

Protect Michigan Commission

May 21, 2021



Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan
Commission

Agenda

- **Welcome & Meeting Overview-** Kerry Ebersole
- **Opening Remarks from Lt. Governor Garlin Gilchrist II**
- **Update on the Numbers & Vaccines & Orders-** Director Hertel
 - Discussion
- **Remarks on Pfizer Vaccine for Michiganders Ages 12 to 15+-** Dr. Mona Hanna-Attisha
- **Research Presentation-** Michael Simon, Zencity
 - Discussion
- **Partnerships & Innovations**
 - Brian Calley & Justin Winslow
 - Eva A. Garza Dewaelsche
 - Incentives
- **Communications Update-** Darice Darling
 - Discussion
- **Next Steps/Call to Action**



Opening Remarks

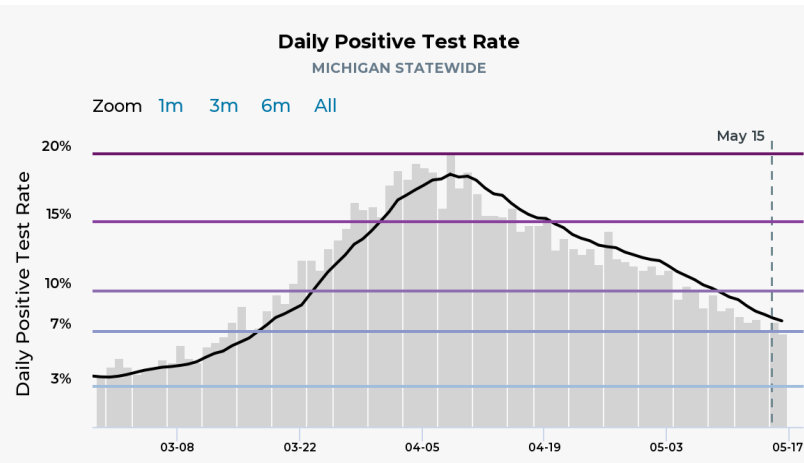
Lt. Governor Garlin Gilchrist II

Update on the Numbers & Vaccines & Orders

Elizabeth Hertel | Director of MDHHS

Michigan COVID-19 Trends

Decreasing Avg. Percent Positivity

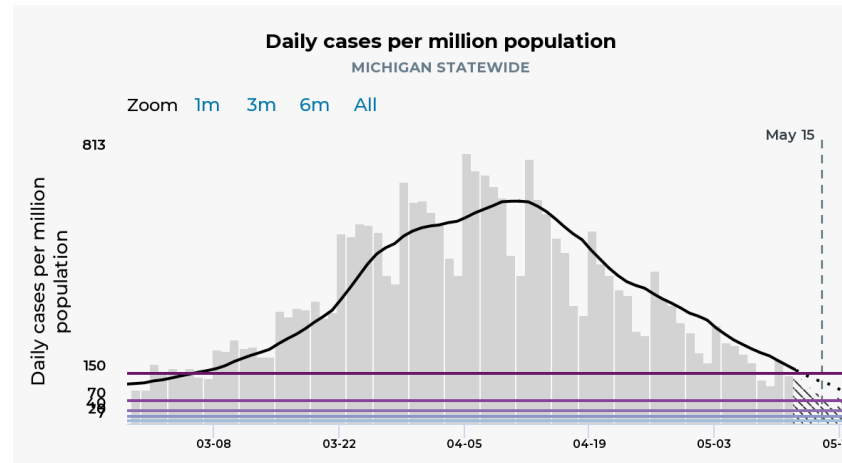


8.5% positivity this week

Percent positivity is down 21%.

Positivity (8.5%, ↓2.3%) has decreased for five weeks.

Decreasing Cases Per Million

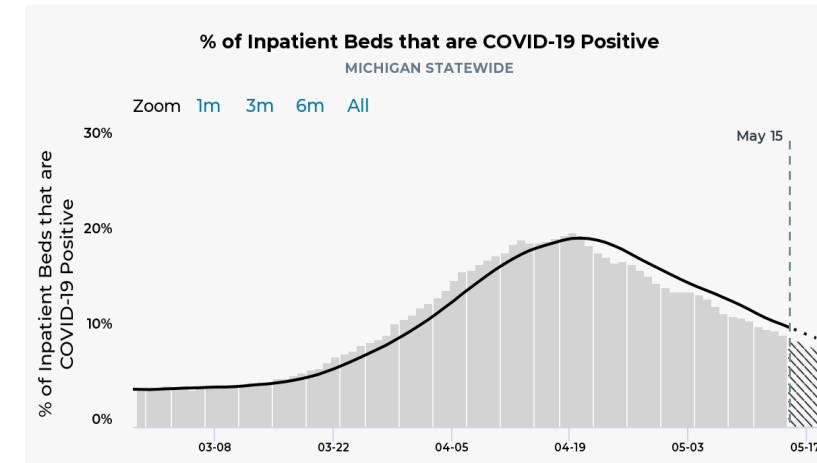


210.3 cases/million this week

Case rate is down 34% since last week.

Case rates (210.3, ↓101.2) have decreased for five weeks.

Decreasing Avg. Hospitalization



10.3% beds for COVID-19 patients this week

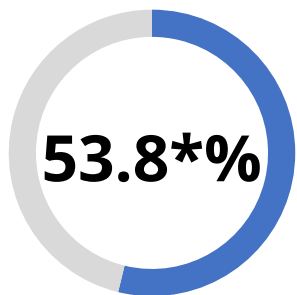
Percent of inpatient beds occupied by individuals with COVID has decreased 21% since last week and has decreased for 3 weeks.

There are 10.4% (↓2.8%) inpatient beds occupied by COVID-19 patients.

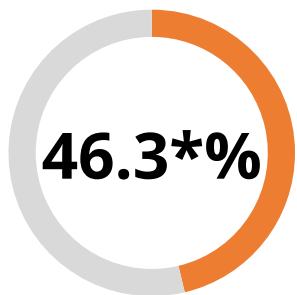
Michigan Vaccine Goal

70% of 16 and older population vaccinated as quickly as possible

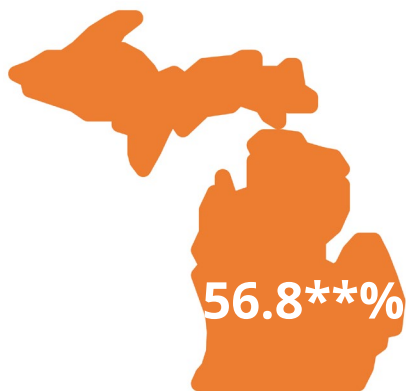
*corrected numerator for 16 and up



% At Least One Dose



% Fully Vaccinated



% At Least One Dose

*Progress based on the Michigan Care Improvement Registry (MCIR)

**Progress based on the CDC COVID Data Tracker

Michigan Vaccine Data

Michigan's COVID-19 Vaccine Dashboard **Coverage Metrics** *exclude* non-residents vaccinated in Michigan

Residents Vaccinated	Initiation	Completion
Population ≥ 16 Years of Age	4,354,692	3,752,211
% of Population ≥ 16 Years of Age	53.8%	46.3%
Population ≥ 12 Years of Age	4,398,230	3,752,211
% of Population ≥ 12 Years of Age	51.2%	43.7%
Population ≥ 65 Years of Age	1,360,073	1,260,995
% of Population ≥ 65 Years of Age	77.0%	71.4%

COVID-19 Stats

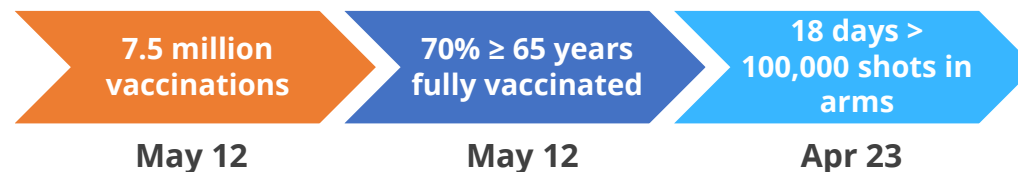
Michigan's COVID-19 Dashboard **Dose Metrics** *include* non-residents vaccinated in Michigan

United States

Cases	Deaths	Doses Delivered	Doses Administered	At Least One Dose	Fully Vaccinated
32,825,625	584,337	349,210,095	277,290,173	159,174,963	125,453,423

Michigan

Cases	Deaths	Doses Delivered	Doses Administered	At Least One Dose	Fully Vaccinated
879,685	18,741	10,471,355	7,892,259	4,402,561	3,489,698



Combined Tally

LAST CLINIC DAY, 5/17

Through Monday, 5/17

Ford Field & Mobile

- 276,479 shots given
- 264,312 scheduled
- 25,060 no shows
- 37,019 walk-ins
- 359 wasted/spoiled
- 69 EMS medicals
 - 55 handled on site
 - 14 EMS transports

Race/Ethnicity

- 58.5% White
- 17.0% Asian
- 13.7% Black or African American
- 6.3% Hispanic
- 3.8% Other Race
- 0.4% American Indian or Alaskan Native
- 0.2% Native Hawaiian or Pacific Islander
- 0% Multiracial

Self Identified Disability

- Yes 4.6%
- No 38.6%
- Prefer not to say 56.8%

Daily Rundown Last Two Days

Sunday, 5/16

Ford Field

- 604 shots given
 - 255 2nd doses
- 501 scheduled
- 336 walk-ins
- 9 wasted/spoiled
- 0 EMS medicals

Mobile

- No mobile clinics

Monday, 5/17

Ford Field

- 877 shots given
 - 276 2nd doses
- 524 scheduled
- 669 walk-ins
- 10 wasted/spoiled
- 0 EMS medicals

Mobile

- 31 shots given
- 0 scheduled
- 0 no shows
- 31 walk-ins
- 5 spoiled

Running Tally

LAST CLINIC DAY, 5/17

Through Monday, 5/17

Ford Field

- 244,784 shots given
 - 116,194 2nd doses
- 245,799 scheduled
- 21,246 walk-ins
- 214 spoiled
- 69 EMS medicals
 - 55 handled on site
 - 14 EMS transports

Mobile

- 31,695 shots given
- 18,513 scheduled
- 2,799 no shows
- 15,773 walk-ins
- 145 spoiled



**Ford Field
COVID-19
Regional
Community
Vaccination Site**

CLINIC COMPLETE

Dates of operation
Mar 23 – May 17, 2021

8 weeks
Goal - 6,000 shots per day
Reached - 5,000 shots per day

PARTNERS

- State of Michigan
- FEMA
- DOD
- Ford Field
- Detroit Lions
- Meijer
- Henry Ford Health System
- City of Detroit
- Wayne County
- Macomb County
- Oakland County

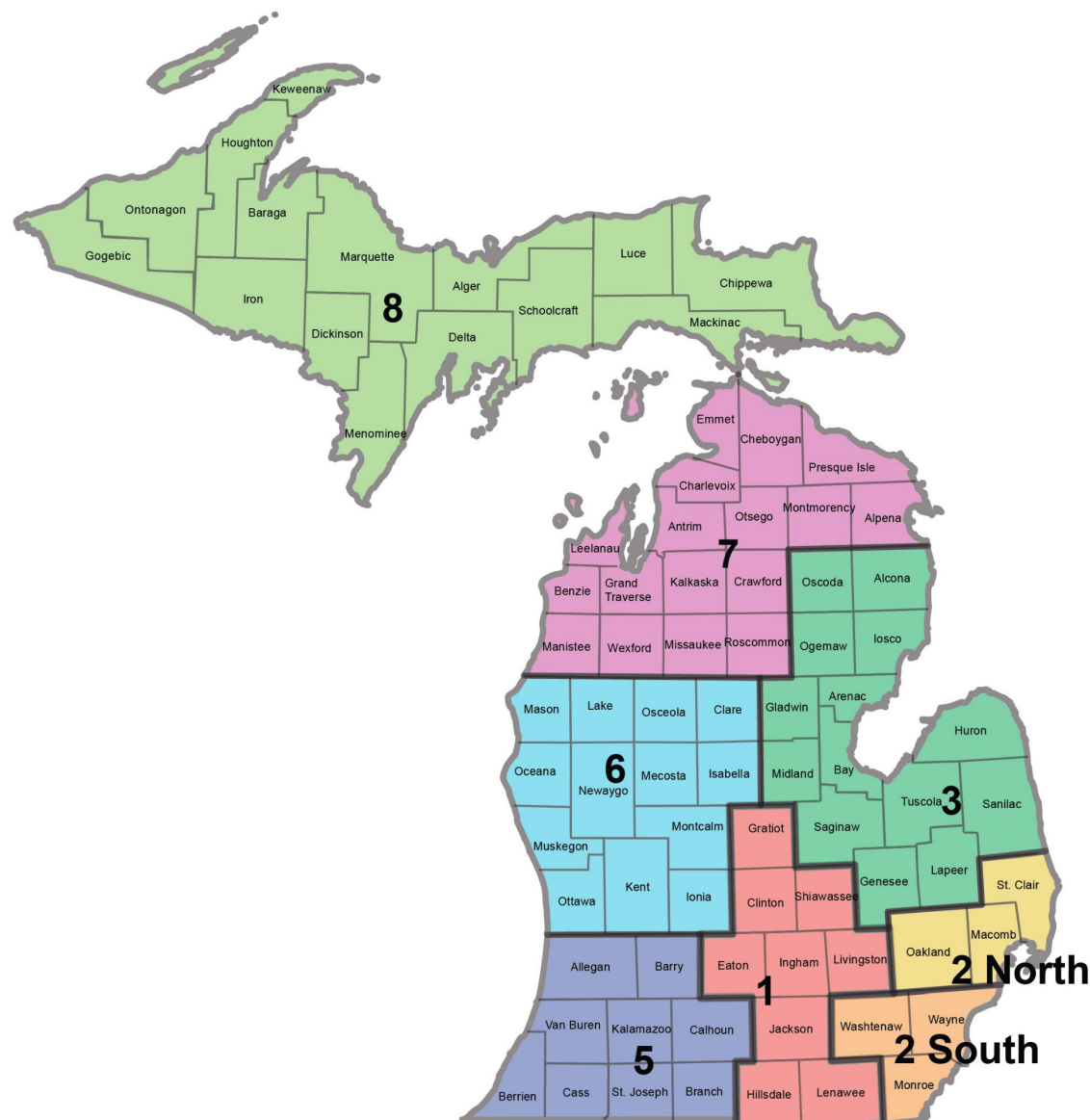
Preparedness Regions

The table below provides a regional breakdown.

Residents 16 years and older.

Michigan Preparedness Region	Percent of Michigan Population by Region	Percent of Doses Delivered by Region Michigan Controlled	Percent of 16 and Older Population with at Least One Dose by Region	Percent of 16 and Older Population Fully Vaccinated
Region 1	10.85%	10.41%	52.64%	41.97%
Region 2N	22.94%	19.77%	58.80%	46.49%
Region 2S	22.76%	25.74%	52.31%	40.77%
Region 3	11.03%	13.17%	46.97%	38.70%
Region 5	9.64%	8.92%	50.15%	40.41%
Region 6	15.31%	17.02%	53.84%	43.69%
Region 7	4.44%	1.94%	58.01%	47.69%
Region 8	3.01%	3.02%	50.17%	41.16%

Regional Map



Preparedness Regions

The table below provides a regional breakdown.

Residents 12 years and older.

Michigan Preparedness Region	Percent of Michigan Population by Region	Percent of Doses Delivered by Region Michigan Controlled	Percent of 12 and Older Population with at Least One Dose by Region	Percent of 12 and Older Population Fully Vaccinated
Region 1	10.85%	10.41%	49.71%	39.64%
Region 2N	22.94%	19.77%	55.47%	43.86%
Region 2S	22.76%	25.74%	48.18%	38.33%
Region 3	11.03%	13.17%	46.83%	36.49%
Region 5	9.64%	8.92%	47.11%	37.96%
Region 6	15.31%	17.02%	50.51%	40.99%
Region 7	4.44%	1.94%	55.04%	45.25%
Region 8	3.01%	3.02%	47.74%	39.17%

Regional Map



Recent Epidemic Order Update

Choosing Safer Activities




While fully vaccinated people will be able to resume many activities without wearing a mask or social distancing, exceptions exist as required by federal, state, local, tribal or territorial laws, rules and regulations, including local business and workplace guidance that remain in effect.

-  **Safest**
-  **Less Safe**
-  **Least Safe**



Unvaccinated

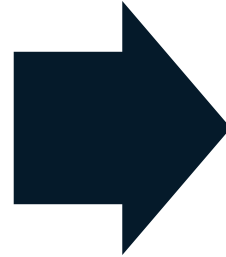
Fully Vaccinated

	Attend a small, outdoor gathering with fully vaccinated family and friends	
	Attend a small, outdoor gathering with fully vaccinated and unvaccinated people	
	Dine at an outdoor restaurant with friends from multiple households	
	Attend a crowded, outdoor event, like a live performance, parade, or sports event	
	Visit an indoor barber or hair salon	
	Attend a small, indoor gathering of fully vaccinated and unvaccinated people from multiple households	
	Eat at an indoor restaurant or bar	
	Participate in an indoor, high intensity exercise class	

Planned Epidemic Order Highlights

JUNE 1

- Outdoor capacity limits will be lifted
- Indoor gatherings will be allowed to resume at 50% (e.g., weddings, conferences, funerals)
- *Individuals who are not yet vaccinated* will still be required to mask up indoors



JULY 1

- Gatherings and Face Mask Order will be lifted
- Some public health measures in high-risk environments will continue to protect vulnerable populations



Questions?

Remarks on Pfizer Vaccine for Michiganders Ages 12 to 15+

Dr. Mona Hanna-Attisha | Michigan State University and Hurley
Children's Hospital Pediatric Public Health Initiative

Research Presentation

Michael Simon | Vice President Strategic Partnerships at Zencity

Discussion

Moderated by Kerry Ebersole Singh

Partnerships & Innovations

Partnerships & Innovations



- Brian Calley, Small Business Association of Michigan & Justin Winslow, Michigan Restaurant & Lodging Association
- Eva A. Garza Dewaelsche, SER Metro-Detroit, Jobs for Progress, Inc.
- Incentives

Communications Update

Darice Darling | Acting Director, MDHHS External Affairs & Communications

Earned media and outreach



- **38** print stories, **60** TV stories and **6** radio stories
- Door-to-door canvassing in high SVI areas to help people register for vaccines generated **2,250** real-time sign ups
- Virtual town halls conducted throughout state (statewide, regional, workgroups)
- **11** surrogate radio interviews
- Social influencers generated **183** total posts and **83,200** engagements
- **7** press events held

Paid media channels



- TV, Cable, YouTube, Connected TV, Hulu, Vevo, Twitch
- Radio, audio streaming, minority radio
- Minority print
- Gas Station TV
- Outdoor and Transit
- Barber Shops and Salons
- Hospital Video Network
- Digital
- Google Search
- Facebook, Tik Tok, Instagram, Twitter
- Text messaging campaign

TV spots featuring real stories



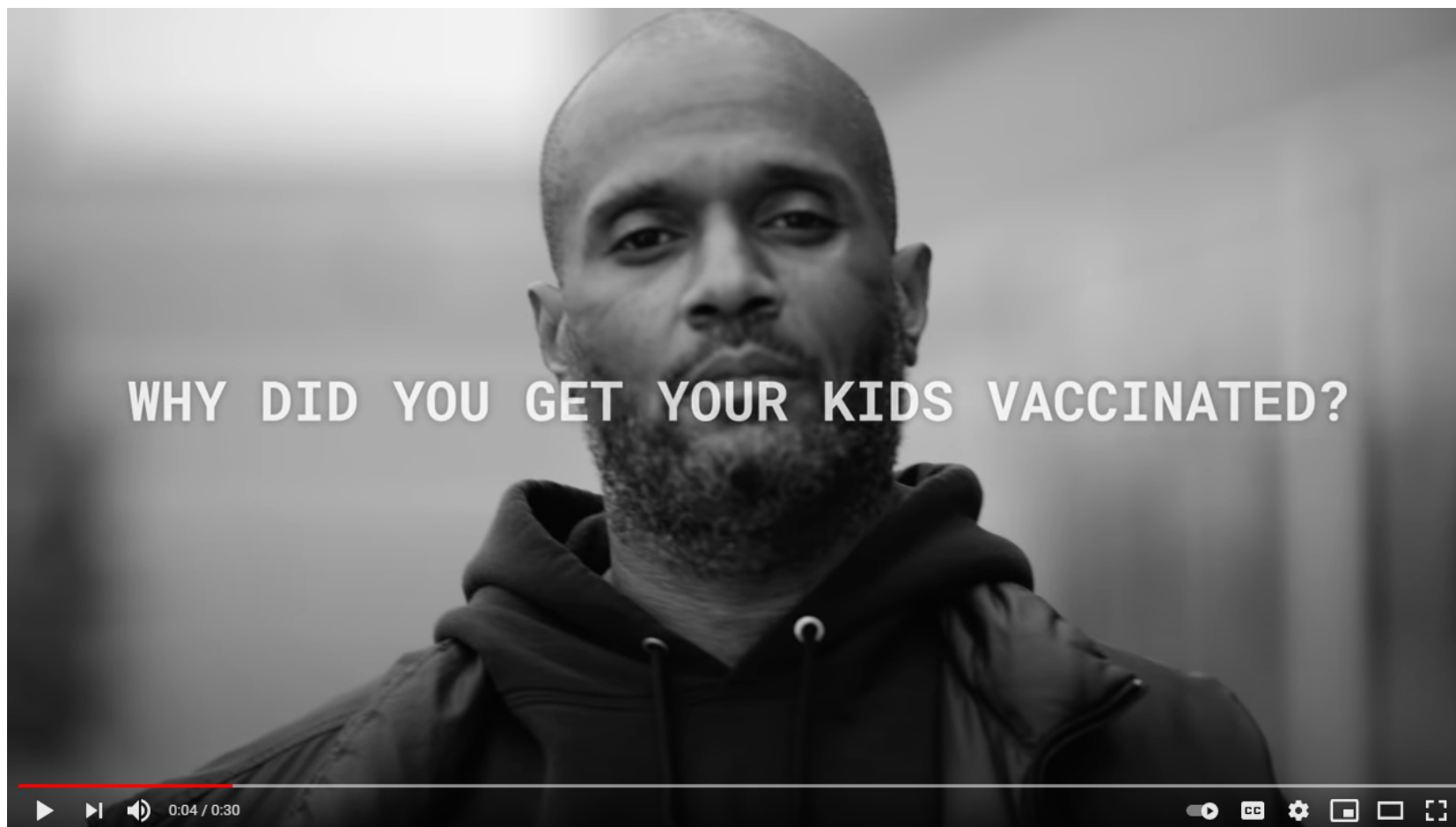
TV spots featuring physicians



TV spot targeting teens



TV spot targeting parents



PSA featuring Tigers



Niko Goodrum
Detroit Tigers Infielder



Print ads and posters



The COVID-19 vaccine is safe for pregnant women.

Being 24 weeks pregnant, Celeste wondered if she should get the vaccine or wait until after her baby was born. After talking to multiple doctors and learning that pregnant women are at higher risk of severe illness from COVID-19, she decided the vaccine was the best way to protect herself and her baby. She looks forward to the day soon when all her relatives will be vaccinated and can safely gather together to meet the newest addition to the family.

The vaccines have been tested for safety and are trusted by doctors. Let's end the pandemic. Find a vaccine near you at Michigan.gov/COVIDvaccine.



Discussion

Moderated by Kerry Ebersole Singh

Next Steps/Call to Action
