

Racial Disparity Task Force

January 22, 2021



OBJECTIVE:

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



STRATEGY

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

CAMPAIGN OVERVIEW

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

RESEARCH

KEY THEMES AND CONCERNS

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

KEY THEMES ARE
**SAFETY, EFFECTIVENESS
AND TRUST.**

67% are concerned about side effects.

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

65% need to know more about its safety.

62% need to know how it performs over time.

61% need to learn more about effectiveness.

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

LIKELIHOOD TO GET VACCINE

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



NOT SURE

VERY UNLIKELY

SOMEWHAT UNLIKELY

SOMEWHAT LIKELY

VERY LIKELY

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



WOULD NOT GET VACCINE

ONLY IF REQUIRED BY
LAW OR EMPLOYER

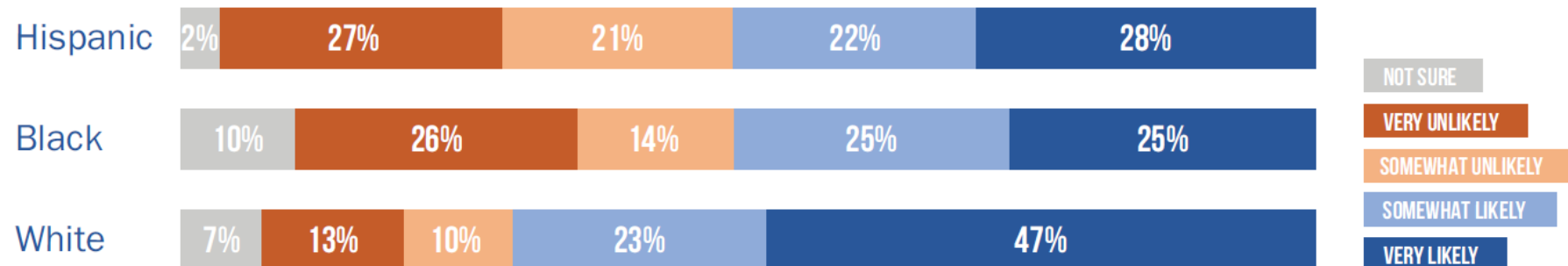
WAIT SOME TIME

AS SOON AS POSSIBLE

RACE

STRIKING DIFFERENCES IN VACCINE ADOPTION BY **RACE**

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



KEY THEMES

Publish stories of personal vaccination journeys.

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

Alicia B, 41, African American

KEY THEMES

Stress vaccine development

underway before COVID-19.

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

David, 56, African American

KEY THEMES

Be real, factual and transparent.

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

AJ, 42, African American

KEY THEMES

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

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

Alicia, 48, African American

KEY THEMES

Compare to common vaccines process.

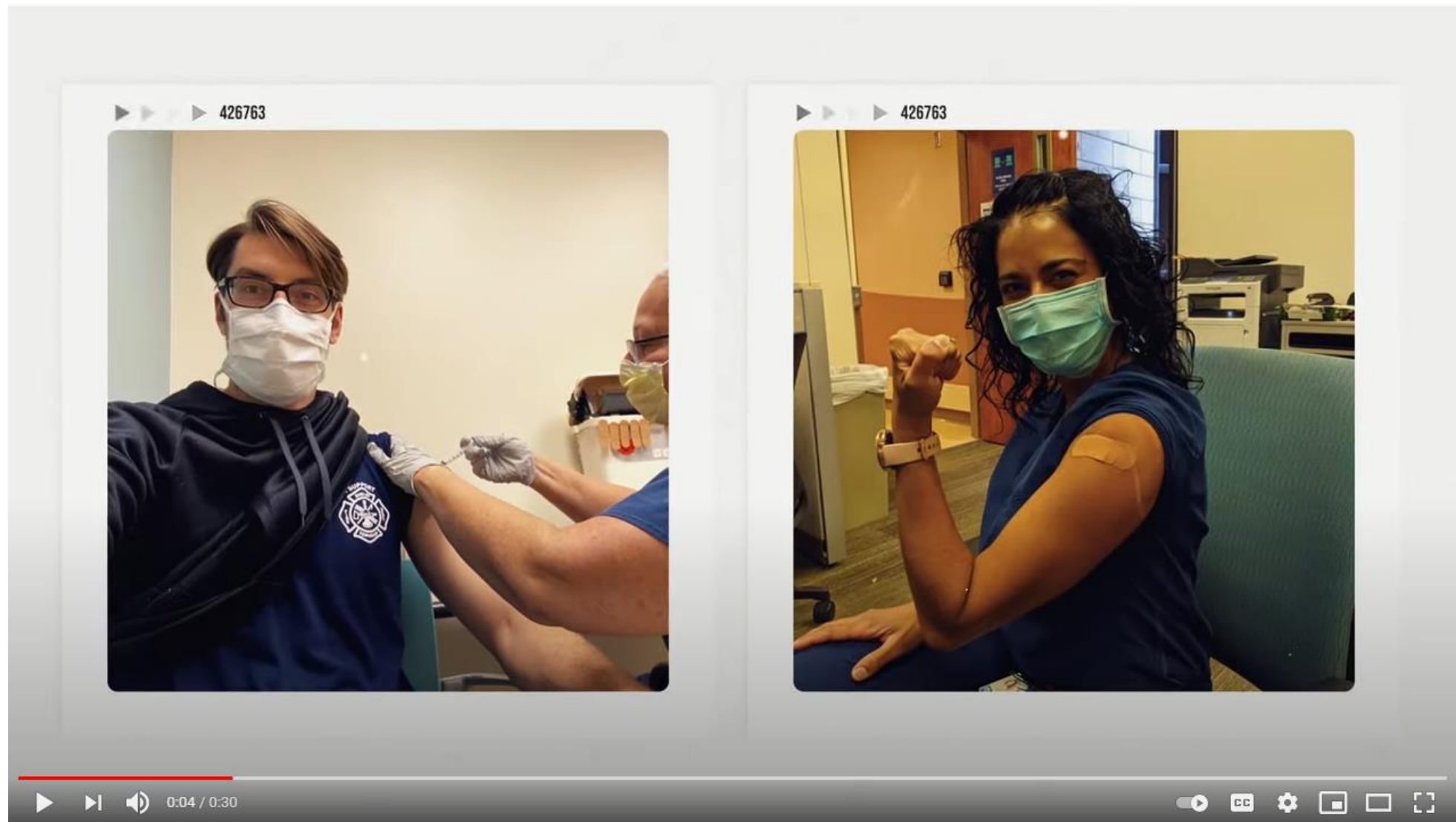
“I like seeing that it's a tried and true path. So really seeing how the process worked out, I think that that would help make me feel a little more confident. I love that this one not only talks about polio or measles, but the more recent, whooping cough, so definitely brings that to my attention.”

Urana, 40, Caucasian

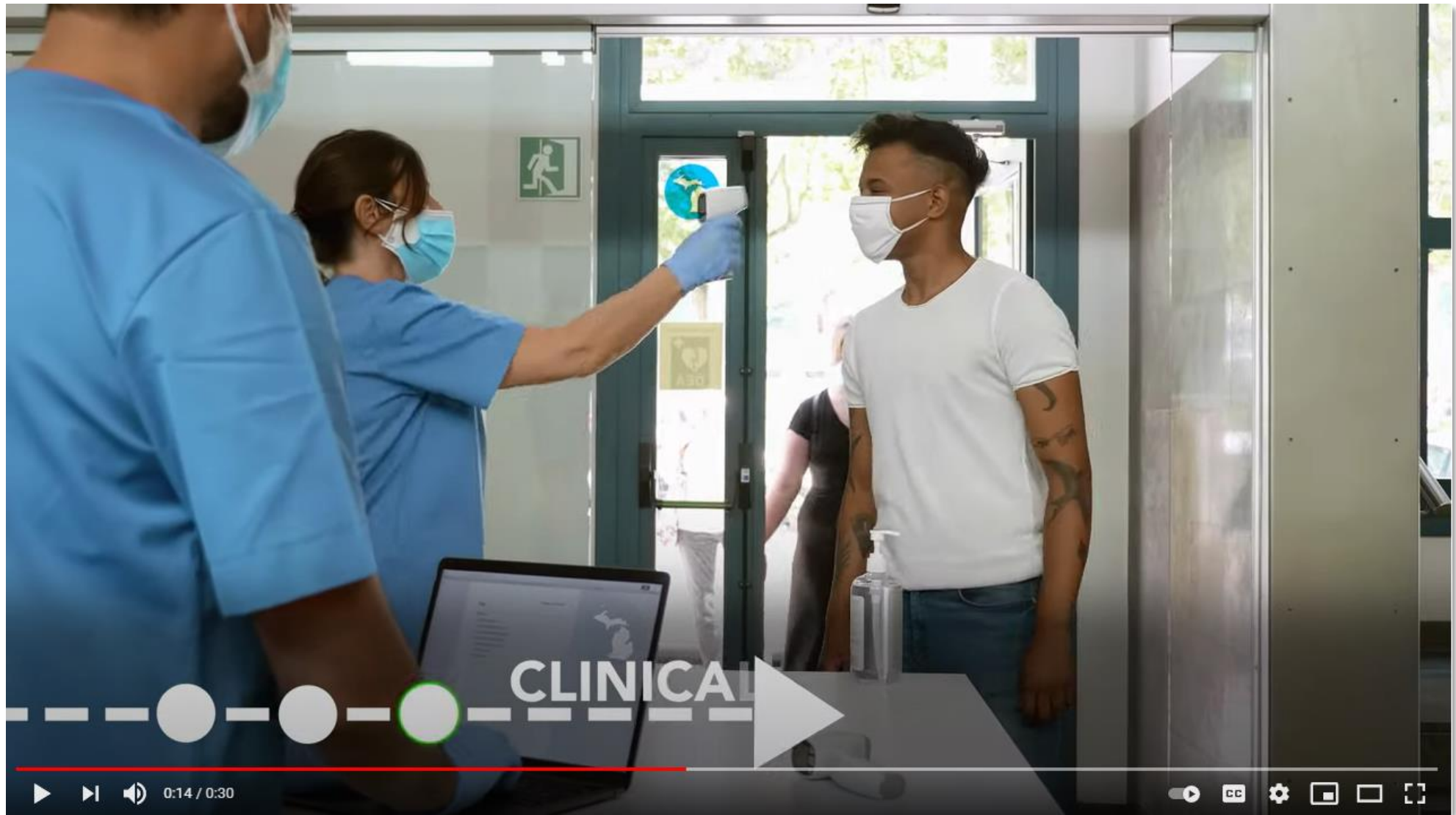
PAID MEDIA

TELEVISION

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



DOSE OF HOPE
YOUTUBE
BOX



FAMILIAR PATH
YOUTUBE
BOX



THRESHOLDS YOUTUBE BOX

RADIO

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



Vaccine Journey
:30 Radio (COVID Vaccine)

0:09 / 0:30

VACCINE JOURNEY :30
[YOUTUBE](#)
[BOX](#)



Vaccine Journey
:60 Radio (COVID Vaccine)

0:20 / 1:00

VACCINE JOURNEY :60
[YOUTUBE](#)
[BOX](#)



Vaccine Journey
:60 Arabic Radio (COVID Vaccine)

▶ ⏮ 🔊 0:00 / 1:18



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



Vaccine Journey
:60 Spanish Radio (COVID Vaccine)

▶ ⏮ 🔊 0:00 / 0:54



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

RADIO STATIONS

African American

WMXD-FM

WDMK-FM

WJLB-FM

WMXD-FM

WDZZ-FM

WRCL-FM

WDPW-FM

WNWZ-FM

WWSJ-FM

WTOU-AM

WQHH-FM

WUVS-FM

WVIB-FM

WTLZ-FM

WHPR-FM*

WADL-AM*

Hispanic

WDTW-AM

WSDS-FM

WMJH-AM

Arab American

MEA

*included in future buys

SEGMENTATION DEFINITIONS

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

Segment	Definition	Research/Messaging
Hispanic Vaccine Skeptics	<ul style="list-style-type: none">Hispanics who do not say they are "Very Likely" to get the vaccine75% under age 3556% female	<ul style="list-style-type: none">50% are distrustful of vaccine64% concerned about side effectsSegment puts a lot of trust in physician More likely to respond to: <ul style="list-style-type: none">The COVID-19 vaccine will help all our communities beat the virus.
Black Vaccine Skeptics	<ul style="list-style-type: none">Black/African-Americans who do not say they are "Very Likely" to get the vaccine42% are under 2576% live in Wayne County or Southeast MichiganSkews more heavily female	More likely to respond to: <ul style="list-style-type: none">The COVID-19 vaccine is our best shot from being free from this pandemic.The COVID-19 vaccine is the first step on our road to recovery.
Non-White Institution Skeptics	<ul style="list-style-type: none">Non-White and have an income less than \$75KDo Not Trust Family physician or Dr. Fauci or CDC or FDA65% are under age 34May get vaccine sooner with positive reports	More likely to respond to: <ul style="list-style-type: none">The COVID-19 vaccine is our best shot from being free from this pandemic.The COVID-19 vaccine is the first step on our road to recovery.

HISPANIC VACCINE SKEPTICS

BOX

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



**LET'S GET
TOGETHER**

**LET'S GET
VACCINATED**

AND GET OUR LIVES BACK.



LEARN ABOUT THE VACCINE

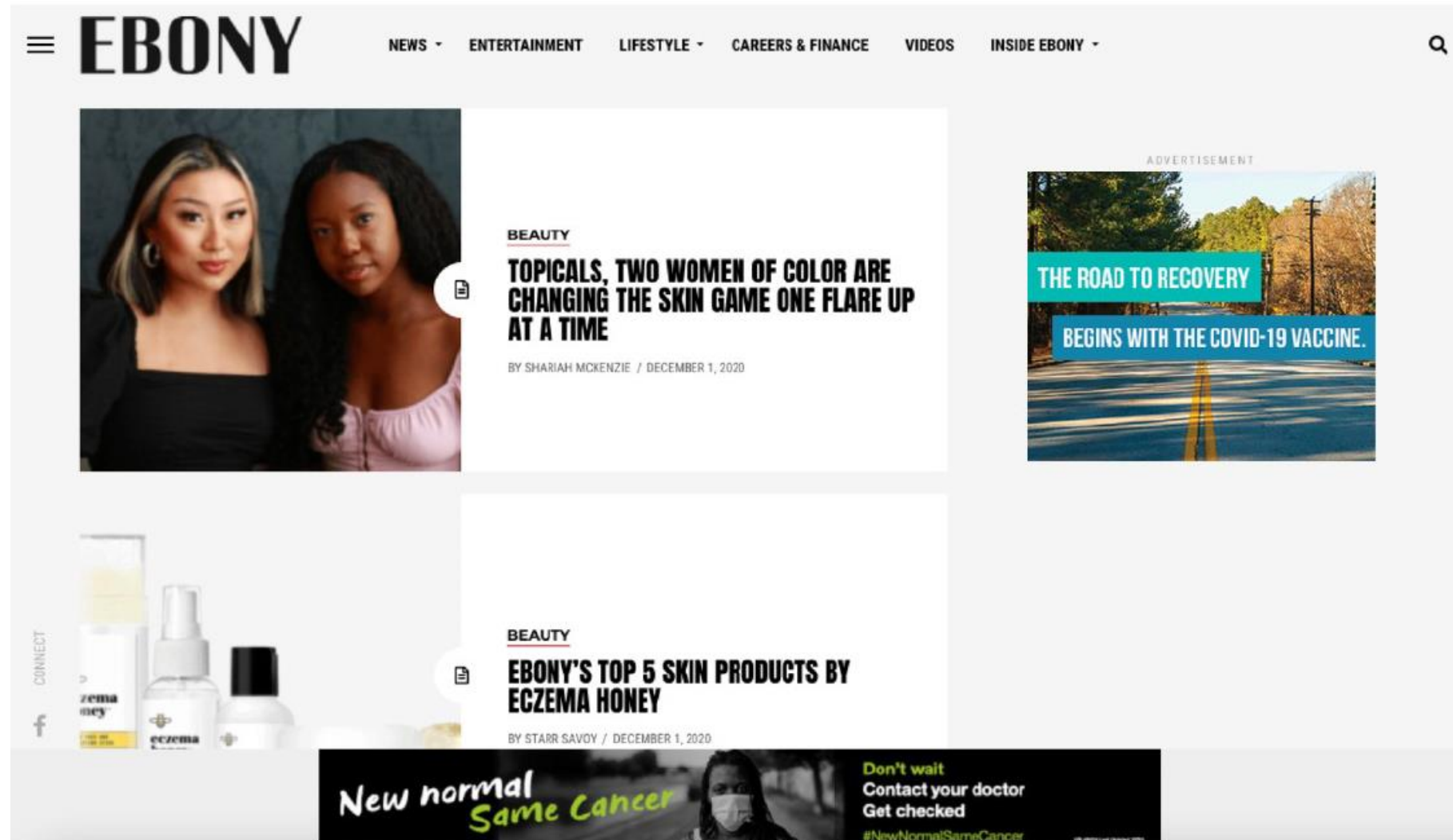


BLACK VACCINE SKEPTICS

BOX

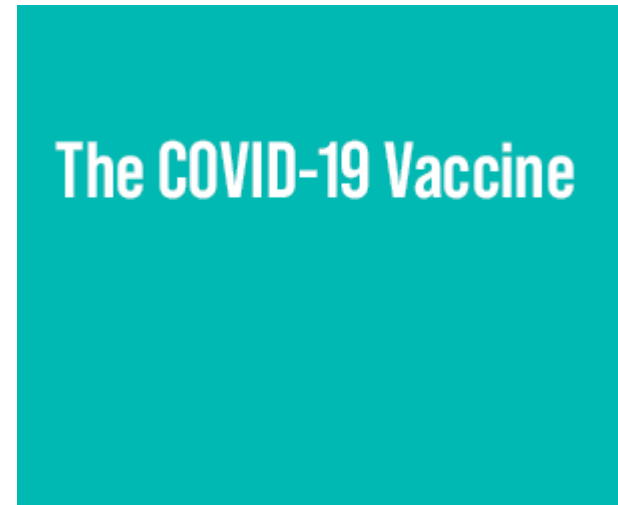
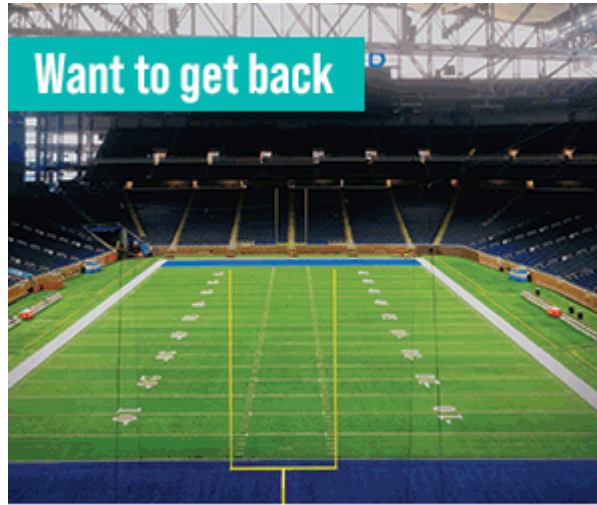


BLACK VACCINE SKEPTICS



NON-WHITE INSTITUTION SKEPTICS

BOX



NON-WHITE INSTITUTION SKEPTICS

[No Title]

NATIVE NEWS ONLINE

Wednesday, January 20, 2021


HOME CURRENTS OPINION SOVEREIGNTY EDUCATION A & E HEALTH BUSINESS SUBSCRIBE ADVERTISE DONATE

CONVENIENT COVID-19 TESTING

At-Home & Drive-Thru Options Available

ORDER NOW QuestDirect™

HEALTH



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

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

BY NATIVE NEWS ONLINE STAFF | JANUARY 17, 2021

The COVID-19 vaccine is our best shot.

LEARN ABOUT THE VACCINE

MEDHHS

BREAKING NEWS

تسجيل الدخول

البحث في محتوى سكاي نيوز عربية

sky news عربية

الرئيسية أخبار الشرق الأوسط نافذة مغربية الولايات المتحدة عالم رياضة مزيد

Want to get back to this life?

إنفوغرافيك.. مقارنة بين لقاحات كوفيد-19

27 نوفمبر 2020 - 17:40 بتوقيت أبوظبي

لقاحات كوفيد - 19

مقارنة بين لقاحات كورونا المعروفة

YEAR OF THE OX ZODIAC CALENDAR Chinese New Year GREETINGS TABOOS & FACTS

RAT OX TIGER RABBIT DRAGON SNAKE HORSE GOAT MONKEY ROOSTER DOG PIG

CHINESE ZODIAC

Year of the Ox

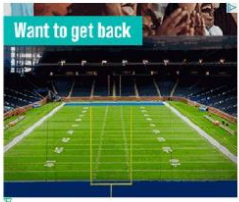
By Pei He & Chloe Chiao • 8 min read

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

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

Oxen are the hard workers in the

Want to get back




KEEP READING

Chinese New Year Desserts: Sweets, Treats and Tasty Bats

By Amanda Xu • 8 min read

Fashion or Tradition? What to Wear on Chinese New Year



ALL SEGMENTS

BOX



Michigan's health care providers



are leading the way...



back to the lives we love.

Join them.
Get vaccinated.

Join them.
Get vaccinated.

LEARN ABOUT THE VACCINE

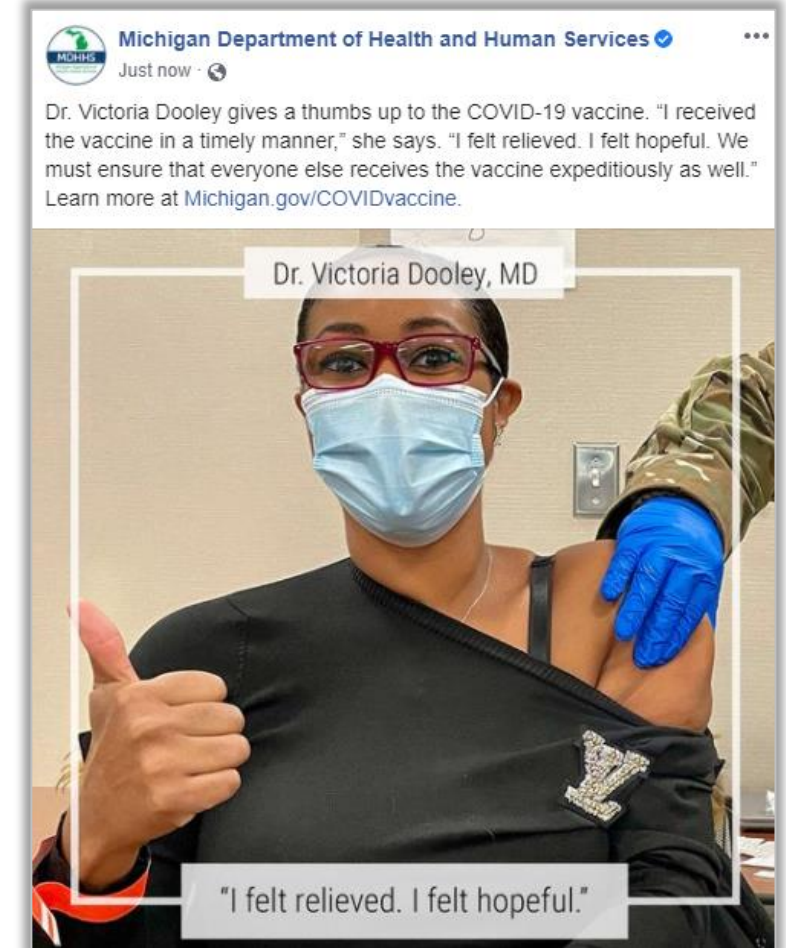
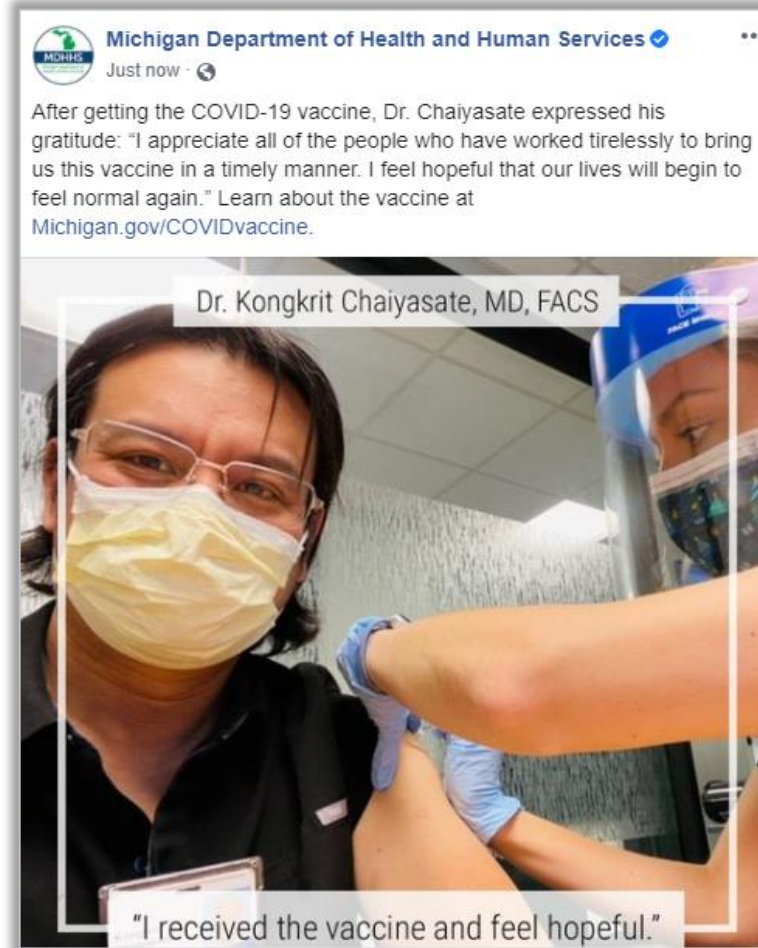


SOCIAL MEDIA

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

SOCIAL MEDIA ASSETS

BOX



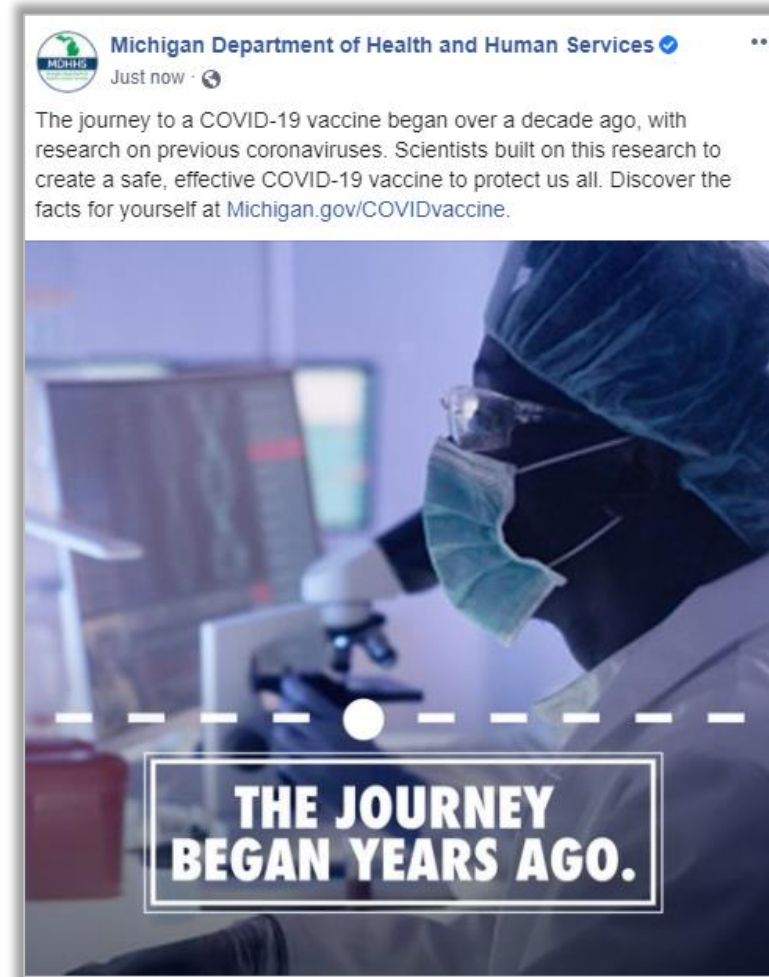
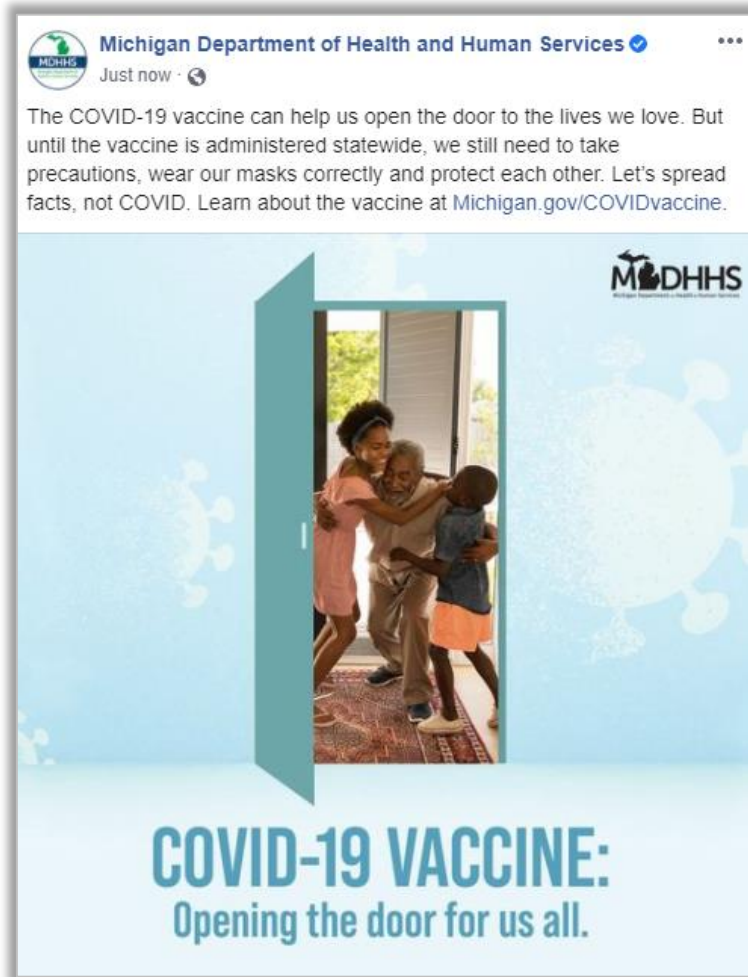
SOCIAL MEDIA ASSETS

BOX



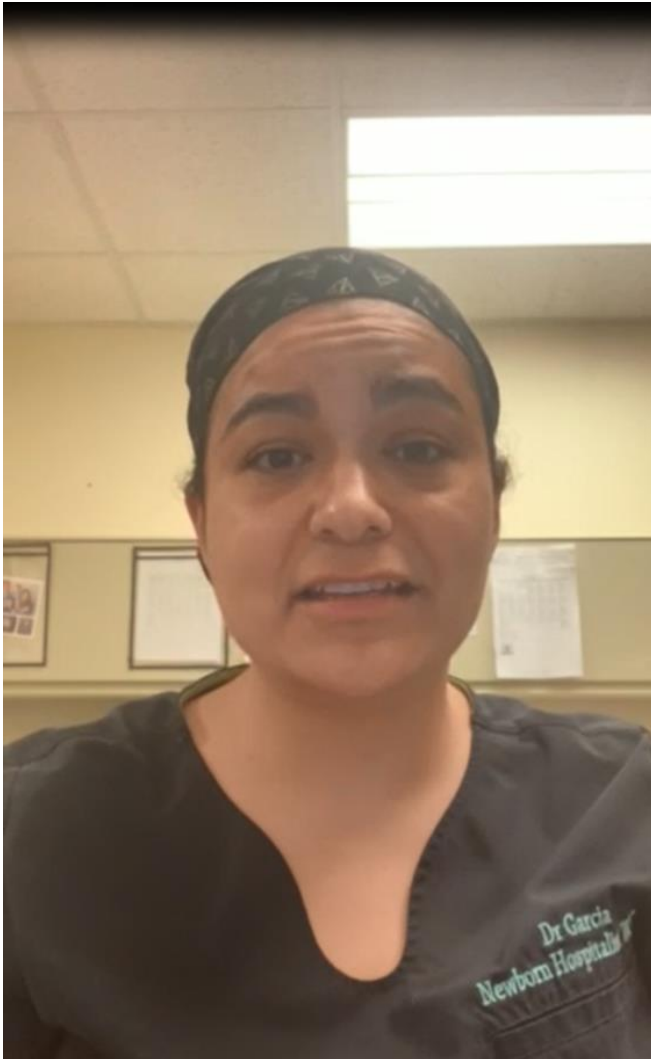
SOCIAL MEDIA ASSETS

BOX



SOCIAL MEDIA ASSETS – VIDEOS FROM HEALTH CARE PROFESSIONALS

[BOX](#)



PRINT MEDIA

Grand Rapids Times

Lansing Chronicle

Lazo Cultural

Michigan Banner

New Opinion

Saginaw Community Voice

Jackson Blazer News

Latino Press

Michigan Bulletin

Pontiac Citizen Post

Metro Business

Midwest Business Alliance Journal

Mi Gente

Ecorse Telegram News

Bi-State News

Michigan Chronicle

Arab American News

New Citizen Press

Mi Asian

Michigan Korean

Korean Weekly

El Vocero

Miindia

Benton Spirit

Grand Traverse Band



SCIENTISTS HAVE TAKEN HUNDREDS OF STEPS TO OPEN THIS DOOR.

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

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

Learn more at Michigan.gov/COVIDvaccine.



PRINT AD
[BOX](#)



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

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

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

Aprenda más en [Michigan.gov/COVIDvaccine](https://michigan.gov/COVIDvaccine)



**Spread Hope
NOT COVID**

**PRINT AD
BOX**

이 문을
열기 위해
과학자들이
수많은
단계를
거쳤습니다.



검증된 과정을 거쳐 개발된
코로나 바이러스 백신은 안전하고 효과적입니다.

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

더욱 자세한 정보는 Michigan.gov/COVIDvaccine에서
얻으시기 바랍니다.

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



العلماء مرّوا بمئات الخطوات لفتح هذا الباب

لقد تم تطوير لقاح «كوفيد-١٩» من خلال عملية تجريبية دقيقة، انه لقاح آمن وفعال. عقود من البحث تلاها تجارب سريرية لعشرات آلاف المتطوعين، حيث تضافرت جهود العلماء والأطباء في جميع أنحاء العالم لتأمين لقاح فعال لـ«كوفيد-١٩»، وذلك لاستعادة حياتنا الطبيعية. زوروا موقعنا على الانترنت لمزيد من المعلومات.

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

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


Learn more at Michigan.gov/COVIDvaccine.

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


NATIVE ADVERTISING (AMPLIFIED CONTENT)

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


NATIVE EXAMPLE


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[AT WORK](#)
[AT HOME](#)
[OFF DUTY](#)
[BEST COMPANIES](#)
[CONFERENCES](#)
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[JOBS](#)




The Biggest Lessons Real Working Moms Learned In 2020
A year like no other gave extraordinary moms the chance to reconsider how we work, parent and more.
By Author Gooden Kings




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



Staying Safe, Healthy and Productive During the Coronavirus Outbreak



The Mowry-Nails Breast vs. Formula Debate: 'Whatever You Can Feed Your Child, That's What's Important'
We read every item from the latest issue.
By Quinn Fish



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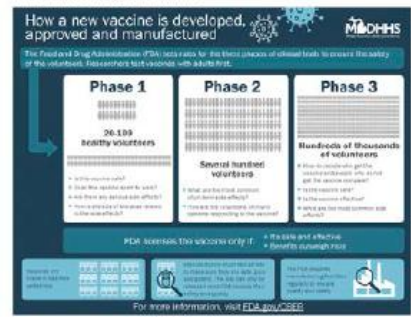
3 Things You Need to Know Before Getting the COVID-19 Vaccine

By MDHHS | Posted January 4, 2021



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


How a vaccine is developed and distributed



For more information, visit [FDA.gov/COVID](#)

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

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



STAY WELL
Support groups for Older Adults
Register now for January 13 & 20, 10 am - 12 pm
[REGISTER](#)

Michigan Department of Health and Human Services
@mihhs

Tweets to @michiganhhs

Michigan @ MI Dept of Health and Human Services
Michigan
Stay Smart. Stay Safe. @MichiganHHS reports today, Jan. 4, 2021, 4,037 new COVID-19 cases & 153 deaths. For "Details on COVID-19," Michigan total cases are now 533,110 & 13,878 deaths. Find the latest data & COVID-19 news @ Michigan.gov/coronavirus, @MichiganHHS

January 4, 2021
COVID-19 cases

- The COVID-19 vaccine was tested on tens of thousands of volunteers and found minor side effects that show the body is working to create a defense to COVID-19: fever, aches, fatigue, and pain at the injection site – all normal signs that the vaccine is helping to create immunity and protect the body from infection.
- Most serious side effects, if they were to occur, happen within minutes to hours after receiving a vaccination, however, could potentially occur within 30 days like most vaccines.
- **The vaccine development followed a proven process.**
 - While the COVID-19 vaccines have been developed faster than any vaccine before, scientists are still following the same proven process used to create safe and effective vaccines for polio, measles, whooping cough and more, because there can be no shortcuts to safety. A vaccine will only be approved by medical and scientific experts once it has been demonstrated to be safe and effective, with any and all political pressure rejected.

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

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

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

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

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

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

Learn More About the COVID-19 Vaccine

[START HERE](#)



NATIVE EXAMPLE

Health

HEALTH COVID-19 NEWS CORONAVIRUS

How to Relieve Stress, According to Experts

Methods to relieve your stress right now

Features

- Over 300 million are struggling to achieve balance and why...
- 500+ Mental Health Resources to Fight the Harsh Effects of...
- Your Top 10 Coping Skills for the Onset of 2020, According to Google...
- What is Whiteboarding, and how do I know if I'm Doing it Right?

The Latest on the COVID-19 Outbreak

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

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

Latest

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

Conditions

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

Health

SPONSORED CONTENT

3 reasons why the COVID-19 vaccine is safe

By NEHA January 30, 2020

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

How a vaccine is developed and distributed

How a new vaccine is developed, approved and manufactured

Phase 1

20-100 healthy volunteers

Phase 2

Several hundred volunteers

Phase 3

Thousands of thousands of volunteers

For more information, visit <https://www.cdc.gov/covid19/>

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Learn More About the COVID-19 Vaccine

[START HERE](#)



EARNED MEDIA

EARNED MEDIA

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



COMMUNITY TOWN HALLS

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



FAITH-BASED COMMUNITY TOWN HALL

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



STAKEHOLDER ENGAGEMENT

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



COALITION NEWSLETTER

Spread *Hope* NOT COVID

Coalition Newsletter

January 18, 2021

Michigan to host COVID-19 Vaccine Town Halls

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

COVID-19 VACCINE TOWN HALL FAITH-BASED COMMUNITY

January 21 from 4 to 5 PM



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

COVID-19 Vaccine Resources

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

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

Featured Question and Answer

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

Does the vaccine have any side effects?

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



[Click here for downloadable communication resources](#)

RECENT NEWS

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

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

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

ABOUT THE

COALITION

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



SOCIAL INFLUENCERS

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



SOCIAL INFLUENCERS



OUTREACH AND ADVOCACY

ORGANIZATIONAL PARTNERSHIPS

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



SURROGATE CONNECTIONS

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



FAITH-BASED AND MEDIA PARTNERS

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



OTHER AVAILABLE ASSETS

INFLUENCER VIDEOS

BOX



Rev. Horace Sheffield .MOV
Today by Ellyn
3.6 MB

...



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

...



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

...



Jordan Walker.mov
Today by Ellyn
6.7 MB

...



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

...



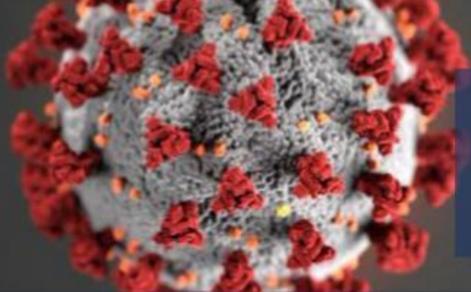
Detroit City Councilman, Roy McCalister.mp4
Today by Ellyn
90.6 MB

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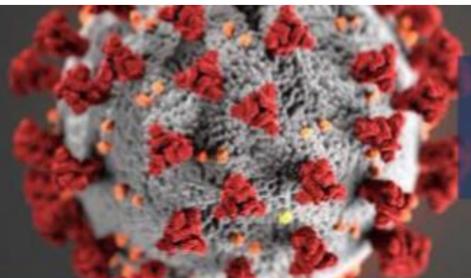
Wayne State University President, Dr. Roy Wilson.mp4
Today by Ellyn
77 MB

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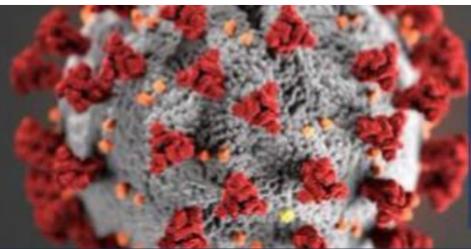
新冠肺炎（COVID-19）疫苗
常见问题解答

Michigan.gov/Coronavirus



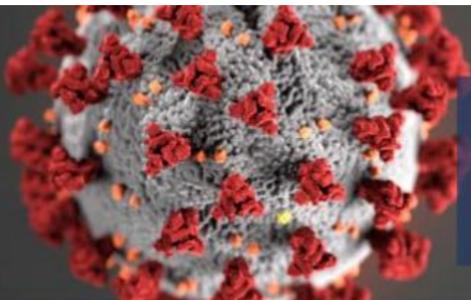
الأسئلة الشائعة والمتكررة
عن لقاح الكوفيد-19

Michigan.gov/Coronavirus



COVID-19 Vacunas
Preguntas frecuentes

Michigan.gov/Coronavirus



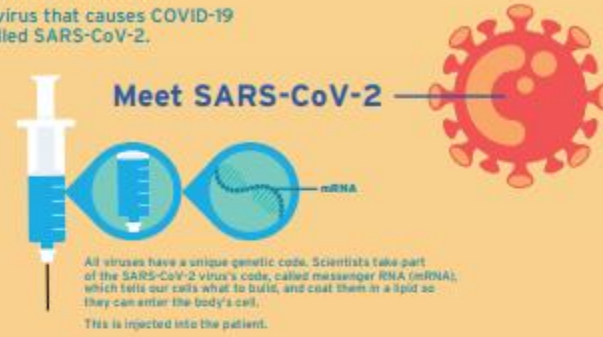
COVID-19 Vaccines
Frequently Asked Questions

Michigan.gov/Coronavirus

FAQ
BOX

How mRNA vaccines work

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



CREATE

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



LEARN

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



PROTECT

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

The Benefit of Getting Vaccinated

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

mRNA technology isn't new.

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



mRNA INFOGRAPHIC BOX

How a new vaccine is developed, approved and manufactured



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

Phase 1

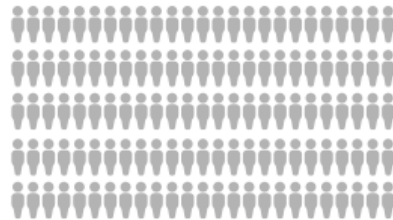


**20-100
healthy volunteers**



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

Phase 2



**Several hundred
volunteers**

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

Phase 3



**Hundreds or thousands
of volunteers**

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

FDA licenses the vaccine only if:

- It's safe and effective
- Benefits outweigh risks

Vaccines are made in batches called lots.



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

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



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

PHASES OF DEVELOPMENT BOX

COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



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

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



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Can this vaccine give me COVID-19?

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

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



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



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

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



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Is the vaccine safe?

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



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Does the vaccine have any side effects?

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

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



**FACT
CARDS
BOX**