

# Protect Michigan Commission January 29, 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 objectives 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

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# KEY THEMES AND CONCERNS

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

KEY THEMES ARE

**SAFETY, EFFECTIVENESS  
AND TRUST.**

**67%** are concerned about side effects.

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

**65%** need to know more about its safety.

**62%** need to know how it performs over time.

**61%** need to learn more about effectiveness.

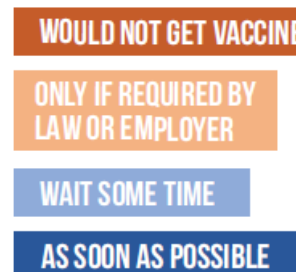
**58%** concerned politicians push out vaccine before it's safe.

# LIKELIHOOD TO GET VACCINE

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



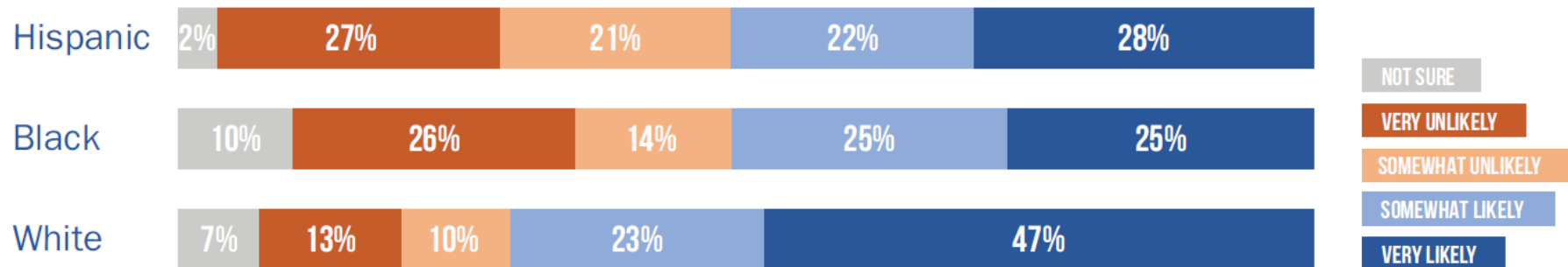
**34%** WOULD GET VACCINATED “AS SOON AS IT IS AVAILABLE.”



# RACE

## STRIKING DIFFERENCES IN VACCINE ADOPTION BY RACE

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





# KEY THEMES

**Publish stories** of personal vaccination journeys.

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

Alicia B, 41, African American

# KEY THEMES

**Stress vaccine development**  
underway before COVID-19.

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

David, 56, African American

# KEY THEMES

Be real, factual and transparent.

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

AJ, 42, African American

# KEY THEMES

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

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

Alicia, 48, African American

# KEY THEMES

Compare to common vaccines process.

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

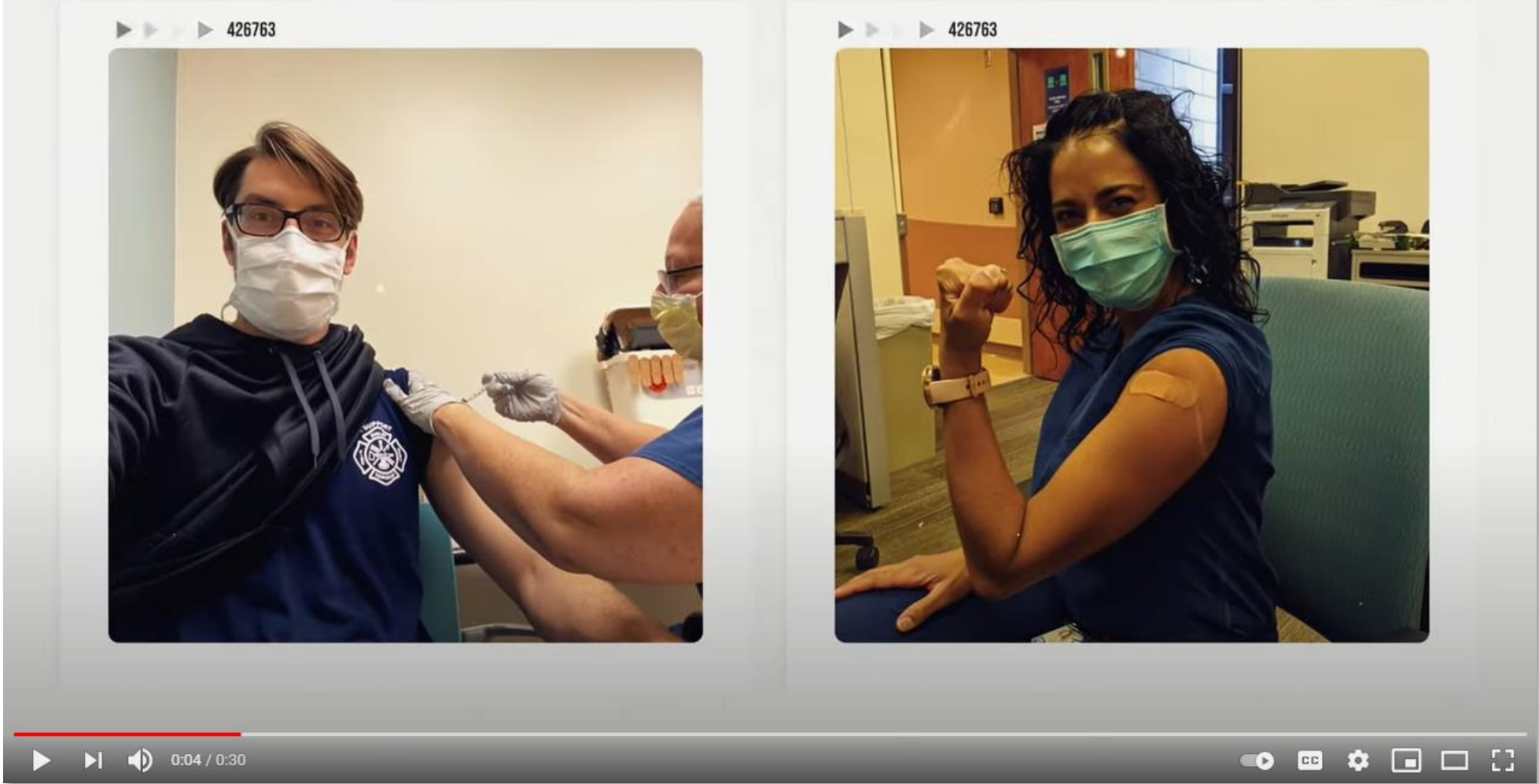
Urana, 40, Caucasian

# PAID MEDIA

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# TELEVISION

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



DOSE OF HOPE  
YOUTUBE  
BOX





FAMILIAR PATH  
YOUTUBE  
BOX



THRESHOLDS  
YOUTUBE  
BOX

# RADIO

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



**Vaccine Journey**  
:30 Radio (COVID Vaccine)

0:09 / 0:30

**VACCINE JOURNEY :30**  
**YOUTUBE**  
**BOX**



**Vaccine Journey**  
:60 Radio (COVID Vaccine)

0:20 / 1:00

**VACCINE JOURNEY :60**  
**YOUTUBE**  
**BOX**



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



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

# SEGMENTATION DEFINITIONS

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

Segment	Definition	Research/Messaging
<b>Hispanic Vaccine Skeptics</b>	<ul style="list-style-type: none"> <li>Hispanics who do not say they are "Very Likely" to get the vaccine</li> <li>75% under age 35</li> <li>56% female</li> </ul>	<ul style="list-style-type: none"> <li>50% are distrustful of vaccine</li> <li>64% concerned about side effects</li> <li>Segment puts a lot of trust in physician</li> </ul> <p>More likely to respond to:</p> <ul style="list-style-type: none"> <li>The COVID-19 vaccine will help all our communities beat the virus.</li> </ul>
<b>Black Vaccine Skeptics</b>	<ul style="list-style-type: none"> <li>Black/African-Americans who do not say they are "Very Likely" to get the vaccine</li> <li>42% are under 25</li> <li>76% live in Wayne County or Southeast Michigan</li> <li>Skews more heavily female</li> </ul>	<p>More likely to respond to:</p> <ul style="list-style-type: none"> <li>The COVID-19 vaccine is our best shot from being free from this pandemic.</li> <li>The COVID-19 vaccine is the first step on our road to recovery.</li> </ul>
<b>Single/Unmarried</b>	<ul style="list-style-type: none"> <li>Not married</li> <li>More likely to be female</li> <li>68% under age 44</li> </ul>	<ul style="list-style-type: none"> <li>Low trust of individuals and organizations</li> </ul> <p>More likely to respond to:</p> <ul style="list-style-type: none"> <li>Smallpox, polio, now COVID-19: Vaccines have a long history of hope and healing.</li> <li>The COVID-19 vaccine is the first step on our road to recovery.</li> </ul>
<b>Science/Vaccine Believers</b>	<ul style="list-style-type: none"> <li>Trust Dr. Fauci and CDC and believe in vaccinating for Covid-19</li> <li>62% female</li> <li>Age distribution is reflective of Michigan population</li> </ul>	<p>More likely to respond to:</p> <ul style="list-style-type: none"> <li>COVID-19 vaccine will help all our communities beat the virus.</li> <li>Smallpox, polio, now COVID-19: Vaccines have a long history of hope and healing.</li> <li>The COVID-19 vaccine is our best shot to being free from this pandemic.</li> </ul>
<b>Non-White Institution Skeptics</b>	<ul style="list-style-type: none"> <li>Non-White and have an income less than \$75K</li> <li>Do Not Trust Family physician or Dr. Fauci or CDC or FDA</li> <li>65% are under age 34</li> <li>May get vaccine sooner with positive reports</li> </ul>	<p>More likely to respond to:</p> <ul style="list-style-type: none"> <li>The COVID-19 vaccine is our best shot from being free from this pandemic.</li> <li>The COVID-19 vaccine is the first step on our road to recovery.</li> </ul>

# HISPANIC VACCINE SKEPTICS

## BOX

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



**LET'S GET  
TOGETHER**

**LET'S GET  
VACCINATED**

**AND GET OUR LIVES BACK.**



**LEARN ABOUT THE VACCINE**

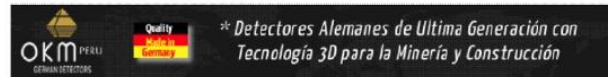


# HISPANIC VACCINE SKEPTICS



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

## Artículos en Internacional



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



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

Publicado el 20/01/21

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



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

Like 0 | Twitter

Publicado el 20/01/21



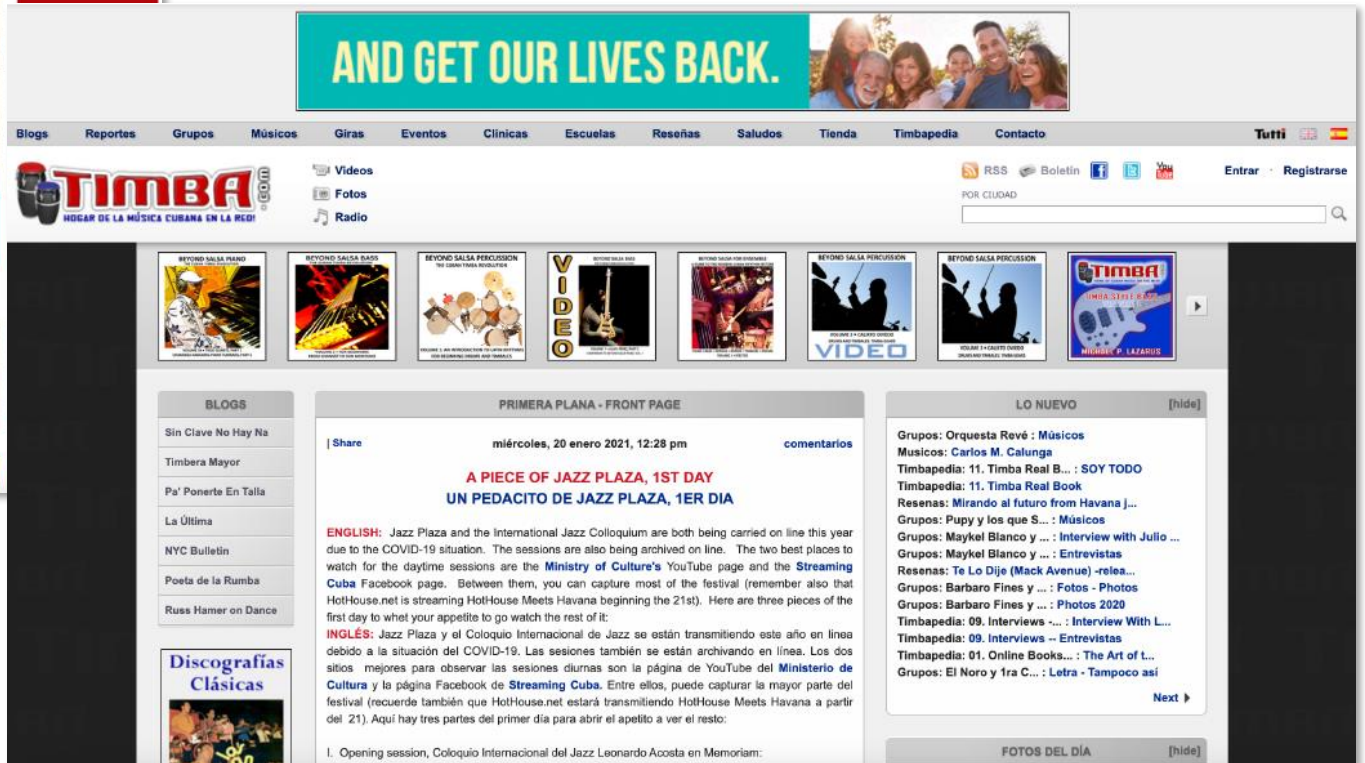
**EXP 4500**  
DETECTORES DE METALES 3D  
OKM PERU GERMAN DETECTORS  
Web: www.okmperu.com /detectorsperu



**AND GET OUR LIVES BACK.**



OFERTAS MES DE VERANO ENERO 2021



**AND GET OUR LIVES BACK.**

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

Videos Fotos Radio

RSS Boletín Entrar Registrarse

FOR CIUDAD

**TIMBA** WOGAR DE LA MÚSICA CUBANA EN LA RED!

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

**BLOGS**

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

**Discografías Clásicas**

**PRIMERA PLANA - FRONT PAGE**

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

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

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

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

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

**LO NUEVO** [hide]

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

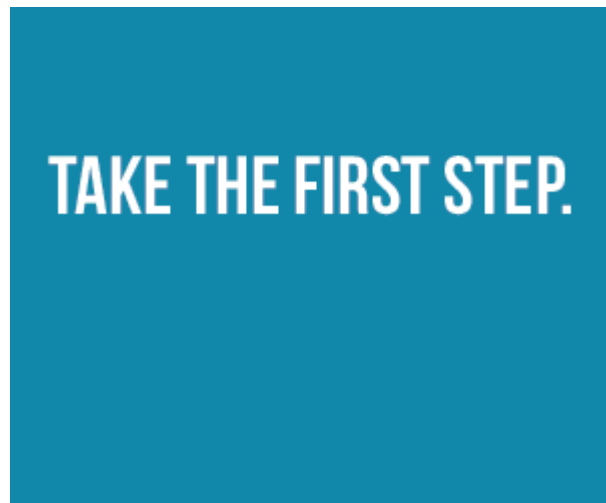
Next ▶

FOTOS DEL DÍA [hide]



# BLACK VACCINE SKEPTICS

## BOX



# BLACK VACCINE SKEPTICS

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

The main content area features two article cards. The top card is titled "TOPICALS, TWO WOMEN OF COLOR ARE CHANGING THE SKIN GAME ONE FLARE UP AT A TIME" by SHARIAH MCKENZIE, dated DECEMBER 1, 2020. The bottom card is titled "EBONY'S TOP 5 SKIN PRODUCTS BY ECZEMA HONEY" by STARR SAVOY, dated DECEMBER 1, 2020. To the left of the bottom card is a vertical sidebar with the word "CONNECT" and social media icons for Facebook and Instagram, along with images of Eczema Honey products.

An advertisement on the right side of the page shows a road with a yellow double line and trees. The text reads: "ADVERTISEMENT", "THE ROAD TO RECOVERY", and "BEGINS WITH THE COVID-19 VACCINE."

At the bottom of the page is a black banner with the text "New normal Same Cancer" in white and green, a photo of a woman wearing a face mask, and the text "Don't wait Contact your doctor Get checked #NewNormalSameCancer".

# SINGLE UNMARRIED BOX



Scientists did their part.



Created an effective vaccine...



Tested & retested it for safety.

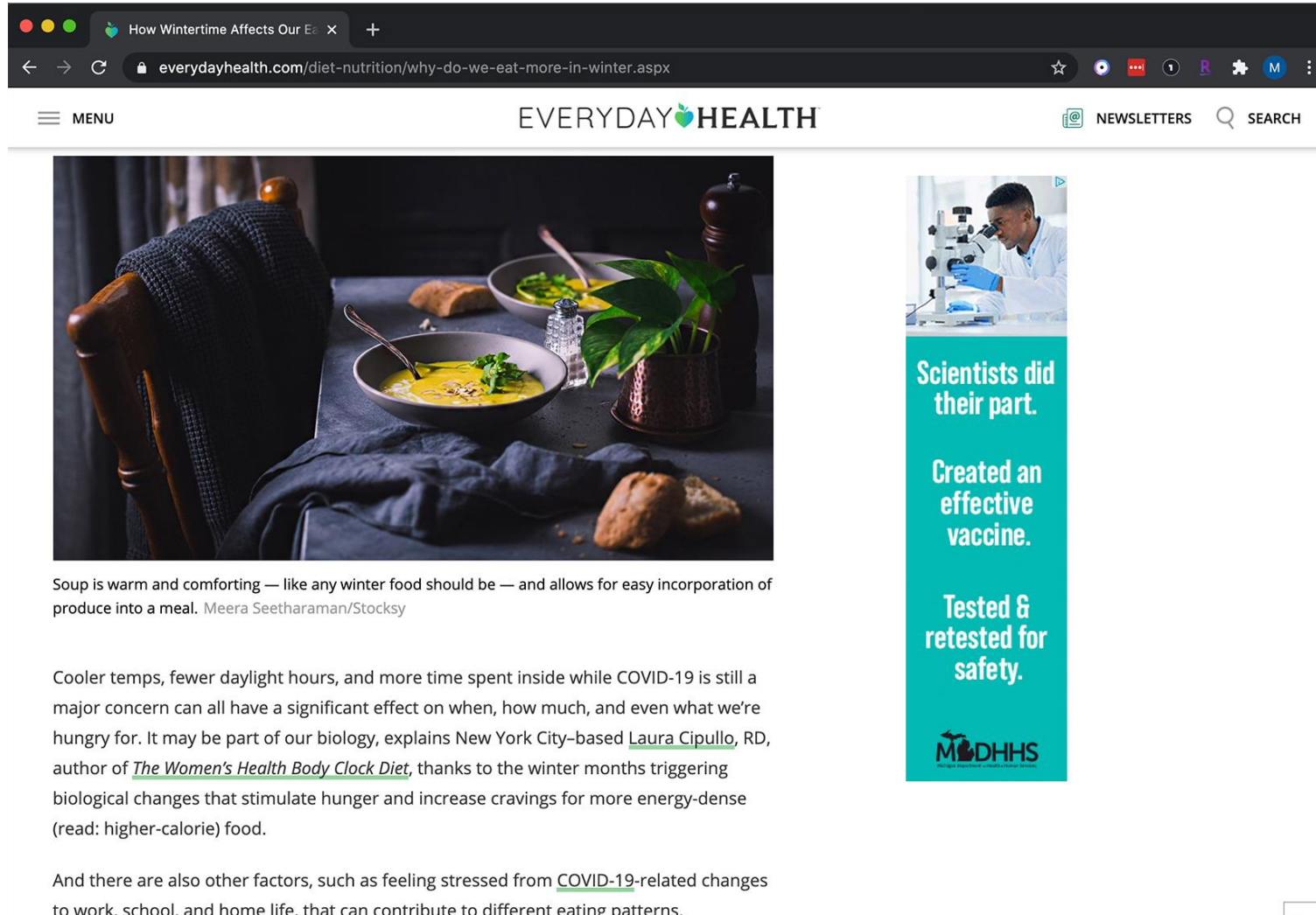


Do your part.  
Protect your community.




LEARN ABOUT THE VACCINE

# SINGLE UNMARRIED



everydayhealth.com/diet-nutrition/why-do-we-eat-more-in-winter.aspx


MENU EVERYDAY HEALTH NEWSLETTERS SEARCH



Soup is warm and comforting — like any winter food should be — and allows for easy incorporation of produce into a meal. [Meera Seetharaman/Stocksy](#)

Cooler temps, fewer daylight hours, and more time spent inside while COVID-19 is still a major concern can all have a significant effect on when, how much, and even what we're hungry for. It may be part of our biology, explains New York City-based [Laura Cipullo, RD](#), author of *The Women's Health Body Clock Diet*, thanks to the winter months triggering biological changes that stimulate hunger and increase cravings for more energy-dense (read: higher-calorie) food.

And there are also other factors, such as feeling stressed from [COVID-19-related changes](#) to work, school, and home life, that can contribute to different eating patterns.



Scientists did their part.  
Created an effective vaccine.  
Tested & retested for safety.

MDHHS



3:38 self.com

SELF

Now, do your part. Protect your community. LEARN ABOUT THE VACCINE MDHHS

Culture | January 23, 2021

## 11 Places to Buy Fake Plants If You Can't Keep Real Ones Alive

Get the aesthetic without the work.

By [Anna Borges](#)

f t p



< > [share] [bookmarks] [tabs]

# SCIENCE/VACCINE BELIEVERS

## BOX



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



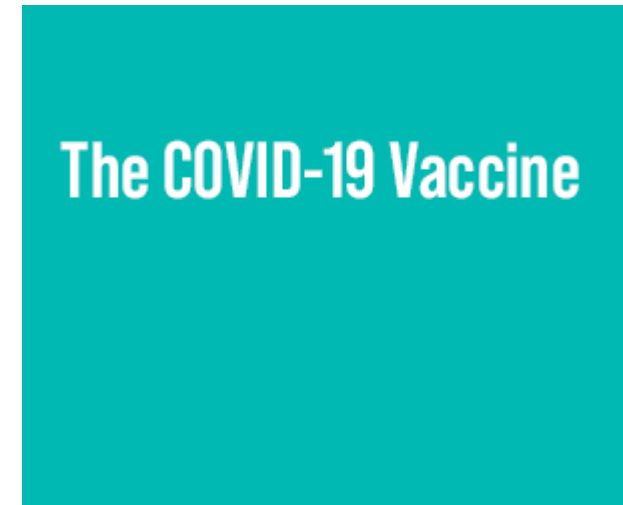
# SCIENCE/VACCINE BELIEVERS

The screenshot shows the CNN Travel website. The top navigation bar includes 'DESTINATIONS', 'FOOD & DRINK', 'NEWS', 'STAY', and 'VIDEO'. The main content area features two video thumbnails: 'Food Finds: Lemon Chicken Fajitas' and 'Food Finds: Apple Celebration Cake'. Below these is a 'More articles' section with three article thumbnails: 'How KFC became a Christmas tradition in Japan', '7 countries, 7 traditional Christmas feasts', and 'How tourism, gentrification and a pandemic have changed Asia's street food...'. A large teal banner on the right side of the page reads 'Let's get vaccinated.' with the Michigan Department of Health & Human Services (MDHHS) logo below it.

The screenshot shows the SHAPE website. The top navigation bar includes 'SHAPE' and 'SUBSCRIBE'. The main content area features a large teal banner that reads 'Let's get vaccinated.' with a small image of a woman wearing a blue face mask. Below the banner is the article title 'Your Weekly Horoscope for January 24, 2021' by Maressa Brown, dated January 24, 2021. The article includes social sharing buttons for 'Save', 'FB', 'Tweet', and 'More'. At the bottom of the page is a large, colorful illustration featuring a human eye, a planet with rings, and a molecular structure.

# NON-WHITE INSTITUTION SKEPTICS

## BOX



# NON-WHITE INSTITUTION SKEPTICS

CONVENIENT COVID-19 TESTING

At-Home & Drive-Thru Options Available



ORDER NOW QuestDirect™

## HEALTH



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

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

BY NATIVE NEWS ONLINE STAFF |

JANUARY 17, 2021

The COVID-19 vaccine is our best shot.

LEARN ABOUT THE VACCINE



BREAKING NEWS

sky news عربية

Want to get back to this life?

إنفوغرافيك.. مقارنة بين لقاحات كوفيد-19

مقارنة بين لقاحات كورونا المعروفة

27 نوفمبر 2020 - 17:40 بتوقيت أبوظبي



## CHINESE ZODIAC

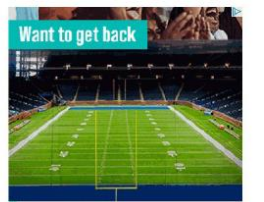
### Year of the Ox

By Pei Ho & 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



## KEEP READING

Chinese New Year Desserts: Sweets, Treats and Tasty Bats

By Amanda Xu • 8 min read



Fashion or Tradition? What to Wear on Chinese New Year





# ALL SEGMENTS

## BOX



Michigan's health care providers



are leading the way...



back to the lives we love.

Join them.  
Get vaccinated.

Join them.  
Get vaccinated.

LEARN ABOUT THE VACCINE



# SOCIAL MEDIA

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

# SOCIAL MEDIA ASSETS




## BOX

 Michigan Department of Health and Human Services  Just now · 


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



Dr. Karen Garcia, DO and Linda Kowalski, RRT




 Michigan Department of Health and Human Services  Just now · 

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




Dr. Kongkrit Chaiyasate, MD, FACS

"I received the vaccine and feel hopeful."

 Michigan Department of Health and Human Services  Just now · 

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



Dr. Victoria Dooley, MD

"I felt relieved. I felt hopeful."




# SOCIAL MEDIA ASSETS

## BOX




# SOCIAL MEDIA ASSETS

## BOX

 Michigan Department of Health and Human Services  Just now · 

Alfredo Morado, a patient scheduler for McLaren, recently received the COVID-19 vaccine. "Having been raised in a Hispanic family, I was always taught to do for others. Getting the vaccination is just a small part in the big scheme. If we all do our part, together we can control this virus."



Alfredo Morado, McLaren Central Michigan

"Together we can control this virus."

 Michigan Department of Health and Human Services  Just now · 

After receiving the COVID-19 vaccine, Officer Tim Ames of the Erie Township police said, "I'm so relieved to finally feel protected after working on the front lines for the past 10 months. This vaccine is our way out of this pandemic." Learn more at [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine).



Officer Tim Ames

"This vaccine is our way out."

 Michigan Department of Health and Human Services  Just now · 

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](https://Michigan.gov/COVIDvaccine).




Kevin Dazy, MD, Cortney Mazur, NP


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

# SOCIAL MEDIA ASSETS




## BOX

 Michigan Department of Health and Human Services  Just now 


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



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

 Michigan Department of Health and Human Services  Just now 

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



**THE JOURNEY  
BEGAN YEARS AGO.**

 Michigan Department of Health and Human Services  Just now 

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](https://Michigan.gov/COVIDvaccine).

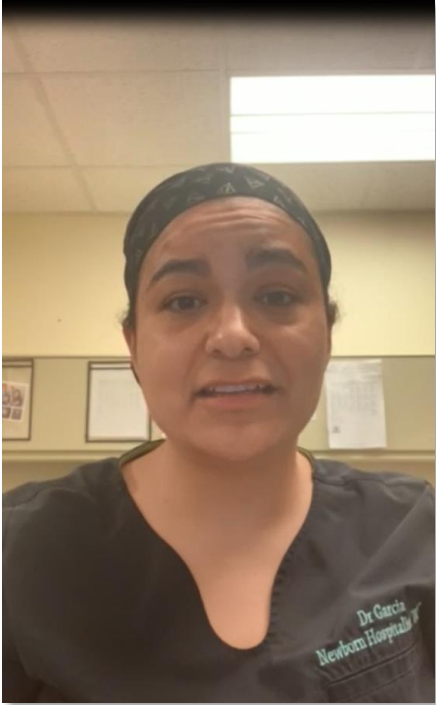


**A PROVEN PROCESS**



# SOCIAL MEDIA ASSETS – TESTIMONIAL VIDEOS

[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](https://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)**



**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/COVIDvaccine](https://Michigan.gov/COVIDvaccine)에서  
얻으시기 바랍니다.

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



## **العلماء مرّوا بمئات الخطوات لفتح هذا الباب**

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

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

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

**Learn more at [Michigan.gov/COVIDvaccine](https://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 professionals and the other two target the general population

# NATIVE EXAMPLE

The screenshot shows the Working Mother website homepage. At the top, there is a navigation bar with categories like 'AT WORK', 'AT HOME', 'OFF DUTY', 'BEST COMPANIES', 'CONFERENCES', 'RESEARCH', and 'JOBS'. Below the navigation, there are several article teasers. One prominent article is titled 'The Biggest Lessons Real Working Moms Learned In 2020' by Author Gooden King. Another article is '3 Things You Need to Know Before Getting the COVID-19 Vaccine' by MDIHG. A large image shows a woman adjusting a face mask on a man's face, with a caption: 'Staying Safe, Healthy and Productive During the Coronavirus Outbreak'. At the bottom, there is a small article titled 'The Mowry Nails Breast vs. Formula Debate: "Whichever You Can Feed Your Child, That's What's Important!"' by Quenfish.

This screenshot shows a sponsored content article on the Working Mother website. The article is titled '3 Things You Need to Know Before Getting the COVID-19 Vaccine' by MDIHG, posted on January 4, 2021. The article includes social media sharing icons for Facebook, Twitter, LinkedIn, and Pinterest. The main text discusses the challenges of the pandemic and the hope for a vaccine. It features a large infographic titled 'How a new vaccine is developed, approved and manufactured' by MDIHHS. The infographic is divided into three phases: Phase 1 (26,100 healthy volunteers), Phase 2 (Several hundred volunteers), and Phase 3 (Hundreds of thousands of volunteers). Below the infographic, there is a section titled 'Here's what you need to know when making your decision to be vaccinated.' which includes three bullet points:
 

- 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.

 The article also includes a 'START HERE' button and a date stamp for January 4, 2021.

This block contains a list of side effects and a call to action. The list includes:
 


- 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.

 Below the list, there is a quote from a Detroit resident and COVID-19 survivor, LaToya Henry, who plans to get vaccinated when she is able. The quote discusses the challenges of the virus and the importance of getting vaccinated. Below the quote, there is a section titled 'Speaking to the confidence he has in the vaccine, William C. Anderson, D.O., the first black surgical resident in Detroit and the first black president of the American Osteopathic Association, stated:'. This is followed by a quote from an African American physician who has practiced in Black, Hispanic, and minority communities in rural Georgia and Detroit for over 40 years. At the bottom, there is a section titled 'Learn more about the COVID-19 vaccine and its safety from sources such as the U.S. Centers for Disease Control and Prevention (CDC), Vaccinate.org, or Michigan.gov/COVIDvaccine' and a 'START HERE' button. A small image shows a person wearing a face mask.

# NATIVE EXAMPLE

**Health** | Your Account | Log In | SUBSCRIBE

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




**Features**

- How to Relieve Stress, According to Experts
- 5 Quick Mental Health Resources to Fight the Harsh Effects of...
- Your Top 10 Quarantining Questions of 2020, According to Google...
- What Is Whiteboarding, and How Do I Know If I'm Doing It Right? What...

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

**The Latest on the COVID-19 Outbreak**

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



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

**Latest**

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

**Conditions**

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

**Health** | Your Account | Log In | SUBSCRIBE

**SPONSORED CONTENT**

## 3 reasons why the COVID-19 vaccine is safe

By NADIA | January 30, 2021

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

How a vaccine is developed and distributed

How a new vaccine is developed, approved and manufactured

Phase 1	Phase 2	Phase 3
20-100 healthy volunteers	Several thousand volunteers	Hundreds of thousands of volunteers
1. Is the vaccine safe? 2. How much is safe? 3. How long is safe?	1. Is the vaccine safe? 2. How much is safe? 3. How long is safe?	1. Is the vaccine safe? 2. How much is safe? 3. How long is safe?

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

**Learn More About the COVID-19 Vaccine**

[START HERE](#)

- 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 \(CDC\)](#), [Vaccinate.org](http://Vaccinate.org), or [Michigan.gov/COVIDvaccine](http://Michigan.gov/COVIDvaccine)

**Learn More About the COVID-19 Vaccine**

[START HERE](#)



# EARNED MEDIA

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# EARNED MEDIA

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



# COMMUNITY TOWN HALLS

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



# FAITH-BASED COMMUNITY TOWN HALL

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



# STAKEHOLDER ENGAGEMENT

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



# COALITION NEWSLETTER

## Spread *Hope* NOT COVID

### Coalition Newsletter

January 18, 2021

#### Michigan to host COVID-19 Vaccine Town Halls

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

### COVID-19 VACCINE TOWN HALL FAITH-BASED COMMUNITY

January 21 from 4 to 5 PM



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

#### COVID-19 Vaccine Resources

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

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

#### Featured Question and Answer

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

#### Does the vaccine have any side effects?

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



[Click here for downloadable communication resources](#)

#### RECENT NEWS

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

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

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

#### ABOUT THE COALITION

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



# SOCIAL INFLUENCERS

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



# SOCIAL INFLUENCERS

**MDHHS**  
Michigan Department of Health & Human Services  
#SpreadHopeNotCOVID

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

213 views · Jan 8, 2021

Kori Maria  
2.39K subscribers

SHARE SAVE

**eyes\_of\_a\_foodie** • Follow  
Detroit, Michigan

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

263 likes  
DECEMBER 21, 2020

Add a comment... Post

**sincerelymamacak** • Follow  
Paid partnership with michiganhhs  
USA Michigan

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

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

439 likes  
OCTOBER 21

Add a comment... Post

**Tatanisha**  
@tatanishapw

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

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

42 Retweets 2 Likes

**Alayna**  
@FashionLayn

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

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

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

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

181 10 Comments 9 Shares

Like Comment Share

Most Relevant

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

Write a comment...

**thebigfashionguy** • Follow  
Paid partnership with michiganhhs  
Eastern Market

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

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

390 likes  
NOVEMBER 19

Add a comment... Post



# OUTREACH AND ADVOCACY

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# 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**

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# INFLUENCER VIDEOS BOX



Rev. Horace Sheffield .MOV  
Today by Ellyn  
3.6 MB

...



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

...



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

...



Jordan Walker.mov  
Today by Ellyn  
6.7 MB

...



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

...



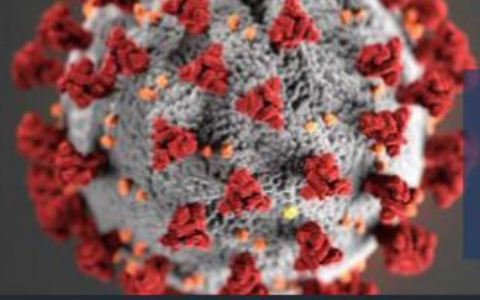
Detroit City Councilman, Roy McCalister.mp4  
Today by Ellyn  
90.6 MB

...



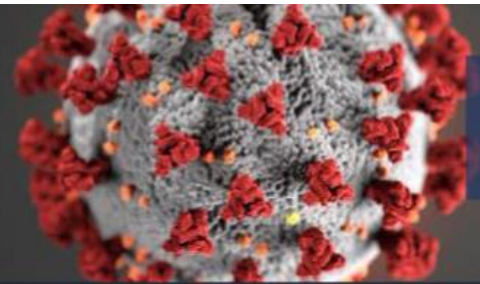
Wayne State University President, Dr. Roy Wilson.mp4  
Today by Ellyn  
77 MB

...



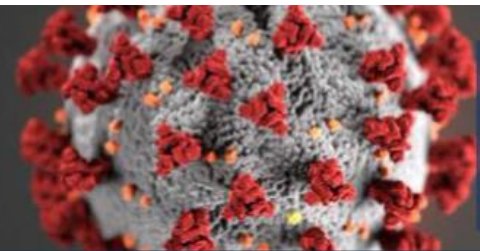
新冠肺炎 (COVID-19) 疫苗  
常见问题解答

[Michigan.gov/Coronavirus](https://Michigan.gov/Coronavirus)



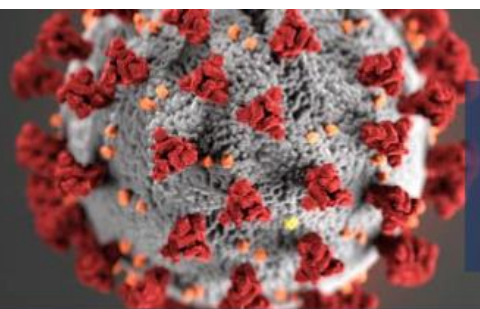
الأسئلة الشائعة والمتكررة  
عن لقاح الكوفيد-19

[Michigan.gov/Coronavirus](https://Michigan.gov/Coronavirus)



COVID-19 Vacunas  
Preguntas frecuentes

[Michigan.gov/Coronavirus](https://Michigan.gov/Coronavirus)



COVID-19 Vaccines  
Frequently Asked Questions

[Michigan.gov/Coronavirus](https://Michigan.gov/Coronavirus)

FAQ  
BOX

# How mRNA vaccines work

Every virus is different.

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



All viruses have a unique genetic code. Scientists take part of the SARS-CoV-2 virus's code, called messenger RNA (mRNA), which tells our cells what to build, and coat them in a lipid so they can enter the body's cell. This is injected into the patient.



## 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

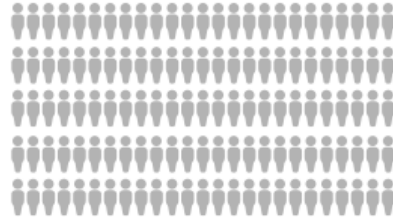


**20-100  
healthy volunteers**



- 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?

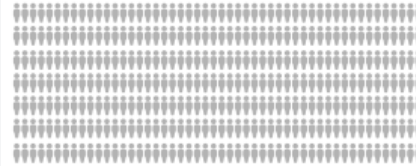
## Phase 2



**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

# PROTECT MICHIGAN COMMISSION WORK GROUPS

**Business** - Chair: Dolf Van Amersfoort, Stellantis

**Youth (16-30)** - Chair: Dondre Young, Community Foundation of Greater Flint

**African American** - Chair: Rev. Charles E. Williams, II, Historic King Solomon Baptist Church

**Education** - Chair: Kristen McDonald Rivet, Michigan Future, Inc. and city of Bay City

**Rural** - Chair: Chuck Lippstreu, Michigan Agri-Business Association

**Labor & Workforce** - Chair: Mike Shoudy, Michigan Education Association

**Colleges & universities** - Chair:

**Local government** - Chair: Dr. Deirdre Waterman, M.D., City of Pontiac

**Faith** - Chair: Lea A. Luger, Yad Ezra

**Health care** - Chair: Melissa A. Holmquist, Upper Peninsula Health Plan

**Seniors** - Chair: Dr. Brenda Surae Eaton, M.D., AARP

**Tribal Nations** – Chair: Sadie Valliere, Lac Vieux Desert Band of Lake Superior Chippewa Indian

# PROTECT MICHIGAN COMMISSION WORK GROUPS

**LatinX** - Chair: Eva A. Garza Dewaelsche, SER Metro-Detroit, Jobs for Progress, Inc.

**Asian Pacific American** - Chair: Dr. S. Bobby Mukkamala, M.D., Michigan State Medical Society and American Medical Association Council on Science and Public Health

**Middle Eastern** - Chair: Dr. Zafer I. Obeid, M.D., Arab American & Chaldean Council

**Financial Services** - Chair:

**LGBTQ** - Chair:

**Disability** - Chair: Tim Hileman, Special Olympics Michigan

**Veterans** - Chair:

**Women & Children** - Chair: Denise L. Smith, Hope Starts Here Detroit