

Protect Michigan Commission

October 8, 2021



Welcome

Dr. James Bell III | Director, Protect Michigan Commission

Introduction

Dr. Natasha Bagdasarian | Chief Medical Executive, MDHHS




Update on the Numbers & Vaccines

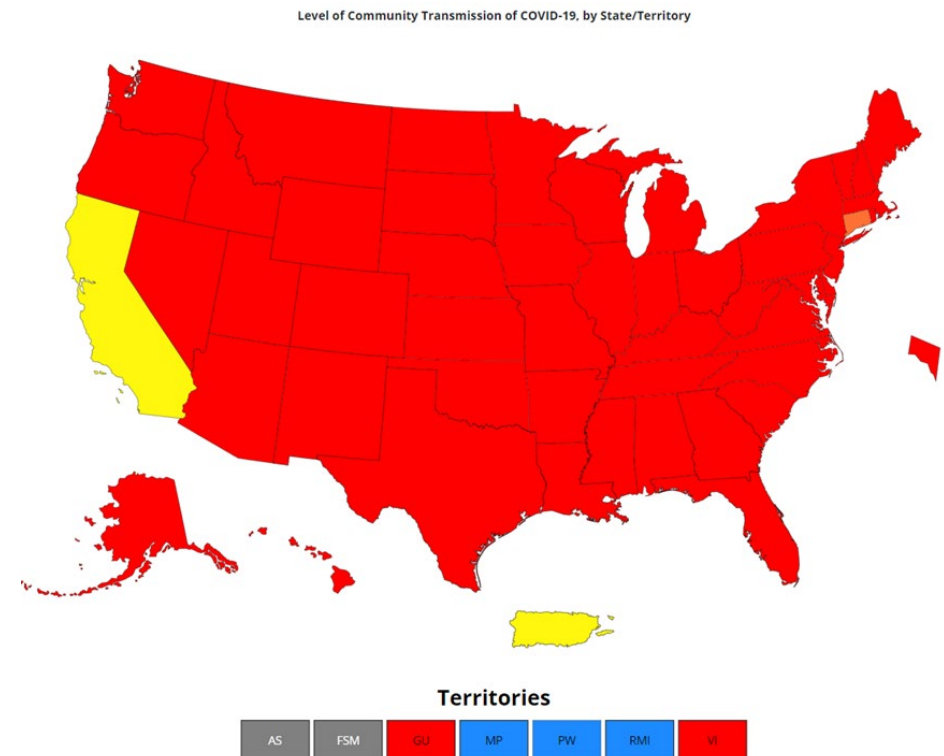
Dr. Alexa Travis | Senior Deputy Director, Public Health
Administration, MDHHS

National COVID-19 Trends

- Countries with the highest case count are U.S. (43,683,764), India (33,834,702), and Brazil (21,468,121).
- Nearly all U.S. jurisdictions have high community transmission.
- CDC continues to recommend all individuals, regardless of vaccination status, should mask indoors.
- Third dose and/or booster recommended for some groups, depending on vaccine received.

Level of COVID-19 Community Transmission

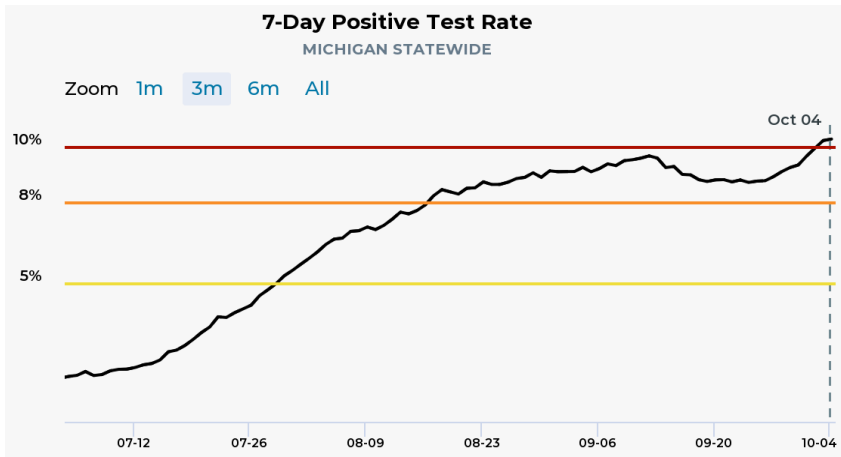
-  Moderate
-  Substantial
-  High



Michigan COVID-19 Trends

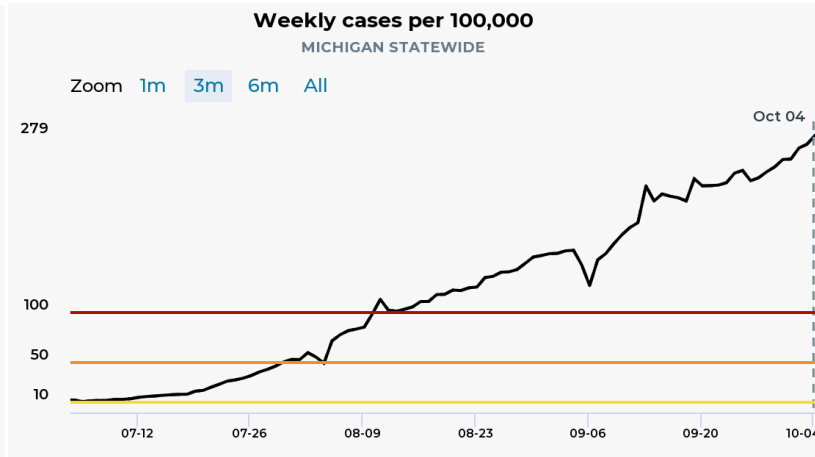
Early indicators Delta surge may be slowing, but transmission and burden remains high.

Increasing Percent Positivity



Percent positivity (10.3%) increased from last week (8.8% last week).

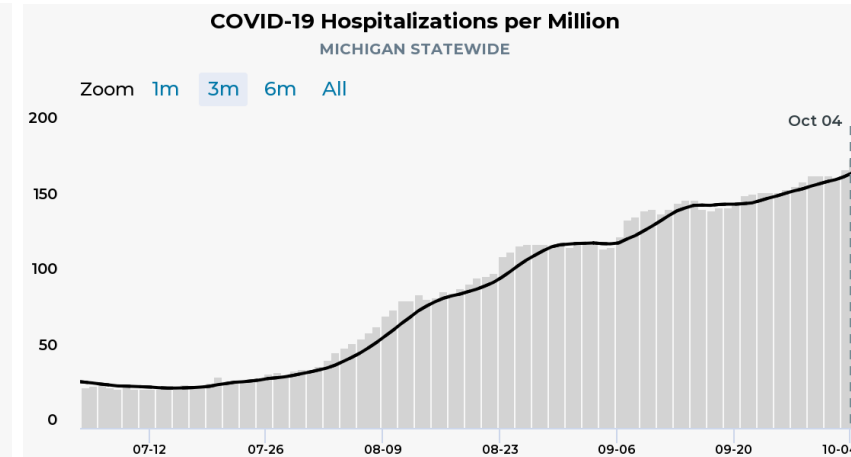
Increasing Cases Per Million



Case rate (258.9 cases/million) has increased for three months (246.3 last week).

CDC model projections suggest plateau or slowed increases in cases, as well as hospitalizations and deaths.

Increasing Hospitalization



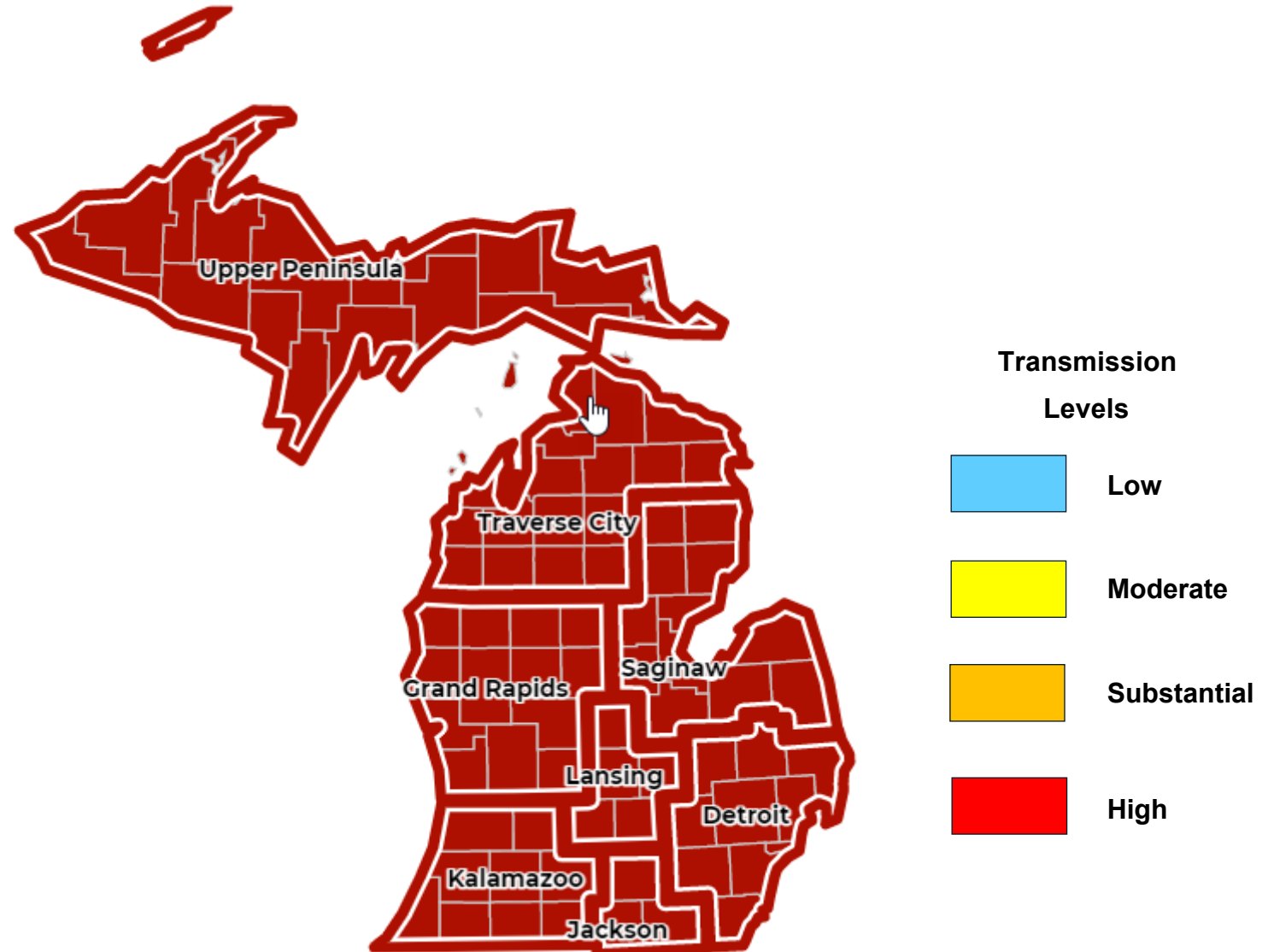
Percent of inpatient beds occupied by individuals with COVID (8.0%) has increased for 11 weeks (up from 7.4% last week).

U-M data and modeling put inpatient census just below spring peak.

County COVID-19 Trends

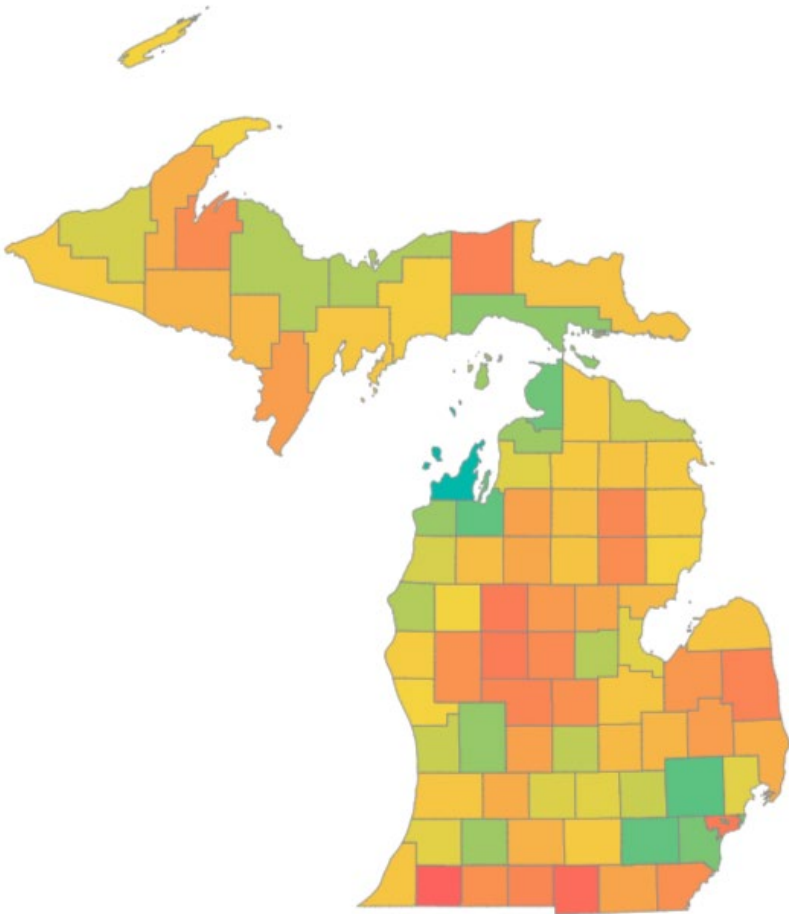
Cases per million are plateaued or increasing in most MERC regions.

Percent positivity increasing in all MERC regions.



Vaccine Progress Statewide

COVID-19 Vaccine Initiation (First Dose) Coverage



Week Ending Date

12/19/2020

10/9/2021



Residents Vaccinated

5,394,040

Coverage (% of Residents
Vaccinated)

62.8%

MI Population*

8,594,864

*2019 US Census estimates for
persons 12 years of age and older

Coverage



- The vaccines continue to be **our best opportunity to end the pandemic.**
- **Less than 1%** of fully-vaccinated people experienced breakthrough.
- **First doses up** with 7-day rolling average of 4,399 administered/day.
- Most administered by **pharmacies, local health departments, and hospitals.**
- Preparing what we can now for **possible authorization of vaccine for younger children.**

Recent Guidance and Resources

What's the difference between a COVID-19 vaccine booster dose and an additional dose?





An **additional dose** is sometimes needed for people who are moderately to severely immunocompromised because they were likely unable to build enough protection after the initial primary vaccine series.

A **booster** is the next dose in a vaccination series to likely boost immunity that has waned over time.

The risk of severe illness from COVID-19 increases with age, and can also increase for adults of any age with underlying medical conditions. Please contact your primary care provider to see if you need an additional or booster dose.



	 booster dose	 additional dose
For	<p>People aged 65 years and older, residents aged 18 years and older in long-term care settings, and people aged 50–64 years with certain underlying medical conditions should get a booster dose.</p> <p>Based on individual benefits and risks, people aged 18–49 years who are at high risk for severe COVID-19 due to certain underlying medical conditions and people aged 18–64 years who are at increased risk for COVID-19 exposure because of occupational* or institutional setting may get a booster dose.</p>	<p>People who are moderately to severely immunocompromised should get an additional dose.</p>
Minimum time after 2nd dose	6 months	28 days
Initial vaccine	Pfizer	Pfizer or Moderna
Plan to get the same type of vaccine for all doses.		

*Per CDC, occupations at increased risk for COVID-19 exposure and transmission include frontline essential workers and health care workers.

Discussion

Moderated by Dr. Bell

How hospitals are faring amidst COVID

Ruthanne Sudderth | Senior Vice President, Public Affairs & Communications,
Michigan Health and Hospital Association

PMC appointee

Discussion

Moderated by Dr. Bell

A Tale of Two Crises

Norm Hess, MSA

Michigan Association for Local Public Health



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FOR LOCAL
PUBLIC HEALTH

Two Crises



- Local public health is facing a public health crisis.
- Local public health is operating in a state of crisis.

Immediate Threats

- Unbalanced public dialog – leading to distrust of public health and lack of cooperation with prevention measures
- Political Intimidation – authority, job, funding
- Personal Safety – health officer, medical director, staff, families
- Ongoing litigation - against health departments and schools
- Employee Wellbeing – exhaustion, illness, despair

Near-Term Threats

- Strained local relationships
- Threats to the public health code
- Critical public health workforce shortage
- Inability to provide essential public health services
- Unprotected public

How can PMC
use its
influence to...

- Speak out in support of local public health officials and staff?
- De-politicize and defend the authority of local health officers and MDHHS?
- Engage other influential voices that are supportive of public health prevention measures?
- Call for civil discourse and respectful community conversations where opinions are sharply divided on public health strategies?

Norm Hess, Executive Director

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MICHIGAN
ASSOCIATION
FOR LOCAL
PUBLIC HEALTH

Discussion

Moderated by Dr. Bell

Communications Update

Laura Blodgett | Communications Director, MDHHS

Media Channels



- Television, Cable, Connected TV, Hulu, YouTube, Twitch, Vevo, Gas Station TV
- Radio (including Hispanic and Arabic stations), Audio Streaming, Podcasting
- Digital targeting many different segments throughout the state
- Native Display
- Doctor Office Posters, Barber Shops/Salons, Bus Shelters/Transit, Billboards, Gas Pump Toppers, Cinema, Grocery Store, Airports
- Facebook, Instagram, Reddit, Twitter, Snapchat, Tik Tok
- Google Search

TV



[Let's Not Go Back](#)

TV



[No Chance for Goodbye](#)




VIDEO SERIES



[Conversations Between Friends - Brother to Brother](#)

Social Media







 Michigan Department of Health and Human Services  ...
Published by Kahla Camille  · October 1 at 12:05 PM · 

A false report claimed that spike proteins in the placenta could be mistaken for coronavirus proteins by the vaccine. The truth: The two proteins are not similar enough for the vaccine to confuse them. Get the facts at <https://bit.ly/3mfh4Cq>.

MYTH 

COVID-19 vaccines cause infertility.





 Michigan Department of Health and Human Services  ...
Published by Kahla Camille  · September 28 at 9:06 AM · 

People who have recovered from COVID-19 have some natural protection, but scientists are not yet sure how long it lasts. Vaccination provides the safest and surest protection. Get the facts at Michigan.gov/COVIDvaccine.

MYTH 

If you've had COVID-19, you don't need the vaccine.



 Michigan Department of Health and Human Services  ...
Published by Kahla Camille  · 7 hrs · 

Coronavirus research has been going on for almost 20 years, including the viruses that cause SARS and MERS. Scientists used knowledge from these similar viruses to develop the COVID-19 vaccine more quickly. Get the facts at <https://bit.ly/3FI7rul>.

MYTH 

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



Outdoor



**“WE NEED TO
GET VACCINATED.”**

Michigan.gov/COVIDvaccine



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

Michigan.gov/COVIDvaccine



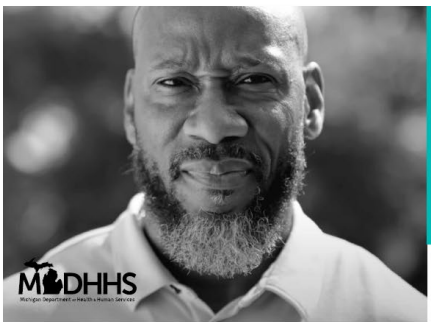
**“JUST GET
VACCINATED. THAT’S
ALL I CAN SAY.”**

Michigan.gov/COVIDvaccine



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

Michigan.gov/COVIDvaccine



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

Michigan.gov/COVIDvaccine

Digital



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

GET THE COVID VACCINE

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"PARA ESTAR
CERCA DE
SU FAMILIA."

VACÚNESE CONTRA EL COVID

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DHHS

"CHANGING THIS
NARRATIVE IS
YOUR CHOICE."

GET THE COVID VACCINE

MICHIGAN
DHHS

"YOUNGER, HEALTHIER
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Print



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

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

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

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

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



WHY DID I GET VACCINATED?

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

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

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

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



Airport



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

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WHY GET VACCINATED?

“YOUNGER, HEALTHIER PEOPLE ARE GETTING REALLY SICK.”

DR. STEPHANIE BURDICK, GRAND RAPIDS, MI

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

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

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

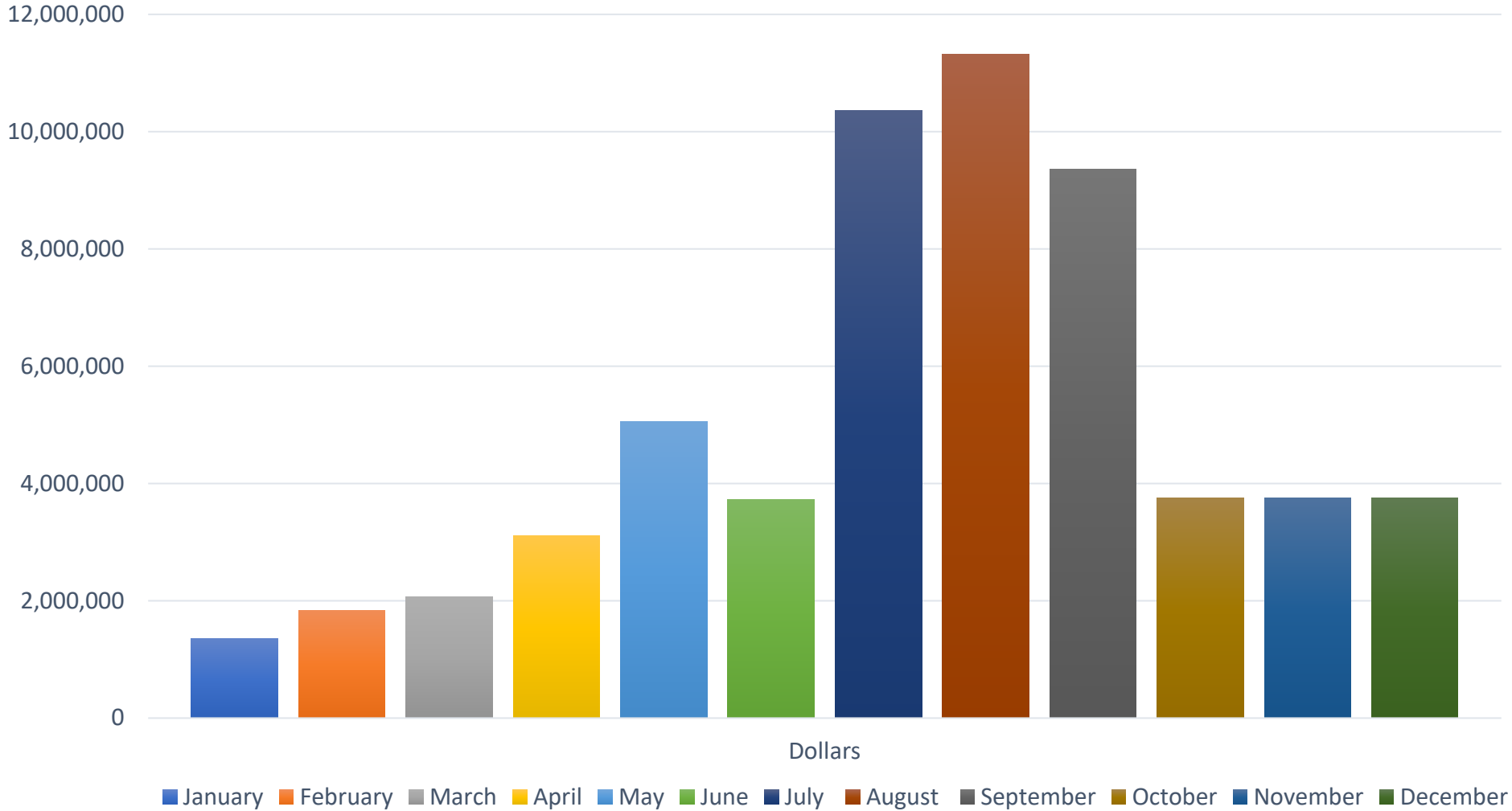


October plans



- Development of additional assets (TV, radio, digital, social media) **targeting parents of young children**
- Increased effort on **door-to-door canvassing**
- Promotion of **booster shots** for eligible populations
- Sharing stats from new study **on pregnant women and COVID**

Advertising Spend by Month





STATE NEIGHBORHOOD CANVASSING UPDATE

Teamwork Makes The Dream Work

Mario L. Morrow Sr. | CEO, Mario Morrow & Associates, LLC



CANVASSING UPDATE

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

Visit Michigan.gov/COVIDvaccine to learn more about the safe and effective COVID-19 vaccine.



- The State's Neighborhood Canvassing Teams have been extremely successful. Over **260,000** doors knocked.
- Over **25** community and faith-based organizations throughout the state with daily doing door to door, strip mall and event canvassing trying to reach as many residents as possible to educate them on the importance of getting the vaccine, masking and practicing social distancing.
- The teams successfully assisted over **15,000** individuals with real time vaccination appointments as well as provided transportation to those who did not have mobility.
- Our faith-based partners not only provided transportation but worked with our health departments to make home visits to seniors to get them vaccinated. As well as promote our mobile vaccine units and other partnering sites.

OCTOBER PUSH COMMUNITY PARTNERS

- Albion Community Foundation (Albion)
 - AWAKE Inc. (Grand Rapids/Kent County)
 - Battle Creek Community Foundation (Battle Creek)
 - Church of Elohim (Lansing)
 - Council of Baptist Pastors (Southeastern Michigan)
 - Saginaw Faith Collective (World Outreach Ministries)
 - Detroit Association of Black Businesses (Wayne County)
 - Benton Harbor (Vision of Wisdom)
- *These partners have agreed to continue their efforts during the month of October.*

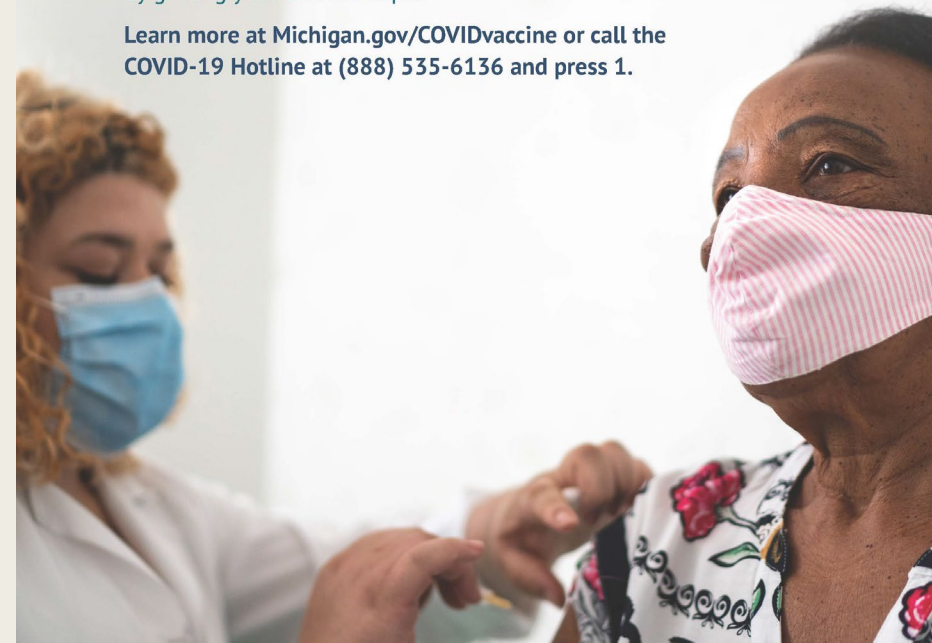


OUR BEST HOPE IS THE COVID-19 VACCINE.

See how to get yours.

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

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



Discussion, Next Steps, Call to Action

Moderated by Dr. Bell
