- Phone banks (e.g., 2.5 hr. Saginaw sessions)

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

- Disabilities
- Youth

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Janey Joffe acted as proxy for Melissa Holmquist and participated in the Commission's Upper Peninsula COVID-19 Update Roundtable on 4/15/2021. The purpose of the press conference was to provide Michiganders with localized information on the status of Michigan's campaign to get vaccinated. Each panelist discussed broad campaign efforts to encourage vaccine uptake, along with community clinic activities.
- Dr. Pruitt - I was contacted by the State of Michigan to do a commercial. I assumed it was due to my work on the Commission.
- Tonino – included in press release as vaccinator for one of the first LTCF vaccine recipients.

How do you feel your workgroup best contributed to the state's vaccination efforts?

- Messaging around barriers
 - Fact card feedback
- Vaccine clinic collaborations
 - Nursing students
 - College of pharmacy students
 - RN vaccination at LTCF

What were the biggest challenges?

- Messaging to physicians regarding vaccinations and vaccination efforts
- Politicization of vaccination

- Vaccination storage and handling
 - Lack of provider enrollment among primary care physicians
- Transportation access

What could we have done differently?

- Spreading out Healthcare Leaders workgroup members among other Commission workgroups. There were good conversations and actions, but quite a bit of overlap in challenge and opportunities, so the group members also could have acted as the healthcare or public health voice in other groups.

Anything else you think is important to share about your workgroup's efforts?

- Brainstorming pediatric vaccinations preparation
 - Volunteer mobilization
- New relationships as infrastructure moving forward

SENIOR

Chair: Surae Eaton, MD

Staff Manager: Kristina Leonardi

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Misinformation - numerous
- Access for the homebound and transportation for others
- Fear in the Black community of the process
- Lack of trust in the data provided (e.g., myth that every death is considered a COVID-19 death, reliability of vaccine)
- People are unsure of the vaccine, because it hasn't been out for very long and the perception is that it hasn't been tested

What were the most effective messages that resonated with your constituency?

Peer-to-peer communication and real testimonials. Webinars that presented the science. Older adult town hall was very well attended and reached a lot of people. AARP Real Possibilities Show – had several Commission members participate to share their experiences. Innovation that worked for the individual community to reach out to seniors in a way that worked best for that community, e.g., Vaccine Ambassadors in Calhoun County.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Posting of fact cards on Facebook, at town halls, hub dialers with AARP (calling seniors to discuss getting the vaccine), billboards, t-shirts, door knocking
- Video testimonials, directing people to the COVID-19 vaccine website and 211, digital ambassadors
- Calhoun County also developed a Vaccine Ambassador Messaging Handbook that was utilized by other workgroups
- Contacting congresspeople to encourage others to be vaccinated

What community resources did you utilize?

Area Agencies on Aging, AARP, health departments, churches and senior centers, VA, universities, hosting seminars and sessions with partners, partnering with FQHCs and home-health agencies to vaccinate homebound individuals

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

In addition to the above communication materials, there were food drives, lunch and learn activities, church partnerships, equitable access by meeting individuals at their workplace, churches, seminars and sessions, fairs and festivals.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

Not directly, however, Calhoun County shared the handbook that they developed with other workgroups.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews

Karla Fales – CareWell Services Agency on Aging
Charlie Olszewski – Retired Professor Engineering Management
Surae Eaton, MD – Retired Family Physician

How do you feel your workgroup best contributed to the state's vaccination efforts?

Each county represented had individuals and/or organizations that worked individually or cooperatively to aid in the vaccination efforts and innovated to meet the needs of the local community. Partnering with organizations, such as FQHCs and home-health agencies in some regions, to vaccinate homebound individuals.

What were the biggest challenges?

Members of the workgroup represented different parts of the state, so being able to do a collective program was a challenge. There were individuals that worked with Area Agencies on Aging (AAAs) or senior centers that were able to do some interventions that retired individuals were not able to do by themselves.

What could we have done differently?

Perhaps have the communication teamwork with each workgroup to develop more outreach materials specific to the population. It would be great if we had started with the end goal of having a product that could have been delivered consistently across every county relevant to the community served (e.g., a tool kit for all senior centers, commissions on aging and area agencies on aging).

It would have been helpful if the funding was available to more diverse organizations. For example, funding may have been provided to an area agency on aging, but not to the senior center. Consider having more vaccination clinics at senior centers.

If another workgroup was doing a webinar, for example, it would be helpful to share it with all the workgroups in their community (maybe via a regular newsletter sent to all workgroup members).

Anything else you think is important to share about your workgroup's efforts?

Despite the challenges that we encountered, the seniors in the state were among the highest percentage of vaccinated individuals. We are very proud of the work that each community did in reaching out to our seniors and the impact that it has had.

DISABILITY

Chair: Tim Hileman

Staff Manager: Annie Urasky

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Lack of information on how to find people with disabilities who have minimal connections with service systems to offer them vaccinations
- Lack of workgroup authority to help the state take policy positions or advance policy changes
- Early on: Transportation barriers for homebound Michiganders and vaccine supply issues
- Education regarding vaccine hesitancy and safety of vaccine
- Lack of information about how people with disabilities are doing with regard to both COVID-19 transmission rates and vaccination access rates. The state does not collect this data, so we don't have a good grasp of the scope of work facing us.

What were the most effective messages that resonated with your constituency?

- Workgroup facilitation has been open and supportive; good information shared on current statewide efforts to promote vaccination in media campaigns.
- Workgroup members were helpful in connecting resources within state government to apply testing accessibility standards to vaccination advocacy. We were not able to measure the impact on accessibility or use of the resources so we could do more of that.
- Sharing experiences directly from peers and community members with disabilities who safely and successfully received the vaccine.
- Disseminating accessible information in multiple formats (newsletters, social media posts).

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- COVID-19 fact cards
- ASL resources on the state COVID-19 resources page
- Links related to vaccine clinics
- Digital ambassador posts/links
- [Guidelines & Best Practices for Accessibility at Michigan Vaccination Sites](#)

What community resources did you utilize?

- Autism Alliance of Michigan training video and links to information regarding vaccine clinics
- Commission disability resources
- 211
- State of Michigan COVID-19 hotline

- [Georgia Tech Accessible COVID-19 Resources](#)

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- [PMC Disability town hall](#) released May 2021
- ASL video interview with a Black deaf Detroit resident on the vaccine experience at Ford Field with The Daily Moth and other local news networks
- Created vaccine administration video for providers
- Linked multiple disability agencies with vaccine supply/FQHC/local health departments
- Provided regular updates to encompass Michigan members to reach statewide network of Community Rehabilitation Organizations across Michigan
- Encouraged community members to participate in My Why video testimonials
- Monthly community-based organization meetings for information sharing
- Special Olympics Michigan added mobile COVID-19 sites at all state events encouraging all athletes, coaches and spectators to get vaccinated
- Encouraging local community organizations to sign up for mobile sites or pop-up clinics

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

Our workgroup provided disability stakeholder input on [Guidelines & Best Practices for Accessibility at Michigan Vaccination Sites](#) in partnership with MDHHS.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Chair Tim Hileman

How do you feel your workgroup best contributed to the state's vaccination efforts?

Raising and bringing concerns to other workgroups, collectively identifying solutions and options to identified barriers, sharing information with community members.

What were the biggest challenges?

Some concerns didn't feel like they were effectively addressed; request for data; linking disability agencies with vaccine supply early in vaccine efforts

VETERANS

Chair: Erika Hoover with Michigan Veterans Affairs Agency (Navy Veteran)

Staff Manager: Julie Cortright with MVAA

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Limited supply of vaccine at start of vaccination efforts.
- The VA medical facilities were not able to vaccinate those that were not initially registered and enrolled with the Veterans Health Administration. Legislatively at the federal level this was changed, but many veterans waited until the vaccination was available to their spouse and they delayed obtaining their vaccine, even if it was available at the VA.
- Veterans (especially college age) have distrust in the vaccine, including concerns on long-term impact on fertility.

- Getting veterans to sign up for vaccine clinics. We were able to utilize same day registration to fill our vaccine spots and ended up vaccinating more non-veterans than veterans.

What were the most effective messages that resonated with your constituency?

- Testimonials from peers and those respected within the veteran community. The most positive feedback received from our workgroup was our Facebook Live event, which featured testimonials from veterans. In addition, Facebook Live featured a pharmacist from the Battle Creek VA medical facility and a trust physician from the Commission.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Our workgroup promoted all materials and communications that were disseminated by the Commission.
- Graphic specific to veterans for the MI Shot to Win.

What community resources did you utilize?

- Our workgroup was able to form partnerships with 211 to help schedule and answer phone calls for veterans regarding vaccination clinics. We still have the option live on our 1-800-MICH-VET hotline. Press 6 and get connected to a vaccine clinic.
- We collaborated with Veteran-Friendly Schools and strengthened relationships throughout the state. This was helpful in creating a survey for the colleges and universities (specific to the veteran population) so they could understand vaccine hesitancy.
- Partnered with various volunteer organizations to provide additional help at vaccine clinics.

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Huddles weekly at first with the Public Affairs Officers for each of the five medical facilities
- Facebook Live event
- Hosting two vaccine clinics and the second dose follow-up clinics
- Ensuring vaccinations were available at the Veteran Resource Deployment Event on 9/10/21 in Muskegon
- Survey to post-secondary education veterans

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

- We did collaborate with another workgroup for a medical expert on our Facebook Live event.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Julie Cortright, Erika Hoover and the MVAA Senior Veteran Community Engagement Officers for the UP and Detroit

How do you feel your workgroup best contributed to the state's vaccination efforts?

- By assisting with providing factual and scientifically proven information, including the items below:

- The vaccines are highly effective and safe
- The quickest way for life to return to normal is for most people to get vaccinated
- Millions of people have safely been vaccinated
- There is no cost to get the vaccine

What were the biggest challenges?

- When the incentives launched MI Shot to Win, our workgroup received a lot of negative feedback, since it was not set up to be veteran friendly. We did work with the Commission to provide a work around; however, it required additional steps for our veterans and our service members (many of whom had been on active orders to staff vaccine clinics).

What could we have done differently?

- See above for biggest challenges and negative feedback we received from our veterans.

Anything else you think is important to share about your workgroup's efforts?

- Thank you for setting up these workgroups. It has been a great experience and it has been a useful platform to share information that is factual and scientifically proven regarding the vaccination efforts within Michigan.
- The Veteran workgroup helped vaccinate over 500 people through our vaccine clinics and were able to work side by side with the VA to get effective communication to the veteran community.

FINANCIAL SERVICES

Chair: Karin Gyger

Staff Manager: Karin Gyger

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Workgroup members stated that the vaccine has become a political issue, and any outreach/messaging to overcome that would be valuable.
- Initially, poor user experiences for those trying to sign up for appointments online, which is potentially a bigger barrier for people who are less tech-savvy.
- Differences in processing county-by-county/health system-by-health system/pharmacy chain-by-pharmacy chain. A standard statewide process would alleviate confusion and make it easier to communicate to stakeholders across the state.

What were the most effective messages that resonated with your constituency?

- Dispelling myths
- Addressing concerns from minority groups
- Reinforcing the need to maintain social distancing after receiving the vaccine without causing fear about its effectiveness
- Addressing the efficacy of the vaccine related to emerging virus strains
- Addressing concerns about side effects, including allergic reactions

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Social media posts
- Messaging/FAQs/vaccine cards about side effects

- *Note: Workgroup members are promoting the vaccine to their employees/member organizations, but many did not feel comfortable promoting it to their members' customers*

What community resources did you utilize?

- N/A

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Shared resources to workgroup members and financial institutions to encourage vaccination/dispel myths
- Director Hertel spoke at a meeting of bank CEOs, which was well-received

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

- No

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- N/A

How do you feel your workgroup best contributed to the state's vaccination efforts?

- This workgroup helped ensure that the insurance and financial services industries were kept in the loop on the state's vaccination efforts.
- Workgroup members expressed a willingness to support vaccine rollout efforts, but their resources ended up not being needed as the vaccine became more widely available. The collaboration with these industries was appreciated.

What were the biggest challenges?

- Many workgroup members did not feel comfortable promoting the vaccine to their members' customers, because the vaccine became a political issue.

What could we have done differently?

- Overall, we were happy with the support and resources available, but we would ask that more subject matter experts participate in meetings/answer questions.

Anything else you think is important to share about your workgroup's efforts?

- DIFS and the industries we regulate appreciate the opportunity to support and engage in this important effort!

FAITH BASED

Chair: Lea Luger

Staff Manager: Dion Williams

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Misinformation coming from social media
- People having adverse reactions to the vaccine
- Distrust

- The fear of the unknown/lasting effects of the vaccine
- Transportation

What were the most effective messages that resonated with your constituency?

Having those trusted in the trenches (church leadership, volunteer centers, etc.) promote the vaccine.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Dion Williams made them available, but the one-on-one conversations are most effective.
- Flyers and social media postings had some impact.

What community resources did you utilize?

Partnerships with other organizations to arrange for pop-up clinics at neighborhood sites, commercials, printed materials, our faith-based sites being vaccine sites

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

Facebook, flyers posted, appeal to personal network

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

Protect Michigan Commission Youth Group

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

Dr. Duckworth was in a TV commercial

How do you feel your workgroup best contributed to the state's vaccination efforts?

Sharing ideas, frustrations, etc.

What were the biggest challenges?

Disinterest and the fact that the discussion was always the same – how to get people vaccinated.

What could we have done differently?

Far less meetings with the same discussion; bigger groups, perhaps

Anything else you think is important to share about your workgroup's efforts?

I'm pleased to have participated, because I met a few wonderful people. I believe the net result would have been the same (in terms of how many people we personally reached to get vaccinated) without the meetings.

Our trusted sites should have been included from the very beginning and not after the mass vaccination sites failed to reach those with disadvantages. The hesitant crowd is totally different from those who rushed to get vaccinated and now we are challenged to convince and persuade people to get vaccinated. I only wonder what impact we could have had on the hesitant crowd if

our sites would have been included in the initial rollout of the vaccines. Trusted sites are preferred over Ford Field and TCF.

LOCAL GOVERNMENT

Chair: Dierdre Waterman, Mayor Pontiac

Staff Manager: Korey Hall

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Scarcity of vaccine
- Distribution
 - Coordination of plans
 - Addressing barriers to access
- Communication
 - Educating the community stakeholders
- Data collection

What were the most effective messages that resonated with your constituency?

- Wearing masks gets us back to normal
- Vaccinations save lives

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Facebook posts
- Editorials in local periodicals/newspapers, etc.
- Educational information in local government updates
- Electronic/virtual updates

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Regional polling to determine where regions (cities, counties, townships, organizations) are on protocols. Ascertain if there are "best practices" that other areas or regions can use.
- Disseminate the Commission's communication materials to their internal stakeholder groups.
- Access communications with their individual local health departments.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

- No

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Mayor Deirdre Waterman

How do you feel your workgroup best contributed to the state's vaccination efforts?

- Local government workgroup hosted a webinar and virtual town hall meeting to inform its various constituencies on the importance of wearing masks and getting the vaccine. These events were focused on the local municipalities throughout the state.

What were the biggest challenges?

- Staying consistent with messaging, since information received kept changing
- Working and identifying champions/challenges in specific local governmental areas

What could we have done differently?

- Educating community/local government stakeholders in a way that was less political
- Build more community trust in science
- Bring in a more diverse group of associations and organizational units to act as validators

LABOR AND WORKFORCE

Chair: Mike Shoudy

Staff Manager: Eli Isaguirre

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Access in the beginning
- Misinformation (however less of an issue than general public)
- Young people feel invincible

What were the most effective messages that resonated with your constituency?

- Educators were prioritized because of the importance of in-person education
- Protect your loved ones/protect yourself

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Internal communications regarding access and educators being prioritized
- Facebook fact cards, individual/organizational posts, digital flyers and social media as a whole

What community resources did you utilize?

- Through Building Tradesman Paper, local information, state building & construction trades, AFL-CIO, personal testimonials

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Internal communications
- Webinars
- Town halls with Dr. J and other leaders
- Peer-to-peer
- Union meetings

- Social media posts
- Local websites and news articles

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

Not specifically

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Carlo Castiglione
- Jeremy Garza

How do you feel your workgroup best contributed to the state's vaccination efforts?

- High vaccination rates for organized labor
- Targeted vaccination clinics at worksites

What were the biggest challenges?

- Trying to push back against misinformation

What could we have done differently?

- The roll out was rough. We were learning as we were going and readjusted as we learned more. Changing tactics was needed but sent many mixed signals.

Anything else you think is important to share about your workgroup's efforts?

- We could have tried to use more of the essential workers as messengers beyond the healthcare individuals on the front lines. Many trade members continued to work to keep things open and moving. Their stories could have helped.

BUSINESS

Chair: Dolf Van Amerfoort, Stellantis

Staff Manager: Kerry Ebersole & Monica Chrzaszcz

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

- Increasing vaccine uptake
- Addressing vaccine hesitancy
- Easing concerns about transmission in the workplace
- Providing onsite vaccine clinics

What were the most effective messages that resonated with your constituency?

Small Business Association of Michigan (SBAM) was able to reach out to Michigan's rural and conservative residents with low vaccination numbers, communicated the safety and efficacy of the vaccine and encouraged them to get the vaccine.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Fact cards
- Infographics
- Newsletter sample content

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

On-site vaccine clinics with incentives, such as a free lunch, parties and/or gift cards

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

Workgroup members collaborated with fellow workgroups on incentivizing vaccination clinics to help with promotion and overall vaccine uptake.

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Blue Cross Blue Shield of Michigan
- Michigan Chamber of Commerce
- Business Leaders for Michigan
- SBAM

What does your workgroup think is its greatest accomplishment?

Provided a “how to” guide to businesses that wanted to offer a vaccination clinic on-site.

What community resources did you utilize?

Vaccine Resources

Our workgroup used the Commission’s toolkit and vaccine materials from the Health Action Alliance. We shared and promoted vaccinefinder.org as a resource to locate the vaccine.

Onsite Vaccinations

We disseminated a toolkit with information for employers to host onsite clinics, which included partnering with Meijer, Walgreens and Rite Aid and offering the opportunity for employers to request onsite vaccinations. We had employer associations share this far and wide.

Social Media

Companies and networks shared social media information, which could be customized and shared with individual networks.

What were the biggest challenges?

The workgroup was focused on increasing vaccine uptake throughout Michigan.

What could we have done differently?

Given all the circumstances, there isn’t much the workgroup could have done differently. Perhaps including Sean Egan, Deputy Director from the Michigan Department of Labor and Economic Opportunity (LEO), to discuss workplace regulations and brainstorming with the workgroup. However, the workgroup did have a cross-section of representatives with LEO representatives and the Commission.

LGBTQ

Chair: Erin Knott

Staff Manager: Eli Isaguirre

What were the top 3-5 barriers your group identified in trying to meet the state’s goal of vaccinating 70% of Michiganders over age 16?

- Access in the beginning

- Lack of trust in the healthcare system
- Misinformation

What were the most effective messages that resonated with your constituency?

- Protect others who may not be as healthy as you

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

- Social posts
- Testimonial videos
- Fact cards

What community resources did you utilize?

- Toolkit

List the various tactics your workgroup used to address barriers and encourage vaccinations. Examples: webinars, town halls, peer-to-peer, video testimonials, phone banks, etc.

- Internal communications
- Webinars
- Town halls with Dr. J and other leaders
- Peer-to-peer
- Social media posts
- Local websites and news articles
- Testimonials

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

No

List workgroup members who represented the Commission and participated in press conferences and/or media interviews.

- Erin Knott
- Andrea Thorek
- Katie Scott

How do you feel your workgroup best contributed to the state's vaccination efforts?

- Targeted vaccination clinics
- Helped recruit individuals for commercials

What were the biggest challenges?

- Lack of trust in the healthcare system
- Lack of internet access to sign up for appointments

What could we have done differently?

- More consistent meetings
- Started targeting younger individuals earlier

AFRICAN AMERICAN

Chair: Charles E. Williams II

Staff Manager: Camara Lewis

What were the top 3-5 barriers your group identified in trying to meet the state's goal of vaccinating 70% of Michiganders over age 16?

Getting the vaccines to the neighborhood was quite challenging. Many of the members felt that both the state and federal governments were very invested in the mass vaccination sites and that this delayed the community site vaccinations. For instance, the state hosted neighborhood testing in August 2020, but vaccines were not available at these testing sites until September 2021.

What were the most effective messages that resonated with your constituency?

The Black Clergy MDHHS video was very good and extremely helpful. Many of the group members saw the need for more opportunities to get more grassroots-level leaders also speaking in plain terms around the necessity of the vaccine.

What communication materials did your workgroup utilize? Example: fact cards, Facebook posts, flyers, etc.

The Michigan COVID-19 Dashboard was very helpful. We did utilize social media. However, we could have benefited from utilizing sponsorship ads on social media. Although it was utilized for the Black Clergy MDHHS commercial.

Did your workgroup collaborate with another workgroup on any of the tactics you listed?

N/A

How do you feel your workgroup best contributed to the state's vaccination efforts?

The African American Workgroup saw its role as a promoter of vaccines but more importantly as a think tank to overcome hesitancy and make suggestions to broaden access to vaccines.

What community resources did you utilize?

- Neighborhood meetings
- Constituent Organization Zooms i.e. NAACP, NAN, etc.
- Church organizations i.e. Council of Baptist Pastors of Detroit and Vicinity

What were the biggest challenges?

The biggest challenge was to get the neighborhood testing sites turned over to vaccine sites. This is mainly because the state legislature was holding up the resources to outfit the neighborhood testing sites with vaccines and staff.

What could we have done differently?

The African American workgroup requested several meetings with the chief health officer. We were denied. It would have been very helpful to fill the request made by the African American Workgroup so that we could communicate not just in the large group but also directly to the decision makers.



MEDIA COVERAGE GENERATED PRIMARILY BY PUBLIC RELATIONS PARTNERS

DECEMBER 2020

“COVID vaccine for Michigan health workers may arrive by next week”

Bridge Michigan

[Click here to read story](#)

Reach: **1.25M**

“Michigan health worker, senior facilities likely first for COVID vaccine”

Bridge Michigan

[Click here to read story](#)

Reach: **1.26M**

“Six things to know about the safety of the leading COVID vaccines”

Bridge Michigan

[Click here to read story](#)

Reach: **1.26M**

Michigan's top doctor: COVID-19 brings ‘the most massive vaccination effort in a century’

Detroit Free Press

[Click here to read story](#)

Reach: **37K**

“As COVID vaccine nears, Michigan calibrates pitch to wary African Americans”

Bridge Michigan

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Reach: **313K**

“Challenges ahead for distributing COVID-19 vaccines in Detroit, Michigan; a chat with the Oakland County attorney who runs the IVaccinate.org campaign”

Crain's Detroit Rising Podcast

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“Khalidun to employers: You might not want to get your whole workforce vaccinated at once”

Crain’s Detroit

[Click here to read story](#)

Reach: **562K**

“COVID vaccine tracker: What we know about how it will roll out in Michigan”

Crain’s Detroit

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Reach: **41K**

“Interview with Dr. Joneigh S. Khalidun, Michigan Department of Health and Human Services”

Latino Detroit

[Click here to read story](#)

Reach: **14K**

“COVID-19 vaccinations have officially started at Michigan hospitals”

WILX 10

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Reach: **446K**

“COVID Vaccinations Start in Michigan Hospitals”

94.9 WSJM

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Reach: **25K**

“First Michigander gets COVID-19 vaccine: ‘I’ve been more than ready to do this’

Detroit Free Press

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Reach: **37K**

“‘A historic milestone’: COVID-19 vaccinations started Monday at Michigan hospitals”

WWJ News Radio

[Click here to read story](#)

Reach: **8K**

“First COVID-19 vaccinations administered in Michigan”

The Detroit News

[Click here to read story](#)

Reach: **126K**

“COVID-19 vaccinations today started at Michigan hospitals”

FOX 47 News

[Click here to read story](#)

Reach: **9.6K**

“A Measure of Hope: All You Need to Know About the COVID-19 Vaccine”

Michigan Chronicle

[Click here to read story](#)

Reach: **55.9K**

“Finley: Take vaccine, or take the consequences”

The Detroit News

[Click here to read story](#)

Reach: **2.3k**

“Long-term physical damages of virus concern health official”

The Eagle

[Click here to read story](#)

Reach: **184**

“COVID-19 vaccines arrive at Michigan hospitals, Wayne County”

Arab American News

[Click here to read story](#)

Reach: **22K**

“De Mujer A Mujer (From Woman to Woman) -- interview with Dr. Khaldun December 2020 Issue”

Latino Detroit

[Click here to read story](#)

Reach: **1.4K**

“Opinion: How to celebrate holidays an prevent COVID-19 spread”

The Detroit News

[Click here to read story](#)

Reach: **77**

“The New COVID-19 Vaccines Will Save Lives”

Michigan Chronicle

[Click here to read story](#)

Reach: **3.15M**

“Taking the Vaccine”

Telegram Newspaper

[Click here to read story](#)

Reach: **1.2K**

“Opinion: How our Detroit campus is combating COVID-19”

The Detroit News

[Click here to read story](#)

Reach: **77**

“Wayne State president: Black people must overcome fear of COVID-19 vaccine”

The Detroit Free Press

[Click here to read story](#)

Reach: **11.9K**

JANUARY

“Holland Mayor Nathan Bocks calls on community to ‘step up,’ get vaccinated”

Holland Sentinel

[Click here to read story](#)

Reach: **170K**

“Michigan to host series of COVID-19 vaccine virtual town halls”

FOX 47 News

[Click here to read story](#)

Reach: **117K**

“Michigan to host series of COVID-19 vaccine virtual town halls”

WXYZ Detroit

[Click here to read story](#)

Reach: **1.67M**

“State To Hold COVID Vaccine Virtual Town Hall This Week”

WSJM

[Click here to read story](#)

Reach: **21K**

“State of Michigan hosting series of virtual town halls about COVID-19 vaccine”

WLNS

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Reach: **357K**

“Faith leaders to encourage COVID-19 vaccine during town hall”

WOOD TV

[Click here to read story](#)

Reach: **1.06M**

“Michigan leaders hosting virtual town hall to encourage COVID-19 vaccinations in minority communities”

FOX 47 News

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Reach: **9.6K**

“Opinion | I’m a Black doctor. Here’s why we all should take the COVID vaccine”

Bridge Michigan

[Click here to read story](#)

Reach: **11K**

“Opinion: COVID-19 vaccine is a game-changer that can stop the pandemic”

The Detroit News

[Click here to read this story](#)

Reach: **393**

“Brighton man appointed to Protect Michigan Commission”

The Livingston Post

[Click here to read story](#)

Reach: **9K**

“Vail, Dobies among those appointed by Gov. Whitmer to the Protect Michigan Commission”

WILX 10

[Click here to read story](#)

Reach: **691K**

“Jackson Mayor Derek Dobies appointed by Governor Whitmer to Protect Michigan Commission”

WLNS

[Click here to read story](#)

Reach: **357K**

“Spoiler Alert- The Vaccine is Safe”

Lite 96.3

[Click here to read story](#)

Reach: **780**

“Dearborn Fire Chief Appointed to Protect Michigan Commission”

Yahoo News

[Click here to read story](#)

Reach: **69M**

“Governor Names Battle Creek Mayor Behnke to Virus Panel”

WBCK 95.3

[Click here to read story](#)

Reach: **99K**

“Members named to commission”

Mining Journal

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Reach: **2.7K**

“Dearborn Fire Chief Appointed to Protect Michigan Commission”

Patch Michigan

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Reach: **14K**

“Dearborn Fire Chief appointed to state commission aimed at raising awareness about the COVID-19 vaccine”

Arab American News

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Reach: **15K**

“Whitmer appoints Vail to ‘Protect Michigan’ Commission”

Lansing City Pulse

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Reach: **71K**

“Murray appointed to state commission aimed at raising awareness about COVID-19 vaccine”

Down River Sunday Times

[Click here to read story](#)

Reach: **2K**

“New pandemic order reinstates indoor dining and new initiatives to combat food insecurity –
The Collegiate Live”

The Collegiate Live

[Click here to read story](#)

Reach: **2.8K**

“Vaccine disbursement no simple matter”

Cadillac News

[Click here to read story](#)

Reach: **65K**

“Protect Michigan Commission hold first meeting, highlights COVID-19 vaccine strategy in
Michigan”

Upper Michigan Source

[Click here to read story](#)

Reach: **375K**

“Commission highlights state’s vaccine strategy”

WNEM

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Reach: **322K**

“State commission: Strategy will help distribute and administer COVID-19 vaccine as quickly as
possible”

The Macomb Daily

[Click here to read story](#)

Reach: **140K**

“State commission: Strategy will help distribute and administer COVID-19 vaccine as quickly as possible”

The Oakland Press

[Click here to read story](#)

Reach: **237K**

“State commission: Strategy will help distribute and administer COVID-19 vaccine as quickly as possible”

The Morning Sun

[Click here to read story](#)

Reach: **105K**

“State commission: Strategy will help distribute and administer COVID-19 vaccine as quickly as possible”

Press and Guide

[Click here to read story](#)

Reach: **63K**

“State commission: Strategy will help distribute and administer COVID-19 vaccine as quickly as possible”

The Daily Tribune

[Click here to read story](#)

Reach: **17.9K**

“Protect Michigan Commission sets goal of vaccinating 70% of Michiganders age 16 and older ASAP”

WLNS

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Reach: **357K**

“Saginaw, Flint leaders among Whitmer appointees to increase COVID-19 vaccine awareness”

MLive

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Reach: **5.7M**

“Michigan averages more than 1,600 cases over five days as over 1,700 cases reported Friday”

Macomb Daily

[Click here to read story](#)

Reach: **140K**

“Michigan averages more than 1,600 cases over five days as over 1,700 cases reported Friday”

The Oakland Press

[Click here to read story](#)

Reach: **237K**

“Michigan averages more than 1,600 cases over five days as over 1,700 cases reported Friday”

Daily Tribune

[Click here to read story](#)

Reach: **17.9K**

“Michigan averages more than 1,600 cases over five days as over 1,700 cases reported Friday”

The Morning Sun

[Click here to read story](#)

Reach: **105K**

“Michigan adds 1700 new cases, 6 deaths due to COVID-19”

WLNS

[Click here to read story](#)

Reach: **357K**

“Less than 1,400 new COVID-19 cases in Michigan lower than weekly totals”

The Morning Sun

[Click here to read story](#)

Reach: **105.3K**

“Less than 1,400 new COVID-19 cases in Michigan lower than weekly totals”

The Oakland Press

[Click here to read story](#)

Reach: **237K**

“Less than 1,400 new COVID-19 cases in Michigan lower than weekly totals”

The Daily Tribune

[Click here to read story](#)

Reach: **17K**

“Less than 1,400 new COVID-19 cases in Michigan lower than weekly totals”

The Macomb Daily

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Reach: **140K**

FEBRUARY

“COVID-19: US State Policy Report— January- February 1, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“COVID-19: US State Policy Report— February 2, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“Guest Column: Choosing an End to COVID”

The Detroit Jewish News

[Click here to read story](#)

Reach: **51K**

“COVID-19: US State Policy Report — February 3, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“COVID-19 Town Hall coincides with State of the City address”

Lansing City Pulse

[Click here to read story](#)

Reach: **71K**

“Letter to the editor: Health official: ‘Anyone who wants the vaccine, will receive it’”

The Morning Sun

[Click here to read story](#)

Reach: **139K**

“Hope on the horizon”

Tuscola Today

[Click here to read story](#)

Reach: **290**

“COVID-19: US State Policy Report – February 4, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“Kalamazoo City Commissioner Erin Knott part of statewide COVID-19 vaccine education effort”

MLive

[Click here to read story](#)

Reach: **5.3M**

“Detroit pastor encourages Black community to get COVID vaccine, offers help to those in need”

Click on Detroit

[Click here to read story](#)

Reach: **3M**

“COVID-19: US State Policy Report – February 6-8, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“‘The Pandemic Didn’t Introduce Us To These Disparities’: Lt. Gov. Discusses Race And COVID-19”

WKAR

[Click here to read story](#)

Reach: **32K**

“Health department asks for patience during vaccinations”

Oceana County Press

[Click here to read story](#)

Reach: **25K**

“Health department asks for patience during vaccinations”

Mason County Press

[Click here to read story](#)

Reach: **80K**

“Hope is on the horizon”

Antrim Review

[Click here to read story](#)

Reach: **3.7K**

“Letter to the editor from the Central Michigan Health Department”

The Arenac County Independent

[Click here to read story](#)

Reach: **559**

“COVID-19: US State Policy Report – February 10, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“Progress is being made, patience will help”

Cadillac News

[Click here to read story](#)

Reach: **63.9K**

“State: Multiple Options For Vaccine Sugn-Up”

WSJM

[Click here to read story](#)

Reach: **25K**

“Letter to Editor-Health Department Vaccine Progress”

Clare County Cleaver

[Click to read story here](#)

Reach: **966**

“KEVIN HUGHES: Be patient, hope on the horizon”

Manistee News

[Click to read story here](#)

Reach: **91**

“Health officer: Be patient, hope on the horizon”

Big Rapids News

[Click here to read story](#)

Reach: **27K**

“Progress being made, but patience will help”

The Alpena News

[Click here to read story](#)

Reach: **519**

“Letter to the Editor- Hughes”

Shoreline Media

[Click here to read story](#)

Reach: **109K**

“COVID-19: US State Policy Report – February 13-16, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“Letter: Hughes”

The Record Eagle

[Click here to read story](#)

Reach: **152K**

“COVID-19: US State Policy Report – February 18, 2021”

The National Law Review

[Click here to read story](#)

Reach: **938K**

“Town Hall on COVID vaccine within communities of color set for Feb. 25”

The Daily Tribune

[Click here to read story](#)

Reach: **27K**

“Town Hall on COVID vaccine within communities of color set for Feb. 25”

The Macomb Daily

[Click here to read story](#)

Reach: **146K**

“Town Hall on COVID vaccine within communities of color set for Feb. 25”

The Morning Sun

[Click here to read story](#)

Reach: **115K**

“Town Hall on COVID vaccine within communities of color set for Feb. 25”

The Oakland Press

[Click here to read story](#)

Reach: **273K**

“Michigan program to help vaccine providers reach most vulnerable”

WNEM

[Click here to read story](#)

Reach: **336K**

“New Program Aims to Remove Barriers to Vaccine for Older Adults”

Patch Michigan

[Click here to read story](#)

Reach: **11K**

“Michigan adds 1,300 new COVID-19 cases today”

WLNS

[Click here to read story](#)

Reach: **500K**

“New Pilot Program to Enhance state’s Vaccine Equity Strategy”

Big Rapids News

[Click here to read story](#)

Reach: **39K**

“COVID-19: US State Policy Report – February 25, 2021”

The National Law Review

[Click here to read story](#)

Reach: 938K

MARCH

“Michigan sees worrying spike in Covid-19 cases as state prepares to open mass vaccination site”

CNN

[Click here to read story](#)

“Detroit readies mass COVID-19 vaccination site”

USA Today

[Click here to read story](#)

“Military personnel to assist at Detroit vaccination site”

The Washington Times

[Click here to read story](#)

“Ford Field vaccine site ‘a symbol of hope’ for southeast Michiganders, officials say”

MLive

[Click here to read story](#)

“Detroit’s Ford Field begins vaccine clinic transformation: What it’s like inside”

Detroit Free Press

[Click here to read story](#)

“Government leaders tour Ford Field COVID-19 vaccination site in Detroit”

WDIV-TV

[Click here to read story](#)

“Here’s the entry procedure for the COVID-19 vaccination clinics at Detroit’s Ford Field”

WXYZ-TV

[Click here to read story](#)

“Gov. Whitmer to announce plans for Ford Field’s COVID-19 mass vaccination clinic”

WXYZ-TV

[Click here to read story](#)

“Ford Field makes final preparations, processing thousands of vaccines”

WJBK-TV

[Click here to read story](#)

“Preparations underway at Ford Field”

MSN.com

[Click here to read story](#)

“U.S. races to distribute COVID vaccine as new hotspots emerge”

CBS News

[Click here to read story](#)

“Ford Field COVID-19 vaccination clinic registrations soar”

Crain’s Detroit Business

[Click here to read story](#)

“Ford Field to serve as state’s largest vaccine site”

Michigan Radio

[Click here to read story](#)

“State Of Michigan Partners With FEMA/Other Agencies For Mass Vaccine Distribution At Ford Field”

CBS Detroit

[Click here to read story](#)

“Ford Field COVID vaccination clinics draw 35,000 registrants in first 24 hours”

The Oakland Press

[Click here to read story](#)

“Ford Field vaccination center to administer 6,000 additional doses per day”

WSYM-TV

[Click here to read story](#)

“Michigan sees worrying spike in COVID-19 cases as state prepares to open mass vaccination site”

CNN

[Click here to read story](#)

Reach: **158M**

“Detroit readies mass COVID-19 vaccination site”

USA Today

[Click here to read story](#)

Reach: **56M**

“Meijer Registers 110,000 People for FEMA, State of Michigan Mass Vaccination Clinics; Schedules first 14,000 Appointments at Ford Field”

Yahoo! Finance

[Click here to read story](#)

Reach: **53M**

“State's chief medical executive encouraging people to sign up for vaccine at Ford Field”

Yahoo! News

[Click here to read story](#)

Reach: **61M**

“28,000 Michiganders receive COVID-19 vaccine in first days of Ford Field clinic”

MLive

[Click here to read story](#)

Reach: **4.3M**

“Michigan’s Dr. Khaldun helps administer COVID-19 vaccines at Ford Field”

MLive

[Click here to read story](#)

Reach: **4.3M**

“Ford Field vaccine site ‘a symbol of hope’ for southeast Michiganders, officials say”

MLive

[Click here to read story](#)

Reach: **4.3M**

“What's it like to get your COVID-19 shot at Ford Field? Freep reporter tells his story”

Detroit Free Press

[Click here to read story](#)

Reach: **4.2M**

“Ford Field to distribute more than 300K doses of Pfizer, Johnson & Johnson vaccines”

Detroit News

[Click here to read story](#)

Reach: **2.1M**

“‘I want to live’ -- Ford Field vaccine recipients share reasons for getting COVID shot”

WDIV-TV

[Click here to read story](#)

Reach: **1.8M**

“Gov. Whitmer to announce plans for Ford Field's COVID-19 mass vaccination clinic”

WXYZ-TV

[Click here to read story](#)

Reach: **1M**

“Whitmer announces Ford Field mass vaccination clinic plans”

WOOD-TV

[Click here to read story](#)

Reach: **972K**

“Ford Field COVID-19 vaccination clinic registrations soar”

Crain’s Detroit Business

[Click here to read story](#)

Reach: **490K**

“110,000 people pre-register for COVID-19 vaccine site at Ford Field”

WJRT-TV

[Click here to read story](#)

Reach: **403K**

“Michigan's largest COVID-19 vaccine clinic set to open”

Michigan Radio

[Click here to read story](#)

Reach: **340K**

“State’s Chief Medical Executive Administers Vaccines At Ford Field’s Site Opening”

WWJ-TV

[Click here to read story](#)

Reach: **309K**

“Video: Mass vaccination site opens at Detroit's Ford Field — See What To Expect”

Deadline Detroit

[Click here to read story](#)

Reach: **297K**

“Meijer shares news about the kickoff press conference at Ford Field and details to register for a COVID-19 vaccine.”

[Click here to view the post.](#)

Reach: **1.5M**

“National Guard holding a multi-county COVID-19 vaccination clinic at Delta College”

MLive

[Click here to read story](#)

Reach: **5.3 million**

“Workers setting COVID-19 vaccine appointments plead with people to answer phone”

WJRT-TV

[Click here to read story](#)

Reach: **457,955**

“COVID-19 vaccination event organizers: Please answer your phone”

WJRT-TV

[Click here to read story](#)

Reach: **457,955**

“Tri-county health departments team up with National Guard, Delta College for mass vaccination event”

WNEM-TV

[Click here to read story](#)

Reach: **336,815**

“Mid-Michigan residents missing COVID-19 vaccines by not answering their phones”

WNEM-TV

[Click here to read story](#)

Reach: **307,728**

“State issues urgent appeal for mid-Michigan residents to answer their phones”

WNEM-TV

[Click here to read story](#)

Reach: **336,815**

“Midland County preparing to vaccinate new priority groups”

WNEM-TV

[Click here to read story](#)

Reach: **336,815**

“More than a thousand vaccinated at Delta College clinic”

Midland Daily News

[Click here to read story](#)

Reach: **102,957**

Phone interview with Kerry Ebersole Singh

WSGW-AM

Link to story unavailable

Reach: **24,059**

“COVID-19 vaccination clinic opens at Ford Field”

Crain's Detroit Business

[Click here to read story](#)

Reach: **490K**

Phone interview with Kerry Ebersole Singh

WEYI-TV

Link to story unavailable

Reach: **258,989**

“COVID-19 & beyond: Vaccines save lives”

MESSA Discover You

[Click here to read story](#)

Reach: Unknown

“Michigan woman on CDC committee involved in approving vaccines”

WXMI-TV

[Click here to read story](#)

Reach: **631K**

“Michigan woman on CDC committee involved in approving vaccines”

FOX 47 News

[Click here to read story](#)

Reach: **122K**

“Michigan’s food, ag workers encouraged to register to receive COVID-19 vaccine”

Fruit Growers News

[Click here to read story](#)

Reach: **10.7K**

“Food/ag workers encouraged to get COVID-19 vaccination in Michigan”

Vegetable Growers News

[Click here to read story](#)

Reach: **13.9K**

“Veronica McNally- The Frank Beckmann Show”

Frank Beckmann Show

[Click here to read story](#)

Reach: Unknown

“Michigan’s food and agriculture workers encouraged to register to receive COVID-19 vaccine”

Michigan Farm News

[Click here to read story](#)

Reach: **13.9K**

“Barring race from vaccine distribution will hurt Detroit — and rural Michigan | Opinion”

Detroit Free Press

[Click here to read story](#)

Reach: **5.7M**

“COVID-19 vaccination event organizers: Please answer your phone”

ABC 12 News

[Click here to read story](#)

Reach: **1.2K**

“State issues urgent appeal for mid-Michigan residents to answer their phone”

KCTV 5

[Click here to read story](#)

Reach: **1.7M**

“State issues urgent appeal for mid-Michigan residents to answer their phone”

WNEM

[Click here to read story](#)

Reach: **336K**

“Mid-Michigan residents missing COVID-19 vaccines by not answering their phones”

WNEM

[Click here to read story](#)

Reach: **336K**

“Workers setting COVID-19 vaccine appointments plead with people to answer phone”

ABC 12

[Click here to read story](#)

Reach: **460K**

“Opinion: Keep kids healthy with vaccinations, safety measures”

Detroit News

[Click here to read story](#)

Reach: **393**

“Spotlight on the News: 1-year after COVID-19, where is MI on vaccinations & social services?”

WXYZ Detroit

[Click here to read story](#)

Reach: **885**

“Oakland attorney dedicated to vaccine education, also sits on CDC board”

The Oakland Press

[Click here to read story](#)

Reach: **69K**

“Johnson & Johnson vaccine efficacy can't be compared to Pfizer, Moderna”

The Oakland Press

[Click here to read story](#)

Reach: **588**

“Michigan mother works to raise vaccine awareness after losing baby to whooping cough”

FOX 2 Detroit

[Click here to read story](#)

Reach: **829K**

“Michigan hosting next virtual town hall about COVID-19 vaccine for older adults Discussion to focus on vaccine effectiveness, community access”

MDHHS

[Click here to read story](#)

Reach: **6.6M**

“State to host town hall for older adults to answer questions about COVID-19 vaccine”

WXYZ Detroit

[Click here to read story](#)

Reach: **1M**

“State to host town hall for older adults to answer questions about COVID-19 vaccine”

FOX 47 News

[Click here to read story](#)

Reach: **128K**

“State to host town hall for older adults to answer questions about COVID-19 vaccine”

13 on Your Side

[Click here to read story](#)

Reach: **356K**

“State to host town hall for older adults to answer questions about COVID-19 vaccine”

WXMI-TV/ FOX 17 West Michigan

[Click here to read story](#)

Reach: **631K**

“Michigan virtual town hall to address COVID-19 concerns for older adults”

WKZO

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Reach: **33.6K**

“Michigan virtual town hall to address COVID-19 concerns for older adults”

1450 WHTC

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Reach: **33K**

“Michigan virtual town hall to address COVID-19 concerns for older adults”

WTVB-AM

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Reach: **66K**

“Michigan virtual town hall to address COVID-19 concerns for older adults”

WNWN-FM

[Click here to read story](#)

Reach: **6.9K**

“Michigan virtual town hall to address COVID-19 concerns for older adults”

WKZO

[Click here to read story](#)

Reach: **20.7K**

“Stateside: Pharmacists' role in vaccinations; Great Lakes sculpin; pandemic fatigue in 1918-19”

Michigan Radio

[Click here to read story](#)

Reach: **223K**

“Virtual Town Hall for Vaccine Questions”

WGRT

[Click here to read story](#)

“SMH selected for vaccine program”

The Daily Press

[Click here to read story](#)

Reach: **1.3K**

“Island Resort and Casino potential exposure site”

The Mining Journal

[Click here to read story](#)

Reach: **2.7K**

APRIL

TEDDY DORSETTE III RECEIVES HIS VACCINE AT FORD FIELD

“Detroiters with hearing loss looks to set example for others by getting vaccinated”

WDIV-TV

[Click here to read story](#)

Reach: **259,043**

“7,500 more COVID-19 vaccine appointments available at Ford Field clinic through Monday”

Detroit Free Press

[Click here to read story](#)

Reach: **5.4M**

“Walk-ins possible but may be long shot at Ford Field; interpreters for 130 languages on site”

WXYZ-TV

[Click here to read story](#)

Reach: **190,631**

“Deaf man gets Covid-19 vaccine at Ford Field”

Daily Moth

[Click here to read story](#)

Reach: **6,903**

GOV. WHITMER RECEIVES COVID-19 VACCINE

“Whitmer gets COVID-19 vaccine alongside teen daughter”

Associated Press

[Click here to read story](#)

Reach: **8.6M**

“Michigan Gov. Gretchen Whitmer gets first dose of Pfizer COVID-19 vaccine at Ford Field, urges teens to go next”

MLive

[Click here to read story](#)

Reach: **4.3M**

“Gov. Gretchen Whitmer gets first dose of COVID-19 vaccine at Ford Field”

The Detroit Free Press

[Click here to read story](#)

Reach: **4.2M**

NORTHERN MI PRESS CONFERENCE

“Northern Michigan Outpaces Rest of State in Vaccine Administration”

WWTV-TV

[Click here to read story](#)

Reach: **524K**

“Health official: ‘We are deeply concerned about the B.1.1.7 variant’”

Petoskey News

[Click here to read story](#)

Reach: **129K**

“Governor’s commission says 1 in 3 Northern Michigan residents fully vaccinated”

WBKB-TV

[Click here to read story](#)

Reach: **7,389**

UPPER PENINSULA PRESS CONFERENCE

“Protect Michigan Commission promotes vaccine awareness for teenagers and Native American populations”

WLUC-TV

[Click here to read story](#)

Reach: **286K**

“Protect Michigan Commission introduces COVID-19 Student Ambassador program”

WPBN-TV

[Click here to read story](#)

Reach: **165K**

“Commission focuses on vaccination access”

Mining Journal

[Click here to read story](#)

Reach: **3,831**

FORD FIELD: 7,500 ADDITIONAL PFIZER VACCINES

“Ford Field to Offer 7,500 More COVID-19 Vaccines Through Monday”

Detroit Free Press

[Click here to read story](#)

Reach: **5.4M**

“Ford Field opening up 7,500 more Pfizer COVID-19 vaccine appointments Thursday-Monday”

WXYZ-TV

[Click here to read story](#)

Reach: **1.6M**

“Vaccinations slowing in Michigan; Ford Field adds appointments as others take walk-ins”

Crain’s Detroit Business

[Click here to read story](#)

Reach: **645K**

DMVA: 450 ADDITIONAL MODERNA VACCINES

“Drive-thru COVID vaccines open to 18+ at Lakeside Mall on April 26”

WDIV-TV

[Click here to read story](#)

Reach: **2.6M**

“Extra Moderna vaccines at Lakeside Mall for walk-ups, drive-thru”

The Detroit News

[Click here to read story](#)

Reach: **2.3M**

“Over 450 Moderna Vaccines Available at Lakeside Mall Monday”

Michigan Patch

[Click here to read story](#)

Reach: **18K**

GRAND RAPIDS PRESS CONFERENCE

“Whitmer urges residents to remain diligent as she gets second COVID-19 vaccine dose”

MLive

[Click here to read story](#)

Reach: **4.6M**

“Michigan Gov. Gretchen Whitmer receives second dose of COVID-19 vaccine”

WDIV-TV

[Click here to read story](#)

Reach: **2.6M**

“Teenage ambassadors from GRPS receive first dose of COVID-19 vaccine, encourage others to do the same”

WZZM-TV

[Click here to read story](#)

Reach: **421K**

“Tigers star Miguel Cabrera signs on to promote COVID-19 vaccination efforts”

MLive

[Click here to read story](#)

Reach: **4.6 million**

“Miguel Cabrera encourages COVID vaccinations in Michigan: ‘Shots nowhere near as bad as virus’”

WDIV-TV

[Click here to read story](#)

Reach: **2.6 million**

“Tigers, Miguel Cabrera to help state promote COVID-19 vaccine”

Detroit News

[Click here to read story](#)

Reach: **2.3 million**

“Miguel Cabrera to serve as co-chair of Protect Michigan Commission to encourage COVID-19 vaccinations”

WXYZ-TV

[Click here to read story](#)

Reach: **1.6 million**

“Tigers’ Cabrera named co-chair of Protect Michigan Commission”

WOOD-TV

[Click here to read story](#)

Reach: **847,085**

“Miguel Cabrera to serve as co-chair of Protect Michigan Commission to encourage COVID-19 vaccinations”

WXMI-TV

[Click here to read story](#)

Reach: **631,546**

“Miguel Cabrera selected to co-chair commission to boost vaccines”

WJBK-TV

[Click here to read story](#)

Reach: **515,675**

“Whitmer names Miguel Cabrera as co-chair of the Protect Michigan Commission”

WILX-TV

[Click here to read story](#)

Reach: **446,434**

“Tigers’ Miguel Cabrera to help Michigan promote COVID vaccination”

The Oakland Press

[Click here to read story](#)

Reach: **308,516**

“Whitmer names Miguel Cabrera as co-chair of vaccine commission”

WNEM-TV

[Click here to read story](#)

Reach: **258,053**

“Detroit Tiger Miguel Cabrera Becomes Co-Chair Of Protect Michigan Commission To Promote COVID-19 Vaccination”

WWJ-TV

[Click here to read story](#)

Reach: **250,971**

“Miggy, Gov. Whitmer link for vaccine push”

MLB.com

[Click here to read story](#)

Reach: **98,596**

“Detroit Tigers' Miguel Cabrera to help Gov. Gretchen Whitmer encourage COVID-19 vaccines”

Detroit Free Press

[Click here to read story](#)

Reach: **5.4 million**

“Gov. Whitmer Gets COVID Vaccine, All Residents 16
And Up Now Eligible”

WWJ-TV

[Click here to read story](#)

Reach: **309K**

“Appointments for Johnson and Johnson COVID-19 vaccine will be available at Ford Field”

Click on Detroit

[Click here to read story](#)

Reach: **261K**

“In one county, Black and Latinx organizers are narrowing the COVID vaccine gap”

Michigan Radio

[Click here to read story](#)

Reach: **360K**

“COVID vaccine for kids edges closer to reality, as cases surge in Michigan”

Bridge Michigan

[Click here to read story](#)

Reach: **598K**

“Kalamazoo pharmacist receives grant for 5,000 vaccines to serve vulnerable communities”

WWMT

[Click here to read story](#)

Reach: **188K**

“ACCESS and Dearborn Fore Department selected to provide more equitable vaccine distributions”

The Arab American News

[Click here to read story](#)

Reach: **54K**

“ACCESS and Dearborn Fore Department selected to provide more equitable vaccine distributions”

Arab American News

[Click here to read story](#)

Reach: **22K**

“Little Traverse Bay Bands of Odawa Indians to hold vaccination clinic Saturday in Lansing; anyone over 18 is eligible”

Lansing State Journal

[Click here to read story](#)

Reach: **14K**

“Collaboration helps with COVID vaccination outreach with Black, Latino residents in Washtenaw County”

MLive

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Reach: **4.6M**

“More than 43,000 of Michigan’s most vulnerable vaccinated as part of vaccine pilot”

WZZM 13

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Reach: **421K**

“Pilot program helps more than 43k vulnerable Michiganders get COVID-19 vaccine”

FOX 17 News

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Reach: **631K**

“Sermons, seminars and late-night clinics help vaccination efforts in Michigan’s Muslim and Arab communities”

MLive

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Reach: **4.6M**

“Lansing opening COVID-19 vaccine clinic for Native residents this Saturday”

WILX

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Reach: **7.5K**

“Vaccine pilot program targets 43,000 in underserved populations”

Crain’s Detroit Business

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Reach: **645K**

“Vaccine pilot program targets 43,000 in underserved populations”

Lansing State Journal

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Reach: **386K**

“Cristo Rey Community Center Expanding COVID Vaccine Clinic Beyond State Pilot”

WILX 10

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Reach: **446K**

“Agency on Aging’ leads vaccine outreach for seniors”

Our Midland

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Reach: **122K**

“Ford Field offering Johnson & Johnson COVID-19 vaccine starting Tuesday”

The Detroit News

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Reach: **2.3M**

“Ford Field offering Johnson & Johnson COVID-19 vaccine starting next week”

FOX 17 Online

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Reach: **631K**

“Ford Field offering Johnson & Johnson COVID-19 vaccine starting next week”

WXYZ Detroit

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Reach: **1.6M**

MAY

“Starting Tuesday, Ford Field's mass COVID-19 vaccine clinic to switch to Johnson & Johnson”

Detroit Free Press

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Reach: **5.4M**

“Teams hit the streets in Flint, Genesee County to get COVID-19 vaccine sign-ups”

Detroit Free Press

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Reach: **4.6M**

“Ford Field's COVID-19 vaccine clinic prepares to close Monday night”

Detroit Free Press

[Click here to read story](#)

Reach: **4.6M**

“New partnership between Protect Michigan Commission, MDHHS and MTA aims to boost Genesee County Covid vaccine enrollment”

MLive

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Reach: **4.4M**

“Dr. Mona gives Flint-area teens COVID-19 vaccine at Mott CC clinic”

MLive

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Reach: **4.4M**

“Live stream: Officials mark final day of mass COVID vaccination clinic at Ford Field”

WDIV-TV

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Reach: **2.3M**

“State falls short of goal as Ford Field vaccine clinic comes to an end”

Detroit News

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Reach: **2.2M**

“Protect Michigan Commission: We could reach 70% vaccinated in Michigan by July 4”

WXYZ-TV

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Reach: **1.6M**

“MTA partners with Protect Michigan Commission for free rides to COVID-19 vaccine”

WJRT-TV

[Click here to read story](#)

Reach: **551,189**

“Detroit-area workers can get a free \$25 gift card if they get a COVID-19 vaccine at Clark Park on Friday”

Detroit Metro Times

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Reach: **522,182**

“Ford Field taking walk-ins for Johnson & Johnson and second dose Pfizer vaccinations through May 17”

Michigan Radio

[Click here to read story](#)

Reach: **360,523**

“State Says Over 275,000 COVID-19 Vaccines Were Administered, As Ford Field Clinic Comes To An End”

WWJ-TV

[Click here to read story](#)

Reach: **256,409**

“400 Lansing-area restaurant, retail, hospital workers to receive free gift card for getting COVID-19 shot on Thursday in Old Town”

WLNS-TV

[Click here to read story](#)

Reach: **191,292**

“Mott Community College, Dr. Mona Hanna-Attisha push need to vaccinate teens”

Mid-Michigan NOW

[Click here to read story](#)

Reach: **98,551**

“Ford Field ends COVID-19 Vaccine Clinic on Monday”

WCMU-FM

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Reach: **4,471**

“Detroit going door-to-door to promote neighborhood COVID-19 vaccination sites; Ford Field opens to walk-ins”

Crain's Detroit Business

[Click here to read story](#)

Reach: **645,099**

“Modest turnout on day one of Ford Field clinic offering Johnson & Johnson vaccine”

WDIV-TV

[Click here to read story](#)

Reach: **2.6M**

“New efforts aim to increase Detroit's COVID-19 vaccinate rate”

WXYZ Detroit

[Click here to read story](#)

Reach: **1.6M**

“Starting Tuesday, Ford Field's mass COVID-19 vaccine clinic to switch to Johnson & Johnson”

Detroit Free Press

[Click here to read story](#)

Reach: **5M**

“Detroit going door-to-door to promote neighborhood vaccination sites; Ford Field opens to walk-ins”

Crains Detroit

[Click here to read story](#)

Reach: **645,099**

“Ford Field opens for walk-ins: J&J one-shot and Pfizer second dose available to all”

Click on Detroit

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Reach: **2M**

“Pace of Michigan vaccinations is slowing considerably”

MLive

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Reach: **2M**

“Morning Briefing May 4, 2021: Ford Field now offering walk-in vaccinations, teen charged with murder in fatal Sterling Heights car crash”

Click on Detroit

[Click here to read story](#)

Reach: **26M**

“Ford Field taking walk-ins and offering Johnson & Johnson vaccine”

Fox2Detroit

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Reach: **11M**

“New efforts aim to increase Detroit's COVID-19 vaccinate rate”

WXYZ

[Click here to read story](#)

Reach: **16M**

“Detroit now paying \$50 to anyone who convinces someone to get a vaccine”

Fox2Detroit

[Click here to read story](#)

Reach: **11M**

“Ford Field taking walk-ins for Johnson & Johnson and second dose Pfizer vaccinations through May 17”

Michigan Radio

[Click here to read story](#)

Reach: **360,523**

“Ford Field Now Accepting Walk-Ins For COVID-19 Vaccine”

62 CBS Radio

[Click here to read story](#)

Reach: **250,971**

“Modest turnout on day one of Ford Field clinic offering Johnson & Johnson vaccine”

Click on Detroit

[Click here to read story](#)

Reach: **26M**

“Islamic Center offering walk-in COVID-19 vaccines during Friday prayers”

Lansing State Journal

[Click here to read story](#)

Reach: **352,226**

“WWJ-AM at May 13th 2021 6:00 AM”

Meltwater

[Click here to read story](#)

Reach: **263,800**

“Public health leaders urging parents to protect adolescents with the COVID-19 vaccine”

Wilx

[Click here to read story](#)

Reach: **446,548**

“COVID-19 vaccinations begin for kids as young as 12”

WoodTv

[Click here to read story](#)

Reach: **831,332**

“Health officials urge parents to get their 12- to 15-year-old children vaccinated”

Wzzm13

[Click here to read story](#)

Reach: **389,170**

“LIVE: Public health leaders urging parents to protect adolescents with the COVID-19 vaccine”

Wilx

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Reach: **446,548**

“COVID-19 vaccinations begin for kids as young as 12”

Wins

[Click here to read story](#)

Reach: **191,292**

“State: 2,000 more coronavirus cases, test positivity keeps dropping”

Wins

[Click here to read story](#)

Reach: **3,979**

“Status: 2,000 more cases of coronavirus, test positivity continues to drop – WOODTV.com”

Olt News

[Click here to read story](#)

Reach: **76,233**

“Pediatrician: COVID-19 Vaccine Safe For Kids”

WSJM

[Click here to read story](#)

Reach: **25,262**

“WWJ-AM at May 13th 2021 1:03 PM”

Meltwater

[Click here to read story](#)

Reach: **249,400**

“Doctors, moms recommend COVID-19 vaccine to get kids ‘back to normal’ life”

MLive

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Reach: **4M**

“Public health leaders urging parents to protect adolescents with the COVID-19 vaccine”

WILX

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Reach: **446,548**

“Michigan medical officials urge parents to get COVID vaccinations for their 12-15 year olds”

Michigan Radio

[Click here to read story](#)

Reach: **335,582**

“State Urges Parents to Vaccinate 12-15 Year Old Children”

Michigan Radio

[Click here to read story](#)

Reach: **335,582**

“Dr. Mona’s daughters excited to receive Pfizer COVID-19 vaccine”

WNEM

[Click here to read story](#)

Reach: **289,134**

“For kids seeking their normal lives, getting the COVID vaccine really is a shot in the arm”

Detroit Free Press

16 other outlets under the Detroit Free Press reporters

- **Links expired, but had reach of 8,196,099**

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Reach: **4M**

“What You Need To Know About Kids Getting Vaccinated”

Detroit Today

[Click here to read story](#)

Reach: **74,900**

“From TikTok to school clinics, Michigan ramps up young teen vaccinations”

Bride Magazine

[Click here to read story](#)

Reach: **759,447**

“Community members discuss COVID-19 vaccines and return to normality”

The Arab American News

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Reach: **22,197**

“Missed Gov. Whitmer’s Press Conference? Here’s Her Update On The State’s Response To COVID-19”

The Arab American News

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Reach: **18,751**

“Dr. Joneigh Khaldun on Paul W. Smith Show”

The CW50

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Reach: **18,751**

“MDHHS launches text message program to encourage residents to get vaccinated”

Fox 47 News

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Reach: **149,196**

“MDHHS launches text message program to encourage residents to get vaccinated”

ABC 12 News

[Click here to read story](#)

Reach: **551K**

“MDHHS launches text message program to encourage residents to get vaccinated”

FOX 17 West Michigan

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Reach: **699K**

“MDHHS announces new texting program to encourage COVID-19 vaccination”

WZZM 13

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Reach: **389K**

“New text messaging program launched by MDHHS to encourage COVID-19 vaccination”

Macomb Daily

[Click here to read story](#)

Reach: **192K**

“MDHHS launches new text messaging program to encourage COVID-19 vaccination”

WKZO

[Click here to read story](#)

Reach: **20.7K**

“MDHHS launches new text messaging program to encourage COVID-19 vaccination”

WIN 98.5

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Reach: **7K**

“MDHHS launches new text messaging program to encourage COVID-19 vaccination”

WTVB

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Reach: **56K**

“MDHHS Sends Text Messages to See If You’ve Been Vaccinated”

CARS 108 | WCRZ

[Click here to read story](#)

Reach: **36.9K**

JUNE

“How to register for Michigan’s COVID vaccine sweepstakes; \$1M, \$2M prizes up for grabs”

WDIV-TV

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Reach: **2M**

“Here are the prizes and rules for the MI Shot to Win vaccine sweepstakes”

WXYZ-TV

[Click here to read story](#)

Reach: **1M**

“MI Shot to Win Sweepstakes: Here’s Everything To Know”

WWJ-TV

[Click here to read story](#)

Reach: **196K**

“Michigan COVID-19 vaccine sweepstakes is shot at \$5M in cash prizes, scholarships”

Detroit Free Press

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Reach: **4M**

“\$5M cash, scholarships the rewards for Michigan’s new COVID-19 vaccine sweepstakes”

MLive

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Reach: **4.1M**

“Governor Whitmer to announce ‘MI Shot to Win Sweepstakes’ to promote vaccinations”

WLNS-TV

[Click here to read story](#)

Reach: **181K**

“Michigan launching \$5M sweepstakes to boost vaccinations”

Michigan Radio

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Reach: **281K**

“Michigan launching \$5M sweepstakes to boost vaccinations”

Associated Press

[Click here to read story](#)

Reach: **21.8M**

“Pro athletes and leagues are sometimes at odds over vaccines, much like the rest of America”

CNN

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Reach: **168.6M**

“Why American Indians have some of the highest vaccination rates”

WOOD-TV

[Click here to read story](#)

Reach: **831K**

“Michigan launches \$5 million sweepstakes to boost COVID vaccinations”

Crain’s Detroit Business

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Reach: **408K**

“Michigan, partners announce ‘MI Shot To Win Sweepstakes’ for COVID-19 vaccinations”

WLUC-TV

[Click here to read story](#)

Reach: **332K**

JULY

“Ohio vs Michigan: Which state's vaccine lottery will spur more shots?”

Toledo Blade

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Reach: **474K**

“Michigan is giving away millions to encourage vaccinations. Is it working?”

Yahoo! News

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Reach: **66M**

“3 metro Detroiters among first winners of 'MI Shot to Win sweepstakes”

WWJ Newsradio

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Reach: **5M**

“Expecting mother, kitchen worker among Michigan’s latest sweepstakes winners”

MLive.com

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Reach: **4M**

“10 more winners \$50,000 richer in 'MI Shot To Win' COVID-19 vaccine lottery”

Detroit Free Press

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Reach: **3M**

“More Michigan COVID vaccine sweepstakes winners announced”

WDIV-TV

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Reach: **2M**

“State to name winners in lottery aimed at boosting COVID vaccinations”

Detroit News

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Reach: **4M**

“Get Caught Up: Who can enter Michigan’s COVID vaccine sweepstakes, how to sign up, prize list, full details”

WDIV-TV

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Reach: **2M**

“Michigan's COVID-19 vaccine sweepstakes: these are the first winners”

WJBK-TV

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Reach: **1.3M**

“Michigan names 1st winners of 50k vaccination sweepstakes”

U.S. News and World Report

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Reach: **1.1M**

“The impact of COVID vaccine incentives in Michigan: Are some more successful than others?”

WXYZ-TV

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Reach: **1.1M**

“Gov. Gretchen Whitmer announces first four MI Shot to Win daily winners”

MSN.com

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Reach: **992K**

“2nd round of 'MI Shot to Win Sweepstakes' winners to be announced Wednesday”

WXMI-TV

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Reach: **575K**

“‘MI Shot To Win’ Vaccine Sweepstakes Drawings Begin Tuesday”

WWTV-TV

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Reach: **558K**

“Michigan vaccine lottery has first winners. But inoculation rates still flat.”

Bridge Magazine

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Reach: **550K**

“Delta variant threatens Michigan's progress against COVID-19. Get vaccinated.”

Detroit Free Press

[Click here to read story](#)

Reach: **4M**

“COVID-19 virtual townhall to be held later this week”

WLNS

[Click here to read story](#)

Reach: **181,744**

“MHHS holds COVID-19 vaccine town hall for parents and families”

WLNS

[Click here to read story](#)

Reach: **194,469**

“Michigan Tribal Leaders Urge Members To Take COVID-19 Vaccine”

Radio Results Network

[Click here to read story](#)

Reach: **5,312**

“Health official: Many still have questions, uncertainties about COVID-19 vaccines”

Petoskey News

[Click here to read story](#)

Reach: **158K**

“TRIBAL WORKGROUP ENCOURAGES COVID VACCINATION”

Gongwer

Link unavailable

Reach: **14K**

AUGUST

“She's Now A Millionaire Because She Got Vaccinated”

National Public Radio

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Reach: **42M**

“Michigan weekly COVID-19 vaccinations starting to rise again”

Associated Press

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Reach: **8.5M**

“Whitmer announces winner of state's \$2M vaccine lottery prize”

WWJ Radio

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Reach: **5.6M**

“\$2M winner, college scholarships announced in MI Shot to Win COVID-19 vaccine lottery”

Detroit Free Press

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Reach: **4.5M**

“With more than 130K first covid shots in July, officials tout the success of the Michigan’s vaccine lottery”

MLive

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Reach: **4.5M**

“Michigan COVID vaccine sweepstakes: Here are winners of \$2 million prize, 8 \$50k drawings, 9 scholarships”

WDIV-TV

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Reach: **2.2M**

“6 more \$50,000 winners in 'MI Shot To Win' COVID-19 vaccine sweepstakes, 1st from U.P.”

Detroit Free Press

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Reach: **3.9M**

“Kincheloe Cancer Survivor Wins ‘MI Shot to Win’ Daily Drawing”

WWTV-TV

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Reach: **528K**

“Auchter's Art: What's holding Michigan back?”

Michigan Radio

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Reach: **339K**

“Michigan Gov. Whitmer touts 'outstanding success' of COVID-19 vaccine sweepstakes”

WJBK-TV

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Reach: **1.5M**

“Despite months of outreach and \$5M in giveaways, Michigan still not 70% vaccinated. Will we ever get there?”

WXYZ-TV

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Reach: **1.2M**

“Michigan weekly COVID-19 vaccinations starting to rise again”

U.S. News & World Report

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Reach: **1M**

“Final ‘MI Shot to Win’ Winners Announced Short of Vaccination Goal”

WWTV-TV

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Reach: **554K**

“Chippewa County woman chosen for \$50K ‘MI Shot To Win Sweepstakes’ prize”

WLUC-TV

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Reach: **427K**

“COVID-19 vaccinations in Michigan increase as delta variant creates new pandemic fears”

Crain’s Detroit Business

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Reach: **411K**

“Youngsters key to Michigan herd immunity. But less than half have had shots”

Bridge Magazine

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Reach: **117,302**

“Dollar General Stores in Michigan to Host Vaccine Clinics”

Bloomberg

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Reach: **36M**

“New in Michigan today: Get your COVID-19 vaccine at the dollar store”

Radio.com

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Reach: **5M**

“N.J. Schools to Mask Up; United Mandates Vaccines: Virus Update”

MSN.com

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Reach: **996,938**

“COVID-19 vaccine arrives at some Michigan Dollar General stores”

WoodTv

[Click here to read story](#)

Reach: **824,779**

“MDHHS to partner with Dollar General for vaccine clinics”

WLNS

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Reach: **288,879**

“COVID cases in Michigan up 64% in one week; Wayne County issues mask guidance; Labor Day parade canceled (again)”

WLNS

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Reach: **288,879**

“Florida Hits Record; JPMorgan, Amazon Mask Up: Virus Update”

MSN

[Click here to read story](#)

Reach: **107,365**

“MDHHS partners with Dollar General for COVID-19 vaccine clinics in rural Michigan”

WXYZ

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Reach: **1M**

“MDHHS partners with Dollar General for COVID-19 vaccine clinics in rural Michigan”

FOX 17 West Michigan

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Reach: **642K**

“COVID-19 vaccine clinics to be in Dollar General stores in 9 Michigan counties”

Detroit Free Press

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Reach: **4M**

“COVID-19 vaccine clinics to be in Dollar General stores in 9 Michigan counties”

MSN

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Reach: **996K**

“Michigan partners with Dollar General and SnapNurse for COVID vaccine clinics”

WKZO-AM

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Reach: **48,175**

“Michigan partners with Dollar General and SnapNurse for COVID vaccine clinics”

WHTC

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Reach: **34.5K**

“Michigan partners with Dollar General and SnapNurse for COVID vaccine clinics”

WIN 98.5

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Reach: **12.5K**

“Michigan partners with Dollar General and SnapNurse for COVID vaccine clinics”

WTVB

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Reach: **69K**

“After near-death experience with COVID-19, local mom urges vaccine”

WoodTv

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Reach: **35,525**

“Vaccinating pregnant women ‘more urgent than ever,’ CDC says in recommending the shot”

MLive

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Reach: **4M**

“Here's where to get your 3rd booster shot in Michigan, and how to know if you need one”

Michigan Radio

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Reach: **339,346**

“Pfizer vaccine wins full approval. Will Michigan's hesitant take it now?”

Bridge Michigan

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Reach: **117,302**

“Lonely Goodbye: Detroit pastors, funeral home director share stories of loss from COVID-19, urge vaccinations”

WXYZ

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Reach: **1M**

“Florida Hits Record; JPMorgan, Amazon Mask Up: Virus Update”

MSN

[Click here to read story](#)

Reach: **996K**

SEPTEMBER

“False information is more contagious than the virus.’ Chaldean doctors make push for vaccinations”

MLive

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Reach: **4M**

“More than 150 Chaldean doctors sign on to letter urging their community to get the COVID-19 vaccine”

Telegram Newspaper

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Reach: **691**

OCTOBER

“Pediatrician Welcomes Imminent Approval of COVID Vaccine for Kids 5-11 Amid Opposition to Mask Mandates”

Democracy Now

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Reach: **624,245**

“Here's how you can find upcoming COVID-19 vaccine clinics in your area”

WXYZ

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Reach: **1M**

“Pediatrician Welcomes Approval of COVID Vaccine for Kids 5-11 Amid Opposition to Mask Mandates”

Free Speech TV

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Reach: **32,481**

“Who is left to be vaccinated against COVID-19, and why is it the toughest task yet?”

MLive

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Reach: **4M**

NOVEMBER

“Children ages 5 to 11 now eligible for COVID-19 vaccine”

The Arab American News

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Reach: **29K**

“MDHHS issues public health advisory urging masks as COVID-19 surges”

UP Matters

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Reach: **69K**

“Child Vaccinations Coming To GT County: Here’s How To Get An Appointment”

The Ticker

[Click here to read story](#)

Reach: **99K**

“Rewards outweigh risks for ages 5-11”

The Macomb Daily

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Reach: **118K**

“Doctors: Rewards outweigh risks for COVID vaccine for ages 5-11”

The Oakland Press

[Click here to read story](#)

Reach: **134K**

“FDA permits COVID-19 booster shots for all U.S. adults”

Midland Daily News

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Reach: **136K**

“Children ages 5-11 now eligible for COVID vaccine”

Midland Daily News

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Reach: **138K**

“MDHHS advises mask mandate for all”

The Center Square

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Reach: **184K**

“City Of Detroit Hosting Virtual Community Meetings On Streetscape Projects”

WWJ-TV | 62 CBS Detroit

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Reach: **184K**

“Michigan Health Officials Issuing Face Mask Advisory Ahead Of Holidays Due To Rise In Flu, COVID-19 Cases”

WWJ-TV | 62 CBS Detroit

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Reach: **184K**

“Michigan Health Officials Providing Safety Tips Ahead of Thanksgiving”

WWJ-TV | 62 CBS Detroit

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Reach: **184K**

“Michigan Hosting Virtual COVID-19 Vaccine Town Hall Nov. 18 For Parents, Families”

WWJ-TV | 62 CBS Detroit

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Reach: **184K**

“Michigan health department issues face mask advisory for holiday season”

WLNS

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Reach: **222K**

“Michiganders ages 5 to 11 now eligible for COVID-19 vaccine”

WLNS

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Reach: **224K**

“MDHHS issues masking advisory for holiday season”

WNEM

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Reach: **245K**

“Michiganders ages 5 to 11 now eligible for COVID-19 vaccine”

KPVI News

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Reach: **248K**

“Face mask advisory issued for Michigan for indoor gatherings”

WEYI

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Reach: **267K**

“Michigan Department of Health issuing mask advisory for Holiday season”

WBND-TV

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Reach: **280K**

“MDHHS panel weighs in on kid COVID vaccines”

WLUC-TV

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Reach: **338K**

“MDHHS will issue face mask advisory for the holiday season due to rise in cases of flu and COVID-19”

WLUC-TV

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Reach: **338K**

“MDHHS issuing Face Mask Advisory for Holiday Season”

WWTV-TV

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Reach: **414K**

“Holiday-gathering return as covid cases climb again”

Crain’s Detroit

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Reach: **419K**

“State health agency advises indoor mask wearing, not mandating it amid COVID, flu surge”

Crain’s Detroit

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Reach: **419K**

“MDHHS urges parents to vaccinate children”

WWTV-TV

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Reach: **451K**

“Michigan Dept. Health issuing face mask advisory for holiday season”

WNDU

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Reach: **460K**

“Michigan children ages 5-11 now eligible to receive vaccine”

WILX

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Reach: **466K**

“Parents working to get COVID shots for younger kids”

WILX

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Reach: **466K**

“Child COVID vaccine are available in Michigan. Now comes the hard part.”

Bridge Michigan

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Reach: **475K**

“Face mask advisory issued for holiday season due to rise in flu, COVID-19 cases.”

WILX

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Reach: **493K**

“Kalamazoo health department, pharmacies offer COVID-19 vaccine to kids as young as 5”

WWMT

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Reach: **531K**

“West Michigan parents say COVID vaccine for ages 5-11 will provide new freedoms”

WWMT

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Reach: **531K**

“Watch: MDHHS issues mask advisory for holiday season as COVID-19 cases rise”

WXMI

[Click here to read story](#)

Reach: **706K**

“MDHHS, White House say 10% of 5-11 year old kids are vaccinated”

WXMI

[Click here to read story](#)

Reach: **706K**

“Michigan hosts town hall regarding children’s COVID-19 vaccine”

WXMI

[Click here to read story](#)

Reach: **706K**

“Doctors and public health leaders urge parents to vaccinate 5-11”

WOOD TV 8

[Click here to read story](#)

Reach: **743K**

“Health departments start taking COVID-19 vaccine appointments for kids”

WOOD TV 8

[Click here to read story](#)

Reach: **743K**

“Vaccines for children 5-11: Where to get the shots, when local school mask mandates expire and more”

WXMI

[Click here to read story](#)

Reach: **706K**

“City of Detroit urges parents to get young children vaccinated. But will they listen?”

Metro Parent

[Click here to read story](#)

Reach: **828K**

“Spectrum rises to ‘red status’ state issues mask advisory as COVID-19 surges”

WOOD TV 8

[Click here to read story](#)

Reach: **828K**

“CDC panel recommends COVID-19 vaccine for younger children”

DNYUZ

[Click here to read story](#)

Reach: **995K**

“How to get a COVID shot for your kid”

DNYUZ

[Click here to read story](#)

Reach: **995K**

“Michigan health officials issue face mask advisory until further notice”

WTHR

[Click here to read story](#)

Reach: **1.03M**

“New chief medical exec says vaccinating 5 to 11 year-olds key to limiting school outbreaks”

FOX 2 Detroit

[Click here to read story](#)

Reach: **1.1M**

“State issues public health advisory encouraging everyone 2 and up to wear masks indoors”

WXYZ Detroit

[Click here to read story](#)

Reach: **1.1M**

“CDC endorses first Covid-19 vaccine for kids 5-11”

MSN

[Click here to read story](#)

Reach: **1.1M**

“CDC Panel Recommends Covid-19 vaccine for younger children”

MSN

[Click here to read story](#)

Reach: **1.1M**

“Michigan issues face mask advisory regardless of vaccination as COVID-19 surges”

FOX 2 Detroit

[Click here to read story](#)

Reach: **1.1M**

“Where Michigan stands with COVID-19 heading into Thanksgiving”

FOX 2 Detroit

[Click here to read story](#)

Reach: **1.1M**

“State expecting a rise in RSV cases among kids; here’s what to look out for & how to stay safe”

WXYZ

[Click here to read story](#)

Reach: **1.2M**

“What will it take to go from a pandemic to an endemic in Michigan”

WXYZ

[Click here to read story](#)

Reach: **1.2M**

“Michigan health officials hold town hall to answer parents’ questions about COVID vaccine and kids”

WDIV

[Click here to read story](#)

Reach: **1.6M**

“Michigan health officials: Face masks recommended at all indoor gatherings amid COVID surge”

WDIV

[Click here to read story](#)

Reach: **1.6M**

“Michigan health officials work to get parents the facts on COVID vaccines for children”

WDIV

[Click here to read story](#)

Reach: **1.7M**

“Michigan prepares to vaccinate kids 5-11 against COVID starting this week”

WDIV

[Click here to read story](#)

Reach: **1.7M**

“Kids 5-11 can now get Pfizer’s COVID vaccine”

Med Page Today

[Click here to read story](#)

Reach: **2M**

“Michigan health leaders urge parents to vaccinate younger kids against COVID”

The Detroit News

[Click here to read story](#)

Reach: **2.4M**

“Gobble, gobble. Cough, cough. How to celebrate Thanksgiving without spreading COVID-19”

Detroit Free Press

[Click here to read story](#)

Reach: **3.8M**

“Public health advisory for Michigan’ amid COVID-19 surge: Wear a mask”

Detroit Free Press

[Click here to read story](#)

Reach: **3.8M**

“CDC give final clearance to Pfizer’s COVID-19 vaccine for kids 5-11”

The Boston Globe

[Click here to read story](#)

Reach: **4M**

“CDC committee OK’s Pfizer’s COVID vaccine for kids ages 5-11. How to get on in Michigan”

Detroit Free Press

[Click here to read story](#)

Reach: **4.2M**

“Michigan kids ages 5-11 are already getting COVID-19 vaccines: How to find appointment”

Detroit Free Press

[Click here to read story](#)

Reach: **4.2M**

“Michigan issues mask advisory as COVID-19 cases rise to worrying levels”

MLive

[Click here to read story](#)

Reach: **4.6M**

“Kalamazoo County sets end date for school mask mandate, offers COVID-19 vaccinations to children 5 to 11 years old”

MLive

[Click here to read story](#)

Reach: **4.9M**

“Michigan doctors recommend COVID-19 vaccine for children ‘without hesitation’”

MLive

[Click here to read story](#)

Reach: **4.9M**

“Michigan announces indoor mask advisory for everyone 2 and older as holidays approach”

Breitbart

[Click here to read story](#)

Reach: **5.1M**

“Michigan Department of Health and Human Services issues face mask advisory”

Audacy | WWJ

[Click here to read story](#)

Reach: **727K**

“MI Issues Public Health Advisory, Encourages Face Mask Indoors”

Michigan Patch

[Click here to read story](#)

Reach: **14M**

“Michigan health agency, doctors urge COVID vaccine for kids”

Chron

[Click here to read story](#)

Reach: **15M**

“Michigan urges masking indoors, vaccines as COVID-19 surges”

Chron

[Click here to read story](#)

Reach: **15.5M**

“Michigan urges masking indoors, vaccines as COVID-19 surges”

SFGate

[Click here to read story](#)

Reach: **15.7M**

“CDC Recommends COVID-19 Vaccine for Younger Children”

TIME Magazine

[Click here to read story](#)

Reach: **15.9M**

“Michigan urges masking indoors, vaccines as COVID-19 surges”

SFGate

[Click here to read story](#)

Reach: **17.7M**

“Michigan health agency, doctors urge COVID vaccine for kids”

AP News

[Click here to read story](#)

Reach: Unknown

“CDC Recommends COVID-19 Vaccine for Younger Children”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“Health department to begin 5-11 year-old vaccination clinics Friday, Nov. 5”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“How to Get a COVID Shot for Your Kid”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“Ingham County to begin vaccinating children ages 5-11 for COVID-19 on Thursday”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“Michigan kids ages 5-11 are already getting COVID-19 vaccines: How to find appointment”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“U.S. gives final clearance to COVID-19 shots for kids 5 to 11”

Yahoo News

[Click here to read story](#)

Reach: **64M**

“Doctors continue to urge youth vaccinations amidst rising COVID-19 cases, hospitalizations”

Yahoo News

[Click here to read story](#)

Reach: **66M**

“How to celebrate Thanksgiving without spreading COVID-19”

Yahoo News

[Click here to read story](#)

Reach: **66M**

“Public health advisory for Michigan amid COVID-19 surge: Wear a mask”

Yahoo News

[Click here to read story](#)

Reach: **66M**



APPENDIX D: REPORT TO GOVERNOR GRETCHEN WHITMER GRASSROOTS EFFORTS & SURROGATE INTERVIEWS

GRASSROOTS EFFORTS

Protect Michigan Commission (“the Commission”) needed a strong community effort to ensure that every Michigander had access to the vaccine. When the vaccine had limited availability early in 2021, the Commission began creating a network of community partners, which included faith leaders, nonprofits, the business community, local health departments and community foundations. What started as a handful of surrogates willing to speak about the vaccine quickly grew to become a dynamic group of individuals committed to lending their voices to the community effort. “Leave no stone unturned” was the mantra of the Commission street canvassers as they went neighborhood to neighborhood, door-to-door, educating as many Michiganders as they could about the vaccine and how it would benefit their communities and them. The canvassers scheduled more than 22,000 vaccine appointments on the spot and continued their efforts through November 2021.

Community Outreach

Using the Social Vulnerability Index (SVI), the Commission designed a program using field crews to work with community partners from across the state to assist with community outreach. These community groups employed individuals who would disseminate door hangers, informational cards and flyers at homes, public housing, outside banks and credit unions, grocery stores, strip malls and check cashing businesses. If the residents needed assistance making an appointment, the crews were able to sign them up using the individual’s cell phone. A phone bank program was designed to reach Michiganders (primarily seniors) who might answer their phone if they are unable to make it to the door.

Members of the faith-based community, in addition to medical (urgent care) facilities, barbershops and beauty salons, offered to educate their members and patrons about the safety and effectiveness of the COVID-19 vaccine. The Council of Baptist Pastors hosted 505 mobile clinics in its churches and offered COVID-19 tests and the COVID-19 vaccine. Barbers and beauty technicians not only shared vaccine materials, but they talked to all their customers about the importance of getting the vaccine and assisted them in making an appointment.

Cities covered: *Detroit, Grand Rapids, Jackson, East Pointe, Albion, Battle Creek, Taylor, Benton Harbor, Berrien County, Highland Park, Warren, Kalamazoo, Saginaw, Inkster, Ecorse, Redford, Kent County, Berrien County, Muskegon Heights, and Hamtramck.*

By the numbers	
Doors knocked	275,429
Pieces of literature distributed	256,000
Direct contacts (door-to-door, events, small businesses)	386,873
Michiganders reached by phone banks	13,400

Vaccine appointment sign-ups in real time	22,464
Recorded video testimonials	56
Community partners	28

Community Partners

- Albion Community Foundation
- AWAKE Inc. (Kent County)
- Battle Creek Community Foundation
- Community Support Fund
- Council of Baptist Pastors – SE Michigan
- Detroit Associations of Black Organizations
- Detroit Council of Political Education
- Detroit NAACP
- NAACP affiliates
- Detroit Urban League
- Kappa Alpha Psi Fraternity, Inc.
- Urban League affiliates
- New Era
- First Presbyterian Church – Lansing
- Grand Rapids Urban League
- Greater Grace Temple Detroit/Taylor
- Union Missionary Baptist Church
- Healthy Kidz
- Prince of Peace Baptist Church
- World Outreach campus – Saginaw
- Greater Coleman Temple Ministries
- Smith Group: Community Building and Diversity
- Vision of Wisdom
- Kent County COVID Taskforce
- Wayne State University
- Wayne County Community College District
- More than 120 book clubs, co-ops and neighborhood associations

Senior Outreach

Reaching Michigan seniors was a priority for the community outreach teams. Recognizing this population was especially vulnerable and may not have the tools available to find the vaccine, the Commission partnered with organizations to deliver vaccine information to them. When Covid-19 restrictions were lifted, it allowed the Commission to do more direct contact - canvassing and visiting senior facilities, adult living care centers and assisted living centers, as well as going door to door in neighborhoods with high senior populations. Many of the community partners utilized their own resources to reach and educate their subscribers and members about the vaccine.

The Commission’s faith-based team partnered with churches to promote the vaccine during virtual services, bible studies and parking lot services that were being held across the state.

This team also kept church partners up to date on guidelines issued by Governor Whitmer, MDHHS and the CDC to ensure the congregations knew the importance of such guidance to their families, their friends and them. The Commission created and promoted “Vaccine Sundays.” The Commission’s faith-based team and neighborhood canvassers promoted MDHHS mobile testing sites and vaccination sites that operated in many of the partner churches.

Organizations that distributed food to members of communities in need became valuable community partners that utilized their own resources to promote the vaccine. New Era Detroit, known for grocery giveaway events that reach more than 1,000 families, has a robust neighborhood canvass program in place and joined the Commission’s effort. New Era Detroit, along with the Commission, helped guide seniors to sign up for a vaccine appointment. Transportation to and from vaccine appointments was also arranged for seniors.

Millennials

Generation Z, Millennials, and young adults alike, were a population of Michiganders that the Commission wanted to reach. Although this group was eager to get back to their social routines, they were also vaccine hesitant. Unique and engaging pieces of content were created to reach Generation Z and Millennials.

To address these issues, three videos were created in a conversational mini-series format that addressed the questions, concerns and perspectives of young adults as they had dinner, weekend brunch and a haircut – all activities they could not participate in while Michigan was on pause. The Commission partnered with medical professionals and representatives from Michigan and the groups had very honest conversations about the COVID-19 vaccine, including debunked misinformation about the vaccine.

Notable faces in the videos:

- Lt. Governor Garlin Gilchrist
- Epidemiologist – Dr. Debra Furr-Holden
- Chief Public Health Officer – City of Detroit, Denise Fair
- Dr. Jeremy & Dr. Jermaine Hogstrom (2M+ Tik Tok followers)

SURROGATE INTERVIEWS

JANUARY

- Horace Sheffield/Rev. Dr. Rodney Tolbert – Vaccine // January 9
- Horace Sheffield/Wayne County Treasurer Eric Sabree // January 14
- Adolph Mongo/Rev. Bland // January 16
- The Mildred Gaddis Show/105.9 FM Dr. Joneigh Khaldun // January 17
- The Mildred Gaddis Show/105.9 FM Dr. Herbert Smitherman // January 24
- Mason in the Morning/107.5 FM Dr. Angela Newsome // January 28
- Minister Jahal Iasha/Channel 38//Howard Wheeler // January 28

FEBRUARY

- WB After Dark/Vaccine Mario Morrow // February 1

- Mark Lee Show In The Conference Room Garibali // February 7
- Feed Back with Theo Broughton/Monday: 9:00-10:00 am // February 8
- The Billy Jones Show Billy Jones - Host/Wednesday: 10:00-11:00 am // February 10
- Jim Holley Show/Word Network // February 10
- Welfare Rights Host: Maureen Taylor Tommy Stallworth (TEN)/Friday: 10:00- 11:00 am // February 12
- Get Up Stand Up Show! Host: Min. Malik Shabazz/Saturday 8:00-10:00 am // February 13
- WB After Dark/Vaccine Guest Joe Holman Small Business Owner // February 17
- MEA Guest Tommy Stallworth RDTF // February 19
- The Mildred Gaddis Show/Vaccine Update/Dr. William Stanford // February 21
- Steve Hood Facebook Live /Vaccines /Joann Miller // February 22
- Mark Lee Show In The Conference Room Rev. Sheffield, Bishop Vann, Rev Coleman // February 24
- Real Talk with Rev. Horace Sheffield - Tommy Stallworth // February 25
- Mark Lee Show Small Talk/RDTF Members // February 28
- The Mildred Gaddis Show/Vaccine Update/TBD // February 28
- Black and White/Vaccines/Guest Dr. Lynn Smitherman // February 20 [if the date of February 20 is correct, move this entry after the February 19 entry]

MARCH

- In Black and White/Vaccine Ford Field/March 6/A. Mongo
- The Mildred Gaddis Show/Vaccine Update/March 7/Dr. Jimmy Womack
- Real Talk with Horace Sheffield/Open Line – Get Your Shot/March 13
- The Mildred Gaddis Show/Vaccine Update/March 14/Mario Morrow
- Mark Lee Show In The Conference Room/March 16/Business RoundTable
- Mason in the Morning/What's New? Getting Back to Normal//March 18/Callers Debate
- The Mildred Gaddis Show/Vaccine Update/March 21/Governor Whitmer
- Spotlight on The News with Chuck Stokes/March 21/Kerry Ebersole
- The Mildred Gaddis Show/Vaccine Update/ March 28/Kerry Ebersole

APRIL

In Black and White/Vaccine Ford Field

- April 3 Commissioner Aisha Bell
- April 10 Detroit City Council Member Andre Spivey
- April 24 Pastor Solomon Kinloch

The Mildred Gaddis Show/Vaccine Update

- April 4 Dr. William Sharp
- April 11 Bishop Edgar Vann
- April 18 Warren Evans
- April 25 Dr. Amy Parker

Real Talk with Horace Sheffield/Open Line – Get your Shot

- April 10 Detroit City Council Member James Tate
- April 24 Rev. Joseph Bland

Mason in the Morning/What's New? Getting Your Vaccine NOW!

- Open Lines Conversation April 8, April

Spotlight on The News with Chuck Stokes

- April 25 Warren Evans

MAY

Adolph Mongo Show/Vaccine

- May 1 Vaccine Discussion Open Line
- May 8 Mario Morrow
- May 22 Rev. Steve Bland
- May 29 Open Line “Are We There Yet?”

The Mildred Gaddis Show/Vaccine Update

- May 2 Sandra Gregory – Nurse
- May 9 Dr. Curtis Ivery WCCCD
- May 16 Dr. Ken Massey
- May 23 Angela Kennedy
- May 30 Michael Points

Real Talk with Horace Sheffield/Open Line – Vaccine

- May 9 Teen Panel
- May 16 Janice Milhouse-Smith
- May 23 Rev. Jim Holley

Mason in the Morning/The Latest on Vaccination

- Open Line Conversation
- May 11 OL Callers
- May 17 OL Callers

JUNE**The Mildred Gaddis Show/Vaccine Update**

- June 6 Dr. James Howard
- June 13 Bishop Edgar Vann and Assistant Pastor Mitch James
- June 20 First Lady Kim Young
- June 27 Nurse Practitioner Janice Loving

Real Talk with Horace Sheffield/Open Line – Vaccine

- June 5 Mister Milik X
- June 19 First Lady Allison Johnson

Mason in the Morning/The Latest on Vaccination

- Open Line every Monday and Wednesday to discuss vaccine sites

In Black and White

- June 12 Dr. Otis Samir Hamadeh
- June 26 Dr. Curtis Ivery

True That Podcast

- June 16 Andy Peoples

The Word Network

- The Word Network is opening [Is “opening” the correct word here?] supporting the vaccine and vaccine sites. This month the talk show hosts discuss CVS, Kroger, Detroit and Oakland Health Department sites, as well as Meijer’s.

In the Conference Room

- June 14 Thomas Andrews

JULY**The Mildred Gaddis Show/Vaccine Update**

- July 11 Jeff Paxton
- July 19 Matt Harrow

Real Talk with Horace Sheffield/Vaccine

- July 12 Dr. Nate Olson
- July 20 Jason Mixon

Mason in the Morning/Vaccine Update Live Reads
In Black and White

- July 3 Karen Wilson
- July 10 Iris Tate

Horace Sheffield Word Network

- July 14 James Yopp and Rev. Nicole Foster

Jimmy James in the Night Podcast Open Line

The RJ Watkins WHPR

- July 20 Mario Morrow
- July 22 Maxine Willis

AUGUST

- Mason in the Morning/Vaccine Update Live Reads
- Justin's Moment/Podcast/Maceo Tillis/Dr. J. Bland/Kevin Young
- Rev. Jim Holley Show/Guests: Charlene Powell and John Evans
- The Mildred Gaddis Show/Weekly Commentary/Guests Odell Williams/Howard Tillman/Wilson Rowes
- "My Why" WXYZ, ADEL MEDIA, Michigan Chronicle Podcast, The Rev. Horace Sheffield Show and Telegram News Interviews
- In Black and White – Live Reads using our talking points – Guest Soja Ford
- The Word Network – Live Reads Daily – Guest Justin Miller
- Talk with Horace Sheffield/Vaccine Update Weekly
- The Brandon Brice Show Guest: Mario Morrow, Jr., Young People and COVID-19
- Harold George Knocks – Adel Network-Live Reads
- Horace Sheffield Word TV Network
- The RJ Watkins Show WHPR Rev. Bobby Howard/Dr. Carlos Jones/Minister Micah Lowell

SEPTEMBER

- Rev. Dr. Jim Holley Show/Guests: Charlene Powell and John Evans
- Mason in the Morning/Vaccine Update Live Reads
- The Mildred Gaddis Show/Weekly Commentary/Guests: Roy Thomas, Rev. Tyrone Watson, Amy Inis
- In Black and White – Live Reads using our talking points – Guests: Mario Morrow, James Folmar
- The Word Network – Live Reads Daily – Guests: Paul Kilso, Lane Powell
- By Any Means Necessary– Guests: Ian Owens, Jason Yopp
- Talk with Horace Sheffield/Vaccine Update Weekly
- Who's Talking Now? – Talk Radio – Guests: Mimi Jackson, Alan Wilcox
- Horace Sheffield Word TV Network Guests: Rev. Myles Hummes, Community Activist Charles Tower
- The RJ Watkins Show WHPR Guests: Rev. Marvin Miller, Taylor George

OCTOBER

- Mason in the Morning/Vaccine Update Live Reads weekly
- Talk with Horace Sheffield/Vaccine Update Weekly Larry Newson, Bradley Carson
- RJ Watkins Show WHPR Guests: Allison Howard, Marcia Wright

- The Mildred Gaddis Show/Weekly Commentary/Guests: Reggie Hartsfield (COVID-19 survivor), Joey Hutchinson (Funeral Homeowner), Mario Morrow Sr. (Canvassing)
- Telegram News – Gina Stewart Column – It’s OK to Fist Bump
- WXYZ Interview Jennifer Floyd Preparing for Vaccine for Young Children
- Flashpoint WDIV Vaccines for Kids/Mask Mandates Panel Discussion (Supplied Talking Points)
- Behind the Byline/Kristin Shamus – We Lived It Podcast
- In Black and White – Live Reads using our talking points – Guests: John Wilson, Janice Shaw, Kevin Toles
- The Word Network – Live Reads Daily – Guests: Rev. Steve Bland, Liberty Temple
- Michigan Chronicle Article Council of Baptist Pastors Tap into Momentum After Vaccine Campaign
- Horace Sheffield Word TV Network Guests: Shelia Powell, Shaun Dixon, Harold Meeks

NOVEMBER

- The Mildred Gaddis Show/Weekly Commentary/Guests: Bernard Jackson, Dr. Wendy Howard
- The Word Network – Live Reads Daily
- Horace Sheffield Word TV Network Guests: Wilson Lowell
- Real Talk: Live Reads on Getting the Vaccine
- Inside and Out Podcast: Used our Talking Points for conversation starters
- In Black and White with Mongo Guests: Larry Newson, Paul Knotts
- The RJ Watkins Show WHPR Guests: Rev. Kevin Owens, Michael Biles, Janice Brown
- Open Season Podcast: Used our talking points for live reads
- WHPR: Talk show hosts were required to use our talking points and encourage listeners to use common sense during the holidays



INFLUENCER MARKETING
APPENDIX E

INFLUENCER POSTS



chiarajohansson • Follow
Paid partnership with michiganhhs Detroit, Michigan

chiarajohansson There's simply no way to get around it: COVID-19 cases are still rising around the country.

Ever since someone in my social circle tested positive recently, the rules I've vaguely adhered to for the past 11 months have solidified and gotten more extensive as my anxiety levels rose once again.

Since I obviously don't plan to stay in hiding until it's my time to get the vaccine, the very least I can do is initiate tough conversations with the people in my life about what our plan is to stay sane and safe throughout the rest of this tough winter. One thing I

Liked by lamstyle_ and 221 others
FEBRUARY 19

meganricica • Follow
Paid partnership with michiganhhs Michigan

meganricica Hey Fellow Michiganders! No matter how we have been individually affected by COVID-19, we all want to get Michigan back to work and our economy fully reopened and moving. Being a small business owner during this time has been incredibly difficult. Michigan is making progress, but we all need to continue to wear masks and practice social distancing so that we can slow the spread.

Continuing to wear masks (even if you're already vaccinated) is helping our community to be safe and healthy.

Additionally, make sure to download the free MI COVID Alert app to help you stay informed and protect yourself

97 likes
MARCH 22

suburbanfashionista • Following
Paid partnership with michiganhhs Michigan

suburbanfashionista #Ad Within this past year I have had a few family members who have had COVID-19. And that is why I've been masking up since the start of this disease. While masks alone may not always prevent the spread of the disease, scientists and doctors agree that masks and face coverings can help to reduce the spread by about 70%.

Understand that a mild illness for one person could be life-threatening for someone else, so it's important that we all do our part (including people who have been vaccinated for COVID-19) need to continue preventative measures, such as wearing masks, social distancing and hand washing to reduce the spread of COVID in our communities as the COVID-19 vaccine is being administered.

Liked by currentlykherington and 100 others

two_scoops_of_style • Follow
Paid partnership with michiganhhs Grand Rapids, Michigan

two_scoops_of_style 3 TRUTHS RIGHT NOW 🍷

1. COVID ISN'T OVER. #sponsored Yes it stinks, yes we want it to be over, but it's still a work in progress. It's easy to get frustrated thinking we've been dealing with COVID for over a year, but we can't throw caution to the wind! Let's celebrate the progress we've made and how far we've come since 2020 and keep social distancing and moving forward to end this!
2. YOU NEED TO WEAR A MASK EVEN IF YOU'RE VACCINATED. Just because you've been vaccinated, doesn't mean that you can't still get COVID! You may not get it as severe, but it's still a possibility! Protect yourself and your loved ones by following guidelines and wearing your mask!

Liked by beausandashley and 853 others

korimaria • Follow
Paid partnership with michiganhhs University of Michigan

korimaria In 2021, my biggest goal for the new year is to #SpreadHopeNotCOVID.

#ad I am so grateful to be partnering with the Michigan Department of Health and Human Services (@michiganhhs) on a project that means an awful lot to me and the world we live in today. As we head back to school and work from holiday break, it's important that we continue to do our part in helping decrease the spread of COVID-19. This can be done by wearing your mask, keeping a safe distance of 6 feet from other folks, and remaining home if you feel ill.

326 likes
JANUARY 8

meowkatcrowley • Follow
Paid partnership with michiganhhs Livonia, Michigan

meowkatcrowley SPREAD HOPE, NOT COVID 🍷

It's no secret the past 7 months have affected our lives in every way. It's ok to feel anxious about the uncertainties with this virus. We are learning more about COVID-19 every day. I encourage you to learn as much as you can to help stop the spread COVID, and instead spread hope that we will be able to reopen safely and save lives. 40% of people infected with COVID-19 are asymptomatic, so wearing a mask is crucial even if you don't show any symptoms. Wearing a mask can reduce the spread by 70%, that's massive! Please continue to wash your hands,

Liked by detroitfather and 260 others
OCTOBER 21, 2020

INFLUENCER POSTS



aejismith • Follow
Paid partnership with michiganhhs Grand Rapids, Michigan

aejismith it's crazy to think it's been over 365 days of COVID. this past year, I moved back to MI, graduated college, and got a full-time (remote) job; life definitely looks different!

w/ the vaccine becoming more available, @michiganhhs reached out to promote their Spread Hope, Not COVID campaign to share that as eligibility expands, you'll be able to get vaccinated at local pharmacies sooon.

during this time, I think it's important to stay educated, seek (scientific) answers, and be considerate of others. I remember teaching overseas where our students would wear masks, even if they had a cold (just out of courtesy).

132 likes
APRIL 21

sarakauten • Follow
Paid partnership with michiganhhs Detroit, Michigan

sarakauten SPREAD HOPE, NOT COVID! #ad Today I'm partnering with the Michigan Department of Health and Human Services @michiganhhs to encourage some more positivity around wearing a mask when you're out and about. @Living through this pandemic has 100% affected our freedom to live and work. That's why we must all do our part and do what's best for America and each other. ❤️The only way we can get "back to normal" is by working together to flatten the curve. #SpreadHopeNotCOVID

Wear your mask when you are in indoor public spaces and crowded

Liked by lamstyle_ and 486 others
SEPTEMBER 30, 2020

minutritionist • Following
Paid partnership with michiganhhs Michigan

minutritionist It is an exciting time in Michigan because now, all Michigan residents ages 16 and up can get the COVID vaccine! I am in a COVID vaccine study so I am getting my vaccines through that. My husband, parents, siblings and many of my in-laws have gotten the vaccine with very minimal side effects. I encourage you to sign up for the vaccine - it is safe and effective and our best hope for ending the pandemic! #ad

If you have questions about the safety of the vaccine, reach out to your doctor or visit Vaccinate.org. To find a vaccine, visit here: Michigan.gov/COVIDvaccine. We have had a lot of success at CVS, Rite Aid, Walgreens, Kroger and Meijer for vaccine. Check all of

37 likes
APRIL 20

byoliviale • Following
Paid partnership with michiganhhs Michigan

byoliviale Although I spend most days working from home with this cutie by my side and only leave to take him for walks, I still want to make sure I'm doing my part to keep myself and my community safe when I do venture out. #ad I am partnering with the @michiganhhs to encourage you #SpreadHopeNotCOVID this holiday season. 🍂

By now we should all be experts on taking precautions to stop the spread of COVID-19 from social distancing and wearing masks in public, to washing our hands with soap and water frequently. It's important to continue these best practices

Liked by andreakerbuski and 526 others
DECEMBER 23, 2020

hannahjenae • Follow
Paid partnership with michiganhhs Grand Rapids, Michigan

hannahjenae Spread hope, not COVID! #ad

In Michigan, we're about to enter our seventh month of quarantine. For many of us, this has been seven months full of disappointment, fear, confusion, loss and hardship. And as a consequence, our overall well being has suffered. What are we supposed to do? Well, hope might be the very thing we need. We want to #SpreadHopeNotCOVID. So, I have partnered with @michiganhhs to share with you how I have been maintaining my hopefulness:

Liked by suburbanfashionista and 341 others
OCTOBER 22, 2020

fashionlaln • Follow
Paid partnership with michiganhhs Detroit, Michigan

fashionlaln #AD I am so excited to partner up with @michiganhhs to promote the Spread Hope, Not COVID campaign. COVID-19 has devastated our community and although there is so much unknown behind this illness, we have to remain hopeful. To ensure my safety and the safety of others I make sure I wear my MASK! Listen, my own family has been affected by illness. It is so important that I do all that I can to keep them safe. Did you know 40% of those who have tested positive for COVID-19 are asymptomatic? As a Michigander we are required to wear a mask in indoor spaces and crowded outdoor spaces. I know there

Liked by kpg_ and 77 others
OCTOBER 26, 2020

INFLUENCER POSTS



livingmyblondelife • Follow
Paid partnership with michiganhhs Michigan

livingmyblondelife Did you know anyone in the state of Michigan over the age of 16 can now sign-up for their COVID vaccine? Since I am a teacher, I got to get my vaccine early and it was the best decision! The process was so easy and smooth. I am so happy I had the opportunity to get vaccinated so I can protect myself and others! I feel so proud that I played a part in getting Michigan back to normalcy. If you have any questions or concerns about the COVID vaccine, make sure you seek advice from a trusted source with answers based on science. I am so happy I said "YES" to science. Sign-up today so you can spread hope, not COVID. #ad #SpreadHopeNotCOVID @michiganhhs #sponsored

31w

220 likes

two_scoops_of_style • Follow
Original Audio

two_scoops_of_style SPREAD HOPE NOT COVID 📌 Double tap if you're ready to leave this virus in the dust of 2020 and get back to long hugs and more traveling! 📌 #ad But you guys, it isn't over until it's over! This is NOT the time to give up and say "forget the rules". This is the time where staying safe and wearing a mask matters the most! 📌 Don't let the temptation of missing large family gatherings make you miss years and years of holidays to come with your loved ones. Head to our stories to hear more about how COVID has affected our lives and how we're making changes to our holiday plans to keep our family and friends safe. Some extra safety measures include:

Liked by hello_jackieo and 903 others
DECEMBER 23, 2020

Add a comment...

korimaria • Follow
Paid partnership with michiganhhs University of Michigan

korimaria Anybody else super geeked about the weather we've been having in the Midwest recently?

I've been loving it -- come through, spring!! Although I've been enjoying the weather, I haven't forgotten about my goal this year to #SpreadHopeNotCOVID.

#ad It's been a year since COVID-19 has drastically changed our lives, but we must continue our fight against the spread of this disease. Right now, Michigan is working hard to distribute the vaccine to everyone in the state, but in the meantime, wearing a mask can decrease the spread of COVID-19

366 likes
MARCH 23

Add a comment...

allnicolehart • Follow
Paid partnership with michiganhhs

allnicolehart I cannot believe it has already been a year since COVID started last March. I have tried my best (and will continue) to spread positivity, light and love during this difficult time. I am committed to doing my part to help stop COVID-19. I am so excited to be partnering with the Michigan Department of Health and Human Services to promote the "Spread Hope, Not COVID" campaign.

It is so important that we all work together to help stop the spread of COVID-19 so we can regain our freedoms! You might feel healthy, but the reality is that 40% of people are actually asymptomatic. So please wear a mask! I have found so many cute

447 likes
FEBRUARY 22

Add a comment...

coastwilde • Follow
Paid partnership with michiganhhs Original Audio

coastwilde Hey! I teamed up with the @michiganhhs to bring you life saving information! Vaccines are now available to all Michigan residents over the age of 16. For more information, visit the link in my bio! Stay healthy and stay safe! #ad #SpreadHopeNotCOVID @michiganhhs

nothingzack For the people 🙌

n.y.muhammad 🙌🙌🙌

ministyles_u You doing it 🙌🙌🙌

helloinraven313 This is 🙌🙌🙌

malemay Public health king

womenmastery You really do not

31w 1 like Reply

fashionlaln • Follow
Paid partnership with michiganhhs Detroit, Michigan

fashionlaln #AD I am so excited to partner up with @michiganhhs to promote the Spread Hope, Not COVID campaign. COVID-19 has devastated our community and although there is so much unknown behind this illness, we have to remain hopeful. To ensure my safety and the safety of others I make sure I wear my MASK! Listen, my own family has been affected by illness. It is so important that I do all that I can to keep them safe. Did you know 40% of those who have tested positive for COVID-19 are asymptomatic?

As a Michigander we are required to wear a mask in indoor spaces and crowded outdoor spaces. I know there

Liked by kpg_ and 77 others
OCTOBER 26, 2020

Add a comment...

INFLUENCER POSTS




ashleybondbeauty • Follow
Paid partnership with michiganhhs Detroit, Michigan

ashleybondbeauty #ad Did I ever share my COVID-19 story with you? Well, I got COVID-19 back in March. I called my doctor and they said I probably had food poisoning, but now since we know more about the virus, I definitely had it back then. It hit me so fast and so hard that I ended up vomiting all over my car while driving down the freeway. I was bed ridden for a week and struggled with symptoms for weeks after that. It wasn't fun, but it also wasn't surprising since I'm at risk. I have an autoimmune disease, and I survived, but that might not be the case for others at risk like me. If wearing a mask means I can protect myself and others, I'll continue to do so

Liked by andiepoole and 478 others
OCTOBER 27, 2020



purposeblog • Following
Paid partnership with michiganhhs Michigan

purposeblog I think it's safe to say we're ALL ready for virtual meetings and restrictions to be over. #ad

This past year has torn us apart in more ways than one. Now, more than ever, we need to be reminded that we are all in this together! Your friends, family members, neighbors and coworkers are not the enemy. Covid is.

Today I am partnering with @michiganhhs to help #SpreadHopeNotCovid

I know so many of you are frustrated, but as much as we want it to be over, it's not. I want to be part of the solution

62 likes
MARCH 23



withwonderandwhimsy • Follow
Paid partnership with michiganhhs

withwonderandwhimsy #ad Today I'm partnering with @michiganhhs once again to help #SpreadHopeNotCovid! Since getting vaccinated for COVID-19 earlier this spring, I've started to feel a lot more normal. We're seeing family and friends, we're doing our shopping in-store, and we're even making travel and event plans! But before I get too comfortable with this return to normalcy, I want to take a look back at last summer, when the vaccines were still so far off, and how Kyle and I stayed home, stayed safe, and stayed hopeful.

Now that we're fully vaccinated and resuming the parts of life we've missed so much, I don't want to forget all we learned (and lost) this last year. And I don't want to make the mistake of feeling like this pandemic is over, because it's not. Getting vaccinated against COVID-19 is our best hope for ending this pandemic.

If you have questions about getting your vaccine, please consider calling your doctor. As someone with a history of allergies, I was concerned when I heard cases of allergic reactions to the vaccines. But thankfully I was able to schedule calls with my doctor to discuss my concerns, and she recommended I move forward with the vaccine and come prepared with my epinephrine injector, which I always carry anyways.

On the day I got my first dose, I got more peace of mind by talking with the nurse administering my vaccine. He suggested I stay on-site for 15 minutes after my shot for monitoring, which I did, and I don't regret not having any



livinlikelyssblog • Follow
Michigan

livinlikelyssblog SPREAD HOPE NOT COVID

Mask wearing is a crucial part of reducing the spread of COVID-19. I am proud to be partnering with @michiganhhs in their #SpreadHopeNotCOVID campaign. I have created a YouTube video featuring some of my favorite mask hacks and tips for this transitional period of adaptation with mask wearing that is located in the in my bio.

Below, I have listed some tips to stay healthy during this pandemic!

- ALWAYS wear a mask when going to public areas to help prevent the spread

163 likes
NOVEMBER 23, 2020



iamlaurenlyrics • Following
Paid partnership with michiganhhs

iamlaurenlyrics Friendly reminder: please wear your masks, wash your hands often, social distance and avoid crowded spaces and large crowds. Absolutely no one is immune to COVID-19 and we cannot afford to go backwards. To stop the spread of Covid, Michiganders must work together. Be sure to download the MI COVID Alert App to be notified if you have come in close contact with someone who has tested positive for COVID-19. No personally identifiable information is collected and shared with others, giving you peace of mind that your personal information is safe. We are all in this together. Spread hope, not COVID. #ad @michiganhhs #SpreadHopeNotCovid

Liked by kpg_ and 2,412 others
FEBRUARY 26



callascleanests • Follow
Paid partnership with michiganhhs Grand Rapids, Michigan

callascleanests Let's spread hope, not COVID by doing our part and wearing a face mask when in public indoor places or highly populated outdoor areas 🍂 #sponsored ever wonder what it means when they said COVID-19 is a novel virus? We haven't seen this strain of virus before, and we are learning more about it every day. But we do know who is most vulnerable/at higher risk. With that being said, if there is even a chance that wearing a mask will help save a life, I am all for it. #SpreadHopeNotCOVID

We all want things to improve, so we have to be in this together. Let's wear our masks, wash our hands, cover our

Liked by hannahlupi and 1,342 others
SEPTEMBER 28, 2020

INFLUENCER POSTS



girlintheredshoes • Following
Paid partnership with michiganhhs Grand Rapids, Michigan

girlintheredshoes #ad We are celebrating! I made the choice that was right for me and got vaccinated against COVID-19. Hope is right around the corner for kicking this pandemic to the curb! Michigan has expanded vaccine eligibility, so every resident 16+ who wants a vaccine can get a vaccine. I'm so excited to do my part to protect myself and others! My family will still continue to wear a mask and socially distance when appropriate but getting the vaccine is the quickest and safest way to get back to normal! Remember, the best vaccine is the one you are able to get the soonest and Michigan has made it really easy to sign up either with your local health department, hospital, or pharmacy. If you have questions about vaccines, [click here](#)

Liked by **houseofhouts** and 302 others
APRIL 27

livingmyblondelife • Follow
Paid partnership with michiganhhs Detroit, Michigan

livingmyblondelife It is no lie that 2020 has been the craziest year in my lifetime, by far! Throughout this crazy year I am thankful for my family, friends, coworkers, and essential workers. I am so excited to be partnering up with the Michigan Department of Health and Human Services to promote the "Spread Hope, Not Covid" campaign. #ad This holiday season is going to be so different but I am going to continue to do everything I can to keep the people around me safe. I encourage you to wear a mask, stay 6ft apart, stay home if you feel sick, and download to MI COVID Alert app! If we all stand together we can decrease the spread

Liked by **simplyeveryblog** and 120 others
DECEMBER 23, 2020

ashleybondbeauty • Follow
Paid partnership with michiganhhs

ashleybondbeauty #ad During these crazy times, let's remember to #SpreadHopeNotCOVID It's still so important to wear your mask to make sure we protect those at risk, especially as we head into this holiday season. 40% of people who have COVID-19 are asymptomatic, so it's important to continue to social distance and wear your mask, even when you feel healthy. Head to the @michiganhhs page to learn more about preventing the spread of COVID-19.

51w

imgloriaann ❤️❤️❤️

Liked by **simplyeveryblog** and 290 others
DECEMBER 1, 2020

livinlikeysblog • Follow
Paid partnership with michiganhhs Michigan

livinlikeysblog SPREAD HOPE NOT COVID #ad

Staying productive and organized while navigating my new normal due to the COVID-19 pandemic was something I never anticipated doing right out of earning my undergraduate degree. I decided that attending grad school would be the next step toward my career. The daily changes I had to adopt forced me to prioritize and change the way I navigate through my day.

I am proud to be partnering with @michiganhhs in their #SpreadHopeNotCOVID campaign. I

Liked by **simplyeveryblog** and 139 others
DECEMBER 28, 2020

fashionlayn • Follow
Paid partnership with michiganhhs Detroit, Michigan

fashionlayn #AD I am so excited to partner up with The Michigan Department of Health and Human Services to promote, Spread Hope, Not COVID campaign. @michiganhhs Covid-19 is surging again in Michigan. More than ever wearing a mask, and to continue to socially distance ourselves from one another is so important. Do you want to shut down again? Listen good people, we can not afford to go back. To ensure my safety and the safety of others I make sure I wear my MASK! I know there is a lot of controversy about wearing a mask but I CHOOSE to wear my mask. A mask can help reduce the spread of the illness by 70%. It is so important that I do all

Liked by **simplyeveryblog** and 76 others
NOVEMBER 18, 2020

meowkatcrowley • Follow
Paid partnership with michiganhhs

meowkatcrowley Spread Hope, Not COVID. It's wild to think we are a little over a year into this pandemic. The past year has been filled with so much unknown but I'm feeling so hopeful because I'm choosing to get vaccinated. The vaccine is our best chance of preventing COVID-19 and ending the pandemic. Here is some helpful info regarding the vaccine for Michigan residents:
-As of Monday, April 5, all Michiganders age 16 and up who were not previously eligible are eligible to receive a vaccine.

-Every Michigan resident that wants to get the vaccine will be able to get it. Public health partners are working as hard as possible to get this vaccine rolled out and get it available to as many people as possible. Be patient, if you would like to receive it, you will be able to.

Spread Hope, Not COVID

Liked by **isntthatcharming** and 117 others

INFLUENCER POSTS



marisakimmel • Following
Paid partnership with michiganhhs Detroit, Michigan

marisakimmel I've teamed up with @michiganhhs to share + bring awareness on how we can all work together to safely reopen Michigan and stop the spread of Covid-19. Wearing a mask when you are indoors or in close contact with another person is one of the SIMPLEST things we can do to keep each other safe. There is also a free, easy to use, and anonymous app called the MI Covid Alert app. The app provides fast alerts letting you know whether you may have been exposed to Covid-19. If you'd like to learn more, click the link in my bio 📌❤️ #spreadhopentocovid #sponsored

42w

Like Comment Share Save

Liked by lamstyle_ and 370 others

FEBRUARY 1

Add a comment...

simplyeveryblog • Following
Douglas Evans Nature Preserve

simplyeveryblog For her, for them! What about you?❤️

Sharing info for my fellow #michiganers on stories: COVID-19 vaccines are now available for any residents 16+. The COVID-19 vaccine is free or low-cost for Michiganans.

Need help finding an appointment? Click link in profile! If you're a 90s kid like me, our concert ticket chasing skills have prepped us for this moment. 🎸❤️ @michiganhhs #SpreadHopeNotCOVID #ad

32w

Like Comment Share Save

Liked by dontdresslikeamom and 430 others

APRIL 14

withwonderandwhimsy • Follow
Paid partnership with michiganhhs

withwonderandwhimsy #ad These Michiganers are getting fully vaccinated and are fully relieved, hopeful, and excited! #SpreadHopeNotCOVID

For a year we stayed home. We socially distanced. We masked up. We found safe, creative ways to stay connected with family and friends. We found so much strength in ourselves, one another, and our marriage. And now we've found the gratitude and relief that comes with being vaccinated!

All Michigan residents age 16 and up are now eligible to get their COVID-19 vaccines! Follow @michiganhhs for up-to-date information, expert guidance, and resources to locate and schedule your vaccine. Check out my stories and Michigan highlights for more details.❤️

32w

Like Comment Share Save

301 likes

ashleybondbeauty • Follow
Paid partnership with michiganhhs Michigan

ashleybondbeauty #ad It's crazy to think we've been dealing with a global pandemic for over a year now. We've come so far and now is not the time to slow down! It's still more important than ever to do your part by wearing a mask and social distancing to help prevent the spread of COVID-19. I think we all can agree that it's important to work together to keep everyone safe and get Michigan's economy back up and running. Masks can help reduce the spread of COVID-19 by about 70%. To hear the latest news about COVID-19, head to the @michiganhhs website for more information! #SpreadHopeNotCOVID

Like Comment Share Save

Liked by jose_dias_41 and 215 others

MARCH 25

Add a comment...

kendallrayburn • Following
Paid partnership with michiganhhs Michigan

kendallrayburn #AD 🌟 Hey, Michigan! Did you know that all Michiganans age 16 and up who were not previously eligible can now receive a vaccine? I literally cannot wait to get mine, as someone who has a chronic illness, I've honestly been living in so much COVID fear the past year, thinking that if I got it, I might not survive it. This will bring me so much peace of mind.

As recommended by the @michiganhhs we should all still wear a mask, socially distance, and wash / sanitize our hands as often as possible as the vaccine is still being administered and there are lots of people still waiting. It's still important to reduce the spread of COVID in our communities.

🔗 Link in bio for more from @michiganhhs

Like Comment Share Save

Liked by simplyeveryblog and 713 others

iamlaurenlyrics • Following
Paid partnership with michiganhhs

iamlaurenlyrics Behind every mask is a heart who cares. Making sure I am continuously protecting myself as well as my clients by ALWAYS wearing a mask during the COVID-19 pandemic. While masks alone may not always prevent the spread of the disease, scientists and doctors agree that masks and face coverings can help reduce the spread by about 70%. A mild illness for one person, could be life-threatening for someone else. Please continue to stay safe and encourage your family and friends to do the same as we are all in this together. 🙌❤️ #SpreadHopeNotCovid #ad @michiganhhs

Like Comment Share Save

Liked by _livingforjasmine and 5,247 others

FEBRUARY 16

Add a comment...

INFLUENCER POSTS



building_faithfully · Following
Paid partnership with michiganhhs

building_faithfully Mask check!!!! I've partnered with @michiganhhs to remind you to #SpreadHopeNotCovid! #ad

This past year has been a roller coaster and I, for one, am so glad that we're starting to see glimpses of our pre-COVID normalcy.

In the past year, I've seen some of my closest friends and family battle COVID and to be honest, it was downright scary at times.

It's been rough living through a pandemic, so I vow to do my part to help push us forward.

206 likes
MARCH 26

hannahjenae · Follow
Paid partnership with michiganhhs
Grand Rapids, Michigan

hannahjenae #SpreadHopeNotCOVID

#sponsored Hey there, Michigan friends! Did you know that if you want the COVID-19 vaccine you can now get it? I just got mine and I have not stopped smiling since - you just can't see because I'm wearing my mask. Which reminds me: even after you get vaccinated, the @michiganhhs says it's still important to wear your mask, social distance and wash your hands to reduce the spread of COVID in our communities. Even though public health partners across Michigan are moving as quickly as possible to vaccinate, many people are patiently waiting for their chance and as a community it's up to all of us to continue to #SpreadHopeNotCOVID.

Liked by and_she_loved and 329 others
APRIL 21

steveriversmusic · Follow

steveriversmusic I proudly continue to #maskup to help protect my family, my friends and my community. By downloading the MI COVID Alert app, you can stay informed and protect yourself and others from spreading COVID-19! The app will notify you when you have come into contact with someone who has tested positive for COVID. No personally identifiable information is collected and shared with other users. There's a light at the end of this tunnel and as long as we all do our part, we'll reach it faster together. #ad #SpreadHopeNotCOVID @michiganhhs Link in Bio for more info!

Liked by breezyandbrazen and 117 others
MARCH 22

kaitlyn.a.tracy · Follow
Paid partnership with michiganhhs
Ann Arbor, Michigan

kaitlyn.a.tracy The hottest spring accessory for 2021: the Covid vaccine 🙌 #ad designers Moderna and Pfizer both slayed it- the best vaccine is whichever one you get! Everyone in Michigan, ages 16 and up, can sign up now to get theirs 🙌

I'm sharing how to get your vaccine on stories (and saving to my vaccine highlight): the info comes straight from the @michiganhhs, the vaccine is free or low-cost for all, and everyone who wants a vaccine will get one. While waiting for your vaccine to work it's magic, remember to keep your hands washed, wear your mask, and social distance. Getting your vaccine is how we can all #spreadhopenotcovid have you gotten yours yet?

31w

Liked by byolivalee and 282 others

kimberlydobine · Following
Paid partnership with michiganhhs

kimberlydobine #Ad At this point it probably feels like everytime you turn around someone is mentioning something about the pandemic, vaccines, and the list goes on and on. My primary concern has been keeping my little one safe and virus free. So, one of the things I practice with her at home is wearing her mask while allowing her to see mommy wearing her mask as often as possible. I want her to be comfortable and accustomed to wearing her mask in all settings, because the reality for my family is that we will continue to wear our masks to help reduce our risks of contracting the Corona virus.

Regardless of vaccines being made

205 likes
MARCH 22

mommygonehealthy · Following
Paid partnership with michiganhhs
Fenton, Michigan

mommygonehealthy #AD Keep fighting the good fight Michiganders! Hope is right around the corner for ending this pandemic and as of April 5th, all Michiganders age 16 and up are eligible for the COVID-19 vaccine! We were able to get our first dose and the process went so smoothly and I feel so grateful for science and hopeful for the year to come. Getting a vaccine is the quickest and safest way to move beyond this pandemic, while protecting yourself and others! #SpreadHopeNotCOVID: get vaccinated and wear your mask!? Head over to my stories for all the details on how to sign-up or head to <http://michigan.gov/COVIDvaccine@michiganhhs>

Liked by minnutritionist and 407 others

INFLUENCER POSTS



withwonderandwhimsy • Follow
Paid partnership with michiganhhs

withwonderandwhimsy #ad We are, as we have always been, in this together. So let's mask up, Michigan. @michiganhhs

In the early days of this pandemic, I began sharing my ideas for creating fun, calm memories at home. I wanted With Wonder and Whimsy to be a source of hope for myself and my readers. And with businesses opening back up and the state economy in need of our support, I'm proud to be partnering with the Michigan Department of Health and Human Services in support of their #SpreadHopeNotCOVID initiative.

For Michigan to reopen safely and for

1,114 views
OCTOBER 26, 2020

Add a comment... Post

meeshonrogers • Follow
Paid partnership with michiganhhs Lansing, Michigan

meeshonrogers If the past 365 days have taught me anything, it's that sometimes you have to redirect and remember what's really important! #AD Can you believe it's been a whole year since lockdown began? I'll never forget the morning it happened; Eric and I both just started working from home and we were watching the news when Michigan made the call to close down. An hour later, I got the phone call that I would be losing my job due to COVID!

Although things seem to be getting better and moving in the right direction, it is so important that we continue wearing a mask, staying 6

Liked by currentlykherington and 429 others
MARCH 25

Add a comment... Post

crazytogetherblog • Following
Paid partnership with michiganhhs

crazytogetherblog It's strange to think that we are coming up on a full year of this new way of life in the COVID era. #ad It has been a long ten months for everyone and our family has been doing our best to spread hope, not COVID. These days, any trip out of the house feels like a special occasion - even if it's just a drive to grandma's house. No matter where we go, we still remain vigilant and do our part to minimize the spread of COVID. Everyone in our little family of four (thankfully!) has a low risk of developing serious complications, but we wear masks and take the proper precautions to protect others. When we leave the house, we follow all of the

Liked by mommygonehealthy and 141 others
FEBRUARY 11

Add a comment... Post

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 @michiganhhs for

305 likes
DECEMBER 21, 2020

Add a comment... Post

ashtincope • Following
Paid partnership with michiganhhs Frugthaven Farm

ashtincope #sponsored These apples are going into pies for some special people that we care about a lot. (Secret family recipe inside - save for future use!)

This past spring the girls and I had an idea to spread some joy and hope while everyone was doing their part to flatten the curve.

We decided to make up baskets of colorful spring-themed treats and deliver them to friends, family members and neighbors. We scrubbed our hands, armed ourselves with hand sanitizer, masked up and set off to

Liked by currentlykherington and 101 others
OCTOBER 21, 2020

Add a comment... Post

thebluehydrangeas • Following
Paid partnership with michiganhhs Ann Arbor, Michigan

thebluehydrangeas #ad Hey Michiganders! It is hard to believe that COVID-19 has been among us for almost a year. As time as it gets we still need to wear a mask when in public and avoid public gatherings. These measures really do work! Do you want to protect yourself even further? Download the Michigan COVID Alert App today! This app will notify you if you've been exposed to COVID-19. And you can share a positive result if you have one, so those around you can also be notified of their potential exposure. We want to do everything we can to end this scourge and have life return to normal, and that means doing your part to #SpreadHopeNotCOVID

Liked by poutnpowder and 1,902 others
FEBRUARY 1

Add a comment... Post

INFLUENCER POSTS



thisworthylife • Following
Paid partnership with michiganhhs

thisworthylife #AD: Many of us have been affected by COVID in one way or another. Honestly, I get nervous when I hear anybody sneeze or cough, whether at home or when I am out and about. Here's the thing; the pandemic has us all concerned and if we're honest with ourselves, we are not dealing with it very well. Some of us are holding it together on the outside because we need to be functional for our families. But the longer the virus is around, the more significant the impact has on our bodies and our mental health. We have lost loved ones and almost all of us know someone that has been infected by the virus. There's no hiding the fact that our lives have been

Liked by tatanishapw and 219 others
OCTOBER 23, 2020

theblushyfrangas • Following
Paid partnership with michiganhhs
Ann Arbor, Michigan

theblushyfrangas Hey Michiganders! Just a little reminder - if you haven't yet received your COVID-19 vaccine, please consider doing so! I am proud to say that my two girls are now fully vaccinated as I signed them up the first chance I could get. The mask mandate here in Michigan has ended, and so have restrictions. So getting the COVID-19 vaccine is the best thing you can do to protect you, your family, and your community. Currently approximately 61% of Michiganders 16 and over have been vaccinated, but we really need to get that number to at least 70%. The COVID vaccine (Pfizer, Moderna or Johnson and Johnson) are safe and effective at preventing COVID-related hospitalization and death in thousands of clinical trial participants. For myself and my family, side effects were minimal and I can tell you I'd rather have a few mild symptoms from vaccination than full-blown COVID. There are multiple options for residents to sign up for the vaccine. Check out your local health department, or your local pharmacies. You can always call the COVID-19 hotline (888-336-6748) for more information on vaccination. And if you have questions, talk to your health care provider about the benefits and potential risks of getting the vaccine and your medical history. We really want this pandemic to end for good, and vaccination gives us the best chance we can to do so! #spreadhopeforCOVID @michiganhhs

22w

marisakimmel • Following
Paid partnership with michiganhhs
Detroit, Michigan

marisakimmel Each and every day I am trying my best as a new mother. I have been winging it since day 1 and now I am definitely winging it. We are all in the same boat together. COVID-19 is a new virus, we are all learning and trying our best and we are all owed grace and patience during this time of unknowing. I mask up to protect those who don't have an immune system to protect themselves. 40% of those who have COVID-19 are asymptomatic, so I encourage you to mask up too. We are in this together, we share the same goal of safely reopening, and it will take all of us. For more information regarding how you can help stop the spread of COVID-19, please click the

Liked by detroitfather and 355 others
SEPTEMBER 30, 2020

kaitlyn.a.tracy • Follow
Paid partnership with michiganhhs
Downtown Plymouth Michigan

kaitlyn.a.tracy A little kindness can go a long way 🌟 #spreadhopeforcovid

Everyone, from friends, family, to the person standing six-feet away from you at the grocery store, has been through A LOT during this past year. I know I have. A kind word, a genuine conversation, or lending an understanding ear, can make a difference in someone's day. We can all give each other extra kindness and grace as we continue through the pandemic. Although you may feel fine, 40% of people who test positive for COVID are asymptomatic. Wearing a mask, staying 6 feet apart and washing your hands are all things you can do to

Liked by houseofnavy and 331 others
FEBRUARY 17

fashionlayn • Follow
Paid partnership with michiganhhs
Detroit, Michigan

fashionlayn #ad A year later, who would have guessed we would still be in a state of crisis due to COVID-19? The time is now to take the pandemic more seriously. I'm excited to partner up with @michiganhhs AGAIN to promote their Spread Hope, Not COVID campaign. COVID-19 is surging again in Michigan. It is so important that we continue to wear our mask, social distance, and encourage ourselves to participate in the COVID-19 vaccination.

Let me be transparent for a moment, getting a shot is pretty scary to me. However, I do want to do my part to help to move forward from the pandemic. It's important that we all do our part to protect ourselves and each other from COVID-19 because life is

206 views
APRIL 15

colorandgrace • Following
Paid partnership with michiganhhs

colorandgrace A few weeks ago when my husband and I were getting ready to pay our bill at a fast-food drive-thru, we were told that the young gentleman in the car right in front of us had paid our bill. #ad It made that gloomy and snowy Michigan winter day so much brighter and warmer for us. Last week, we finally found a chance to do the same for the car behind us.

Random acts of kindness are a wonderful way to brighten up someone else's day during these difficult pandemic times. But also avoiding random acts of harm, like spreading COVID, can really save people's lives!

Liked by aprilwashereblog and 329 others
JANUARY 8

INFLUENCER POSTS



detroitfather • Following
Paid partnership with michiganhhs
Detroit Riverfront

detroitfather MASK UP MICHIGAN 🇺🇸

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 (@michiganhhs) to spread more hope, and not COVID. Head to the link in my bio to read more on how

👍 Liked by **simplyeveryblog** and 281 others
NOVEMBER 25, 2020

Add a comment... Post

sincerelymamaal • Following
Paid partnership with michiganhhs
USA Michigan

sincerelymamaal 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.

👍 Liked by **lamstyle_** and 476 others
OCTOBER 21, 2020

Add a comment... Post

simplyeveryblog • Following
Paid partnership with michiganhhs
Metro Detroit

simplyeveryblog Family photo, but make it 2020! 📸 #ad Just shared in stories about updating our Winter Essentials Car Caddy! Have you made one yet?

As we head into the thick of the winter season, it's so important that we continue to wear our masks and social distance! All #michiganders are encouraged to download the MI COVID Alert mobile app which will alert you if you come into close contact with someone who's tested positive for COVID-19. Hope you all had a happy holidays + #SpreadHopeNotCOVID! 📲 @michiganhhs

👍 Liked by **dontdresslikeamom** and 423 others
DECEMBER 28, 2020

Add a comment... Post

thebluehydrangeas • Following
Paid partnership with michiganhhs
Ann Arbor, Michigan

thebluehydrangeas #ad] Hey Michiganders! COVID-19 is still among us and if we aren't careful it could overrun our lives. What's the best thing you can do to prevent the spread of COVID-19? It's simple - wear a mask and don't go out into large crowds. Our economy has finally reopened, after months of economic devastation. We desperately want to keep it this way. I wear my mask as do my kids whenever we are in a public place. We are sure to follow expert social distancing guidelines. It's a simple thing to do and yet it can have such a positive impact for those around us. So do your part - wear a mask so that you can spread hope, not COVID-19.

👍 Liked by **poutnpowder** and 2,177 others
OCTOBER 22, 2020

Add a comment... Post

whispersinspire • Following
Paid partnership with michiganhhs
Detroit, Michigan

whispersinspire Now Loading... Hope.

Hope for moving towards normalcy is why I decided to get vaccinated. I didn't do it just for me. I did it for my dad, who is high-risk and can't be vaccinated. I did it for Mini, who can't be vaccinated yet, and to protect everyone.

It's why we've always socially distanced and worn masks, and even after being vaccinated, continue to do both.

Did you know scientists have been studying messenger RNA (mRNA) tech for more than a decade for use in SARS-related vaccines? Building on this research, they developed the COVID-19 vaccine.

After researching (and speaking to my doctor), we know COVID-19 vaccines have been proven safe and effective in preventing COVID-related hospitalization and death in thousands of clinical trial participants.

As always, make sure to seek a trusted source with answers based on medical science if you have questions.

Gabby, Darasak and I decided to get vaccinated together, and we're relieved we did. It was quick, painless, and all we experienced were slightly sore arms and tiredness. Some people experience a low-grade fever, though we didn't.

god4bandme • Following
Paid partnership with michiganhhs
Michigan

god4bandme How hard is it to show your love for Michigan? Not hard at all. Wearing a mask is the ultimate way to show your love for our state, friends, family and neighbors. Scientists agree wearing a mask decreases the spread by 70% - that's so crazy! And 40% of those who have COVID-19 are asymptomatic... so even if you feel healthy, you could be spreading COVID-19 without even knowing it. So wear your mask, Michigan! See what I'm doing to do my part to #SpreadHopeNotCOVID and how you can help too! Click the link in my bio. #ad

246 likes
OCTOBER 28, 2020

Add a comment... Post

INFLUENCER POSTS



sarakauten • Follow
Paid partnership with michiganhhs Michigan

Who else is VAXXED & WAXED for a HOT GIRL Summer?! #SpreadHopeNotCOVID #ad @michiganhhs

If you did receive your vaccine, pat yourself on the back because you make up part of the 58% of Michiganders who have received at least one dose! That's about 8 million vaccines! I chose to get a COVID-19 vaccine so I could not only better protect my community, but so I could feel free and ENJOY SUMMER!

I remember waiting in a line for 6 hours back in April so I could get my vaccine as soon as possible. I truly didn't want to wait! Even though needles have always scared me, I was surprised with how painless it was!

Here are some facts about the vaccine:

Liked by andreakebuski and 256 others
JUNE 28

Visit the COVID-19 Information Center for vaccine resources.

aprilwashereblog • Following

Truly, health is wealth. When I became a mom, the last thing I wanted to happen was me getting sick. Even as simple as a common cold, I would freak out. It's because I don't want my family to get sick and who's gonna take care of them if I get sick? Pre-kids I didn't think that way but when I became a parent, it hit me differently. You want to be healthy to enjoy life with your kids and celebrate every milestone and event. You just want to be there for them every step of the way. So now that the Covid-19 vaccine is authorized for people 12 and up, there's no doubt we are getting them. The Covid-19 vaccine approval is a medical and scientific approval based entirely on safety and effectiveness data. Vaccinated residents are not test subjects- they are part of a large and

Liked by lamstyle_ and 268 others
JULY 12

withranderwhimsy • Follow
Paid partnership with michiganhhs

Three months of being vaccinated against COVID-19.

Three months in thirty seconds. Three months of being vaccinated against COVID-19. Three months of road trips. Dining out at our favorite restaurants. Hugging friends we hadn't seen in over a year. Dinner parties and game nights. Escape rooms and shopping trips. Living and laughing and loving all the way. It's a SHOT GIRL SUMMER, after all!

Michiganders can learn more about getting their vaccines to #SpreadHopeNotCOVID this summer by visiting Michigan.gov/immunize.

Liked by from_kathys_closet and 1 other
19w Reply

3,651 views

thebigfashionguy • Follow
Paid partnership with michiganhhs Eastern Market

#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

Liked by detroitfather and 429 others
NOVEMBER 19, 2020

dontdresslikeamom • Following
Paid partnership with michiganhhs

#ad Join me in spreading hope, not COVID by finding a mask that fits your personality. As we enter flu season, it's so important to wear your mask to not overwhelm the healthcare system. I love this soft, leopard version. It's both comfortable and cute. Masking up and continuing to stay 6 feet away from others is our best chance at containing COVID-19. Head to the link in my bio to read more on how you can #SpreadHopeNotCOVID @michiganhhs

Liked by lamstyle_ and 495 others
SEPTEMBER 29, 2020

angel_dancer_1 • Follow
Paid partnership

#ad I got the COVID vaccine to continue doing what I love with the people I love... like dancing! It not only protects us, but it protects our instructors, or parents, and our family all together. All COVID-19 vaccines have proven to be safe and effective in preventing COVID-related hospitalization and death in thousands of clinical trial participants. #SpreadHopeNotCovid @michiganhhs

Liked by mayaconsiglio and 1,026 others
JUNE 19

Visit the COVID-19 Information Center for vaccine resources.

INFLUENCER POSTS



mariahdiamond • Follow
Paid partnership with michiganhhs

mariahdiamond Cheers to our masks being a blast from the past! Getting any vaccination can be scary, but the moral of the story is this—we want to live LONG, full lives and if getting this vaccine can bring that, so be it-LET THEM EAT. No, but seriously, this vaccine has saved the lives of millions of people, and I think it is important for us to take care of ourselves! We want to #SpreadHopeNotCovid- I'm taking a stand to do so! AND IT'S FREE! Who doesn't love free stuff!! Get your vaccine at your local rite-aid or CVS today! Tell them I sent you! #aid @michiganhhs to learn more click the link in my bio

22w

Like Comment Share Save

Liked by sjaja01 and 397 others

JUNE 25

Visit the COVID-19 Information Center for vaccine resources.

rosannaalexis • Follow
Paid partnership with michiganhhs Michigan Department of Health and ...

rosannaalexis Incredibly excited to be partnering with the Michigan Department of Health and Human Services @michiganhhs to give you "my why" behind my decision to get vaccinated against COVID-19. Dispersing the myths behind vaccination is something that I've become increasingly passionate about. I trust the science and the data that the COVID-19 vaccine has been proven to be safe and effective. The authorized vaccinations for COVID-19 can:
-prevent the COVID-19 virus from ...

Like Comment Share Save

Liked by samanthatosa and 406 others

JUNE 19

Add a comment...

valerieoresko • Follow
Paid partnership with michiganhhs Grand Rapids, Michigan

valerieoresko Why I Wear a Mask + 7 Ways to Prevent Mask Acne Click the link in my bio to read my new blog post in partnership with @michiganhhs

Masks are here to stay! Scientists and doctors agree that wearing a mask is one of the best ways to protect yourself and others from the spread of COVID-19. Today I am choosing to #SpreadHopeNotCOVID by choosing to wear a mask and sharing my maskne fighting tips with all of you! #sponsored

To learn more about the benefits of wearing a mask, visit the MDHHS website by clicking the link in my bio.

Like Comment Share Save

Liked by and_she_loved and 285 others

SEPTEMBER 28, 2020

Add a comment...

helloalymay • Follow
Paid partnership with michiganhhs

helloalymay #AD I've partnered with @michiganhhs to share some big things from my heart on why it matters so much to me that we all do our part in helping to slow this virus down, starting with why I know it's important to wear a mask.

It truly breaks my heart that many of our favorite restaurants and small shops have already closed their doors forever, and because I don't want to lose more of them, I'm happy to wear my mask in public. It's such an easy step to do, and when we all, in solidarity make this easy choice, it gives that much more chance to the businesses we love to keep their doors open

Like Comment Share Save

Liked by simplyeveryblog and 73 others

DECEMBER 18, 2020

Add a comment...

thiswastheylife • Following
Paid partnership with michiganhhs

thiswastheylife #AD: Like our family, is your family suffering from coronavirus fatigue? It has been nearly ten months, and we are still here in the closed fist of the pandemic. In March, our family's trip to Europe was canceled, and of course, we still want to go. We long to travel the world again, see people we love, and entertain + host our friends at The W. But it's going to be a while before we're

Like Comment Share Save

Liked by mommygonehealthy and 204 others

NOVEMBER 23, 2020

Add a comment...

kristinjonesy • Following
Paid partnership with michiganhhs

kristinjonesy I'm happy to wear a mask because I want to protect those closest to me and anyone else with pre-existing conditions. It's not about me, it's about the people around me. I have a toddler that I'm home with and would do anything to protect him and if in any way a mask will do that, I'll do it. I wear it for my family and friends with health conditions. I'm privileged enough to not have to worry about certain things but others aren't. I want to protect you, your friend with a health condition, your mom, dad, and your grandparents. That's why I wear a mask. #sponsored #SpreadHopeNotCOVID Get more information from @michiganhhs here:

Like Comment Share Save

Liked by hannahlupi and 158 others

SEPTEMBER 30, 2020

Add a comment...

INFLUENCER POSTS



two_scoops_of_style • Follow
Paid partnership with michiganhhs

two_scoops_of_style If we could describe this summer in one word it would be: HOPE 🌟 Hope for travel and seeing the world again! Hope for singing and enjoying live music. 🎵 Hope for making up all the missed holidays and family hugs! 🥰

Seeing more and more people in Michigan and around the world get vaccinated has sparked that hope within us for a better, happier summer, jam packed with great memories! If you haven't been vaccinated yet, please remember that we need herd immunity to truly move on from this pandemic. It takes all of us to do our part so we can keep that hope growing! ❤️

We know that there's so much misinformation out there about vaccines, we're sharing some trusted websites to answer any questions you may have! Sources for vaccine

1,068 likes

meeshonrogers • Follow
Paid partnership with michiganhhs
Grand Haven, Michigan

meeshonrogers ...And just like that voiii! Summer travel plans are back on, hanging out with your friends and family is back on, indoor dining is back on, and remote learning/working is becoming a thing of the past! In April of 2021 I got the COVID vaccine to continue doing what I love with the people I love. Whether it's spending the day at the beach, going to baseball games with friends, road tripping to the U.P. or dining in at a restaurant, this year I am taking my summer back, and you can too! Everyone has their "why" for getting the COVID Vaccine and currently with 58% of Michiganders (16+) having received at least one dose we are that much closer to spreading hope not COVID #spreadhopenotcovid @michiganhhs

Liked by currentlykherington and 536 others

JULY 13

lillyvarney • Follow
Paid partnership
Monroe County Fair

lillyvarney One of the reasons why I got vaccinated was so that I could go back to spending time with people that are important in my life, like this lady right here. Some of my fav memories with my grandma are at the county fair and now that Michigan has opened up, we can get back to it!! These are the kind of moments I have been missing this past year, just being care-free and comfortable with the fam. If you are 16 or older, go get vaccinated baby!!! #ad #SpreadHopeNotCovid @michiganhhs

14w

lexirapps so so cute
14w 1 like Reply

lexirapps love the shoes
14w 1 like Reply

1,921 likes

neezmd • Following
Paid partnership with michiganhhs
Detroit, Michigan

neezmd Don't hate, vaccinate! COVID-19 has changed us all in one way or the other. From the 719,000 deaths in the US, to 4.3 million deaths worldwide and all the other implications including the psychological toll, emotional toll, economic hardships, and all the other struggles COVID-19 has brought to our doorstep, we have finally started to see an end at the light of the tunnel... a vaccine.

In the state of Michigan, we were hit hard with COVID-19 with 1.2 million cases and over 22,000 deaths. Now, Michiganders have 3 safe and effective covid vaccines.

This gift from science, the COVID-19 vaccine, has truly changed the way we are able to navigate our lives during these times. In fact, after much rigorous screening, testing and research the U.S. Food and Drug Administration (FDA) has fully approved the Pfizer COVID-19 vaccine. Over 396 million doses of COVID-19 vaccine have been given in the United States from December 14, 2020, through October 4, 2021. More than 5.4 million Michiganders have safely received at least one dose of the COVID-19 vaccine. The vaccine continues to be available for those 12 through 15 years and those 18 years of age and older for the administration of an additional 3rd dose or booster in certain individuals under emergency use authorization (EUA). COVID-19 vaccines protect people from getting infected and severely ill, and significantly reduce the likelihood of hospitalization and death. Since January, less than 1% of fully vaccinated Michiganders have

nickcogs • Follow
Paid partnership with michiganhhs
Michigan State University

nickcogs_ Guess who's back, back again?

So happy to be back at school this year after 1.5 years of online. Shoutout to the COVID 19 Vaccine for making it possible! Check out @michiganhhs for more information! #ad #SpreadHopeNotCovid

4w

derekyates
4w 1 like Reply

quionie Let me know when you're in Miami 🍷
4w 1 like Reply

2,072 likes

OCTOBER 27

biancafortney • Follow
Paid partnership
Grand Rapids, Michigan

biancafortney #AD Have you gotten vaccinated yet? With COVID cases rising, now more than ever, we need to be careful and protect ourselves (so we can protect others too!!!) I got the vaccine because I want life to get back to normal. I want to go to restaurants. I want to travel and be able to see my family again!

All COVID-19 vaccines have proven to be safe and effective in preventing COVID-related hospitalization and death in thousands of clinical trial participants. Check your local health department or hospital website to sign up or find a walk-in clinic ❤️ #SpreadHopeNotCovid @mydoseofhope @michiganhhs

14w

Liked by poutnpowder and 457 others

INFLUENCER POSTS



poutnpowder • Following
Paid partnership with michiganhhs

poutnpowder #sponsored Hey Michigan, here's my personal invitation to get in the community immunity game! The COVID-19 vaccine is a game changer when it comes to preventing serious complications from COVID-19 infection. I personally received my vaccine last December and it's been such a weight lifted to know I'm protected while getting to see the friends and family I had missed for so long! The vaccine is available free of charge to Michigan residents via walk-in clinics or by contacting your local health department or hospital for a vaccine appointment. Contact your healthcare provider to discuss any concerns related to your personal health history. The best vaccine for you is the one you can get today!
#SpreadHopeNotCovid
#midoseohope @michiganhhs
<http://go.yi.ly/AOC7E41E>

154 likes

twin.doctors.j • Following
Paid partnership with michiganhhs

twin.doctors.j We don't often share our COVID-19 experiences, but it is now more important than ever that we encourage every eligible resident of Michigan to get vaccinated. We have both witnessed a tragic affects of COVID-19 and we must do everything we can to put an end to the pandemic. Michigan has made significant progress to slow the spread of COVID-19 and save lives and we must keep the momentum going! Visit MDHHS at: <http://go.yi.ly/91FAB50E> or call the COVID-19 hotline at: 888-535-6136 to schedule your vaccine. #ad #spreadhopencovid #midoseohope @michiganhhs

10w

1,428 likes
SEPTEMBER 20

kendallrayburn • Following
Paid partnership with michiganhhs
Detroit, Michigan

kendallrayburn #ad Getting vaccinated couldn't be easier. There are so many convenient ways to get scheduled and I am so thankful both my husband and I are fully vaccinated. The COVID vaccine gave me such mild side effects, like a sore arm and tiredness, but nothing compared to what folks are going through when getting COVID. With my medical history and the history of those in my household, it feels good to be able to do something to protect them and others I care about.
#spreadhopencovid @michiganhhs

13w

kendallrayburn @michigan #michiganers #puremichigan #michiganliving

13w Reply

kendallrayburn ⭐⭐⭐⭐⭐

13w Reply

anabeth_jag YAY FOR BEING VAXXED AND RELAXED!!! ⭐⭐⭐⭐⭐

13w 2 likes Reply

View replies (1)

dontdresslikeamom • Following
Paid partnership with michiganhhs
Northern Michigan

dontdresslikeamom Beach = ☀️ So happy we were able to visit one of our favorite places this summer! #ad Since getting vaccinated, we have felt much more comfortable traveling because we have protected ourselves from Covid. It's helped us get back on track to normal! @michiganhhs #spreadhopencovid #beach #summervacation

12w

dontdresslikeamom . . .
#dontdresslikeamom #momlife #momblogger #summervibes #vacationvibes #momsofinstagram #beachy #michiganhhs #michiganhhs

Liked by lamstyle_ and 226 others

two_scoops_of_style • Follow
Paid partnership with michiganhhs

two_scoops_of_style EXTRA, EXTRA, read all about it! 📰Where's the first place you go to find out what's happening in the world? 📰Hands down we would say social media since it's so fun and entertaining to watch! One thing we always have to remind ourselves is that ANYONE can share information on Tiktok or Instagram. 📰 There are no fact checkers or a list of sources required to post a picture or go live. With so much misinformation being spread online, it's so important to check reputable sources when it comes to topics like getting health, wellness and getting vaccinated. Some reputable sources based entirely on medical science include iVaccinate.org, The Michigan Department of Health and Human Services, and the CDC. Let's all do our part to stop spreading misinformation and spread more love!

Liked by hannahlupi and 848 others

thiswortheylife • Following
Paid partnership with michiganhhs

thiswortheylife #AD After many long months, Pure Michigan is open again! This last year has taken its toll on all of us, and we're ready to figure out what this new normal looks like, especially now that we're vaccinated. Michigan is still working hard to vaccinate 70% of eligible Michiganders ages 12 years or older. Right now, Michigan has given over 7 million vaccines, and nearly 50% of residents ages 16 and up have had at least a single dose. Over 38% of Michiganders are fully vaccinated. Sure enough, things are looking up, but we all need to continue staying safe and use preventative measures like social distancing, hand washing, and getting vaccinated to help reduce the spread of COVID in our communities. I have underlying health conditions that

Liked by tatanishapw and 200 others

INFLUENCER POSTS



lamstyle_ • Following
Paid partnership with michiganhhs

With the holiday season upon us that means more gatherings, events and traveling...that unfortunately also means more risk for exposure to COVID. COVID hospitalizations are currently on the rise and Michigan specifically is in the lead for infection rates. This means it's more important than ever to do your part and get vaccinated. It can never be said enough how important this is to protect both yourself and the people around you! Not only are we both fully vaccinated but we also got the booster recently. This is a testament to our faith in the vaccine, it's safety and important role in achieving community immunity #spreadhopencovid #midseofhope #ad @michiganhhs <http://gofyi.ly/120C53C1>

Liked by dontdresslikeamom and 601 others

I got my Covid booster for my family

metrodetroitmom • Following
Paid partnership with michiganhhs
Pat Benatar • Hit Me With Your Best Shot

#ad I'm a frontline worker, and I recognize the importance of the COVID-19 vaccine. I chose to receive the booster vaccine to protect myself and my loved ones. Let's #spreadhopencovid. Feel free to ask me any questions about my personal experience. #SpreadHopeNotCovid @michiganhhs

<http://gofyi.ly/597122AE>

#michiganhhs #covidbooster #SpreadHopeNotCovid #frontlineworker #michiganblogger #michiganbloggers #Michigan #mask #maskup #metrodetroitmom #metrodetroitmom

Liked by berkleyrealtygroup and mamasiseats

minutritionist • Following
Paid partnership with michiganhhs
Detroit, Michigan

#ad We are SO excited that vaccines are now available for ages 5-11 which Adalyn falls into! There are 825,000 Michigan kids in this age group. I am so thankful that school is able to be in-person this year but it will be even better when many of the kids are vaccinated.

My family had COVID-19 back in September and luckily, our cases were considered mild. I know that not everyone is that lucky. We will be getting the vaccine for the kids so that we can LIVE. Go to restaurants, see everyone we love without fear, participate in in-person activities and sports. That is our why. Learn more from @MichiganHHS about why the COVID-19 vaccine is helpful, where to get vaccinated and how it is safe.

Liked by thiswortheylife and 35 others

I feel confident out & about because I got my Covid 19 vaccine!

curisandcontours • Follow
Paid partnership with michiganhhs
Original Audio

Met up with a gal pal for some lunch and shopping! #ad I feel confident out and about because I got my Covid 19 vaccine! I got the Covid 19 vaccine as soon as I could along with 5.4 million Michiganders! Covid vaccines are safe and effective at stopping the spread. Check with your local health department to find where you can get yours! @michiganhhs #spreadhopencovid

Liked by kaitkohl and kirstenleppert

metrodetroitmom • Following
Paid partnership with michiganhhs

COVID-19 vaccines protect people from getting infected and severely ill, and significantly reduce the likelihood of hospitalization and death. I got the vaccine to protect my family and stop the spread of COVID-19. I'm a frontline worker, and I want everyone to be safe. I was lucky enough to receive my first vaccine in December of 2020. I encourage

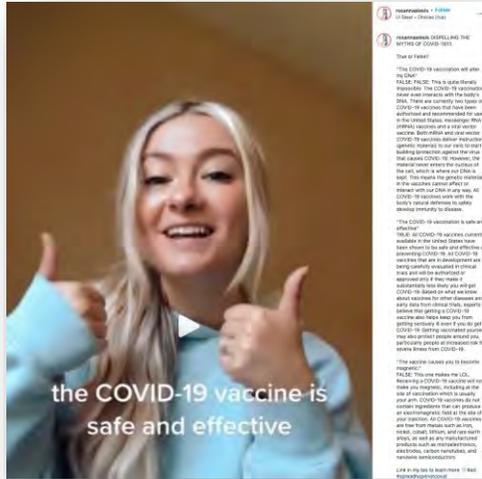
Liked by mrswebersneighborhood and 95 others

curisandcontours • Follow
Paid partnership with michiganhhs
Michigan

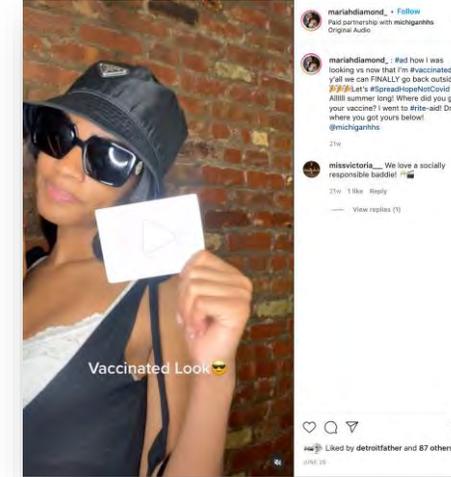
3 things every fashion girl needs this holiday season! A great bag, chic sweater, and the Covid 19 vaccine! #ad Today I've teamed up with @michiganhhs to help spread the news that 3 vaccines are available in the state of Michigan! My husband and I got vaccinated as soon we could to protect our toddler, the more people vaccinated in a community the fewer opportunities for COVID to spread. COVID 19 vaccines protect people from getting infected and severely ill, they significantly reduce the likelihood of hospitalization and death. This holiday season I feel comfortable being out and about in the community because I am vaccinated, from holiday parties to shopping in person in my favorite stores. I am going to be dressed in the latest trends and rocking an invisible accessory, my Covid vaccine! #spreadhopencovid

Liked by simpleeveryblog and 150 others

INFLUENCER POSTS



INFLUENCER POSTS





APPENDIX F: REPORT TO GOVERNOR GRETCHEN WHITMER MEETING AGENDAS

MEETINGS

February 26, 2021

[Full meeting link](#)

Welcome- Kerry Ebersole Singh, Special Advisor, Protect Michigan Commission

Opening Remarks & Updates on the Numbers- Dr. Joneigh Khaldun, M.D. Chief Medical Executive and MDHHS Chief Deputy for Health

A Look Ahead- MDHHS Director Elizabeth Hertel

Stakeholder Workgroup Report- Eli Isaguirre, Protect Michigan Commission

Updated Materials & Planning- Darice Darling, external affairs & communications, MDHHS

March 26, 2021

[Full meeting link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Opening Remarks from Lt. Governor Gilchrist

MDHHS Updates- MDHHS Director Elizabeth Hertel

Stakeholder Workgroups Report

Eli Isaguirre, PMC

Dr. Alexis Travis, Staff Manager, Seniors Workgroup

Julie Cortwright, Staff Manager, Veterans Workgroup

Communications Materials & Paid Media- Darice Darling, MDHHS

Next Steps & Call to Action-

Mario L. Morrow Sr., CEO, Mario Morrow & Associates, LLC



April 23, 2021

[Full Meeting link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Opening Remarks from Lt. Governor Gilchrist

Update on the Numbers & Vaccines- Dr. Joneigh Khaldun, MDHHS

Research Presentation- Kerry Ebersole Singh

Stakeholder Workgroups Report- Eli Isaguirre, PMC

Communications Update- Darice Darling, DHHS

May 21, 2021

[Full Meeting link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Opening Remarks from Lt. Governor Gilchrist

Update on the Numbers & Vaccines- MDHHS Director Elizabeth Hertel

Remarks on Pfizer Vaccine for Michiganders Ages 12 to 15+
Dr. Mona Hanna-Attisha, Protect Michigan Commission Co-Chair

Research Presentation- Michael Simon, Zencity

Partnerships, Innovations, and Incentives

Brian Calley, Protect Michigan Commission Co-Chair

Justin Winslow, Michigan Restaurant & Lodging Association

Eva A. Garza Dewaelsche, Protect Michigan Commission Co-Chair & Chair of Latin X Workgroup

Communications Update- Darice Darling, MDHHS



June 18, 2021

[Full Meeting Link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Update on Vaccines & Recommendations- Dr. Joneigh Khaldun, MDHHS

Big Picture Strategy & Media Campaign, Darice Darling, MDHHS

Community Engagement, Mario Morrow

Michigan Association of United Ways, Mike Larson

July 16, 2021

[Full Meeting link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Update on the Numbers, Vaccines and Orders

Dr. Sarah Lyon-Callo, Director of the Bureau of Epidemiology & Population Health, MDHHS

SBAM Outreach & Communications Program

Brian Calley, President

MI Shot to Win Sweepstakes

Communications Update- Darice Darling, MDHHS

Remarks from Lt. Governor Gilchrist

August 20, 2021

[Full Meeting Link](#)

Welcome & Meeting Overview- Kerry Ebersole Singh

Update on the Numbers, Vaccines and Recommendations- Elizabeth Hertel, Director, MDHHS

Mobile Clinic Program Update- Nicole Hudson, Heather Kevnick, Mario Morrow Jr.

MI Shot to Win Sweepstakes

Millennial Messaging- Mario Morrow Jr.

Communications Update- Laura Blodgett, MDHHS



REPORT OF THE PROTECT MICHIGAN COMMISSION

September 17, 2021

[Full Meeting link](#)

Welcome & Meeting Overview- Kerry Ebersole

Update on the Numbers & Vaccines & Recommendations- Dr. Joneigh Khaldun, MDHHS

Communications Update- Laura Blodgett, MDHHS

Remarks from Lt. Governor Gilchrist

Update on President Biden Announcement

Jessica Brousseau, Deputy Director, Federal Affairs, Office of Governor Whitmer

October 8, 2021

[Full Meeting Link](#)

Welcome & Meeting Overview- Dr. James Bell III

Dr. Natasha Bagdasarian Introduction

Update on the Numbers & Vaccines & Recommendations- Dr. Alexis Travis, MDHHS

Ruthanne Sudderth, Michigan Health & Hospital Association, PMC appointee

Norm Hess, Michigan Association for Local Public Health

Communications Update- Laura Blodgett, MDHHS

Neighborhood Canvassing Team Update- Mario Morrow

November 12, 2021

[Full Meeting link](#)

Welcome & Meeting Overview- Dr. James Bell III

Opening Remarks from Lt. Governor Garlin Gilchrist

Update on the Numbers & Vaccines & Recommendations- Dr. Alexis Travis, MDHHS

Vaccination Plan for 5-11 year old kids, Terri Adams, MDHHS

Communications Update- Amy Miller, MDHHS

SBAM Update, Brian Calley, SBAM

MAUW Update, Mike Larson & Robin Grinnell, MAUW

Message from Governor Whitmer