

Protect Michigan Commission

March 26, 2021



Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan
Commission

Opening Remarks

Lt. Governor Garlin Gilchrist II

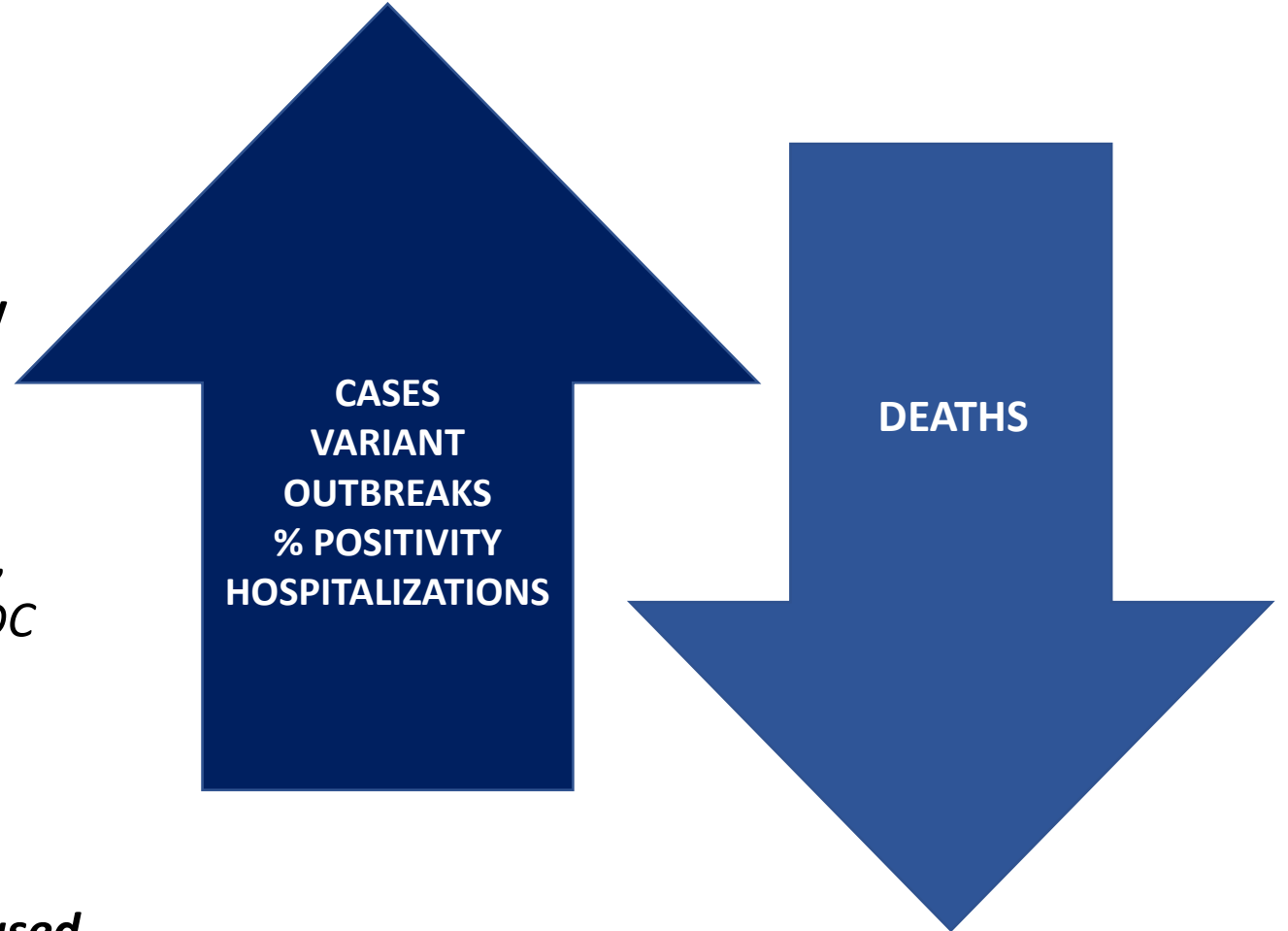
Update on the Numbers & Vaccines

Elizabeth Hertel | Director of the Michigan Department of Health
and Human Services

COVID-19 MI Trends Summary

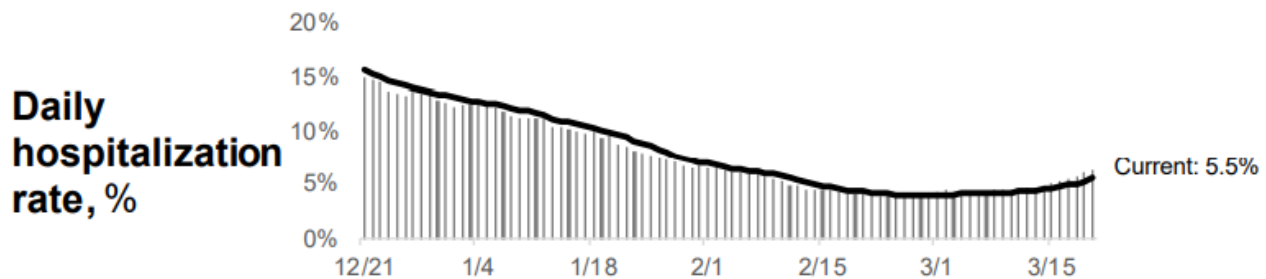
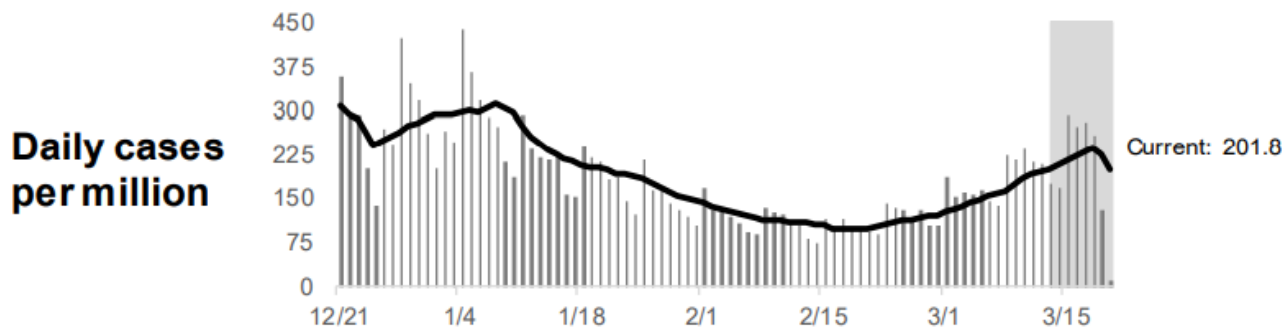
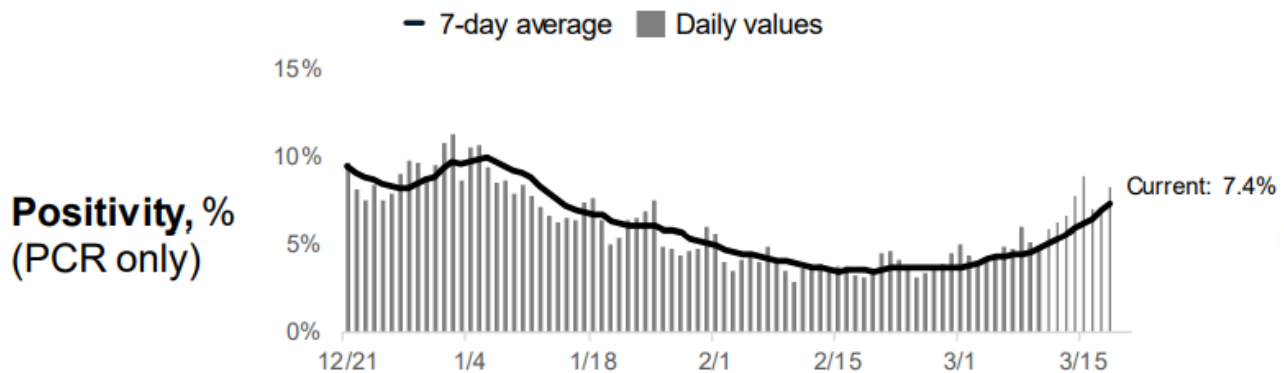
As of our Tuesday weekly report:

- **Significant increase in cases and increase in percent positivity** from the previous week.
 - **103% increase in cases** from mid-February low.
 - Increased in **age groups below age 65**.
- **Michigan has the 6th highest number of cases, and 5th highest case rate** in the last 7 days. (*CDC COVID Data Tracker*)
- ***Outbreaks up 19% from last week.***
- ***The 7-day average state testing rate has increased slightly to 3,123.7 tests/million/day.***

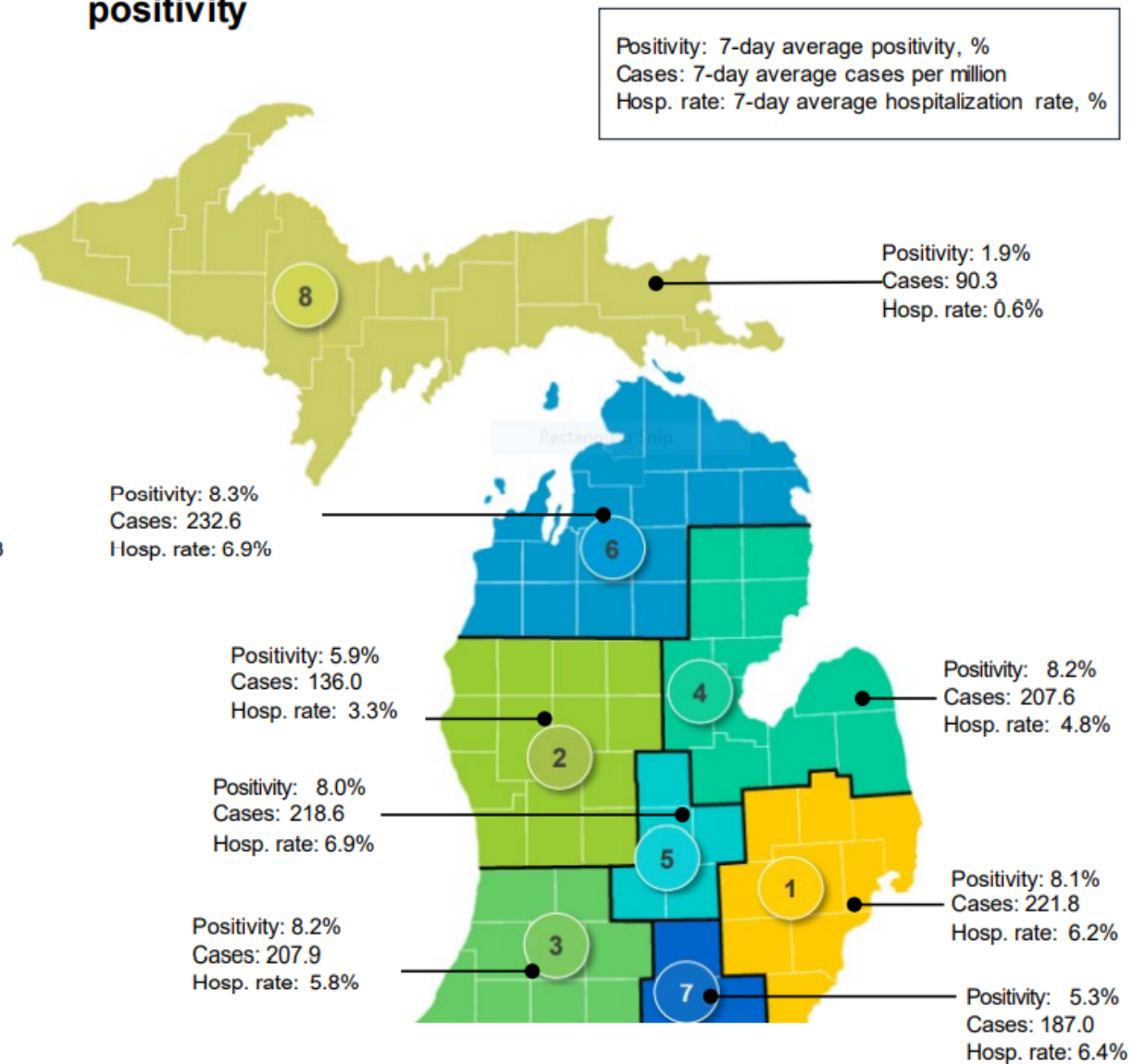


A Look at COVID-19 in MI

Statewide trends



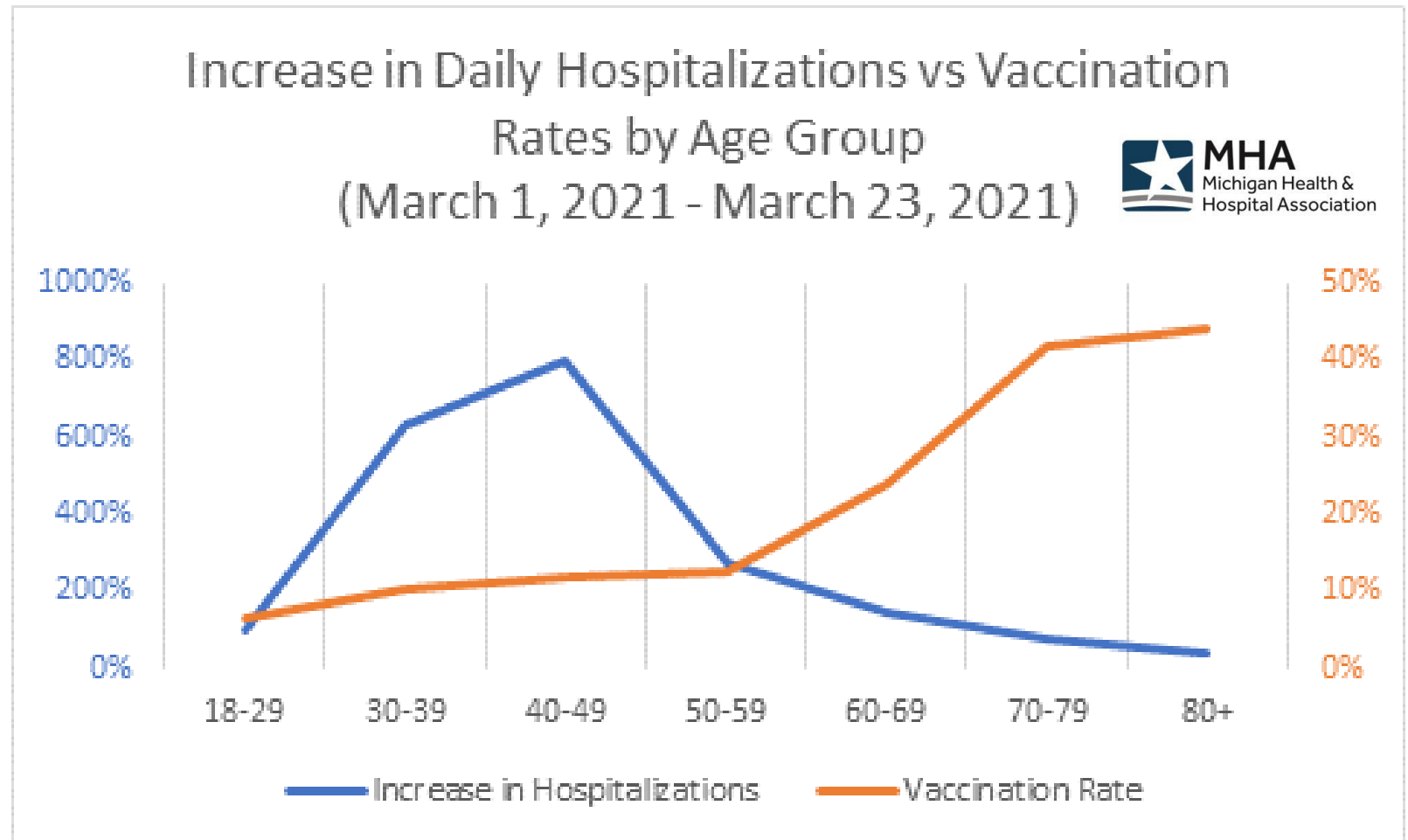
Regional breakdown: Cases, hospitalization rate, and positivity



MHA: COVID-19 x Vaccine Trends

“Hospitalization growth rates decline as the vaccination rates per age group increases...”

“The correlation between high vaccination rates and lower hospitalization growth rates shows the effectiveness of the COVID-19 vaccine and how it protects from the risk of severe disease or hospitalization.”



How Do We Avoid Another Surge?



Viruses constantly change through mutation, and new variants of a virus are expected to occur over time.



The virus that causes COVID-19 is known to acquire, on average, one new mutation every two weeks.



Some variants may be more transmissible, or less responsive to vaccines - so it is important to avoid exposure.

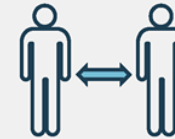


People traveling to Michigan and those who may have been exposed to the new variant should quarantine for 14 days (without the option to end quarantine early) and also get tested.



Wear a mask

A face shield may be worn over a mask for extra protection



Stay at least 6 feet apart



Avoid indoor gatherings



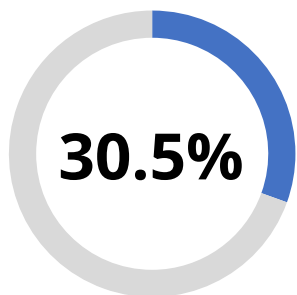
Get tested



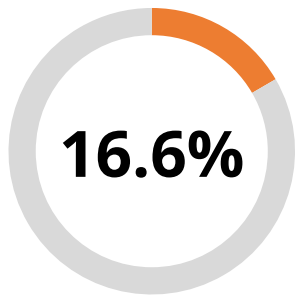
Get vaccinated when available to you

Michigan Vaccine Goal

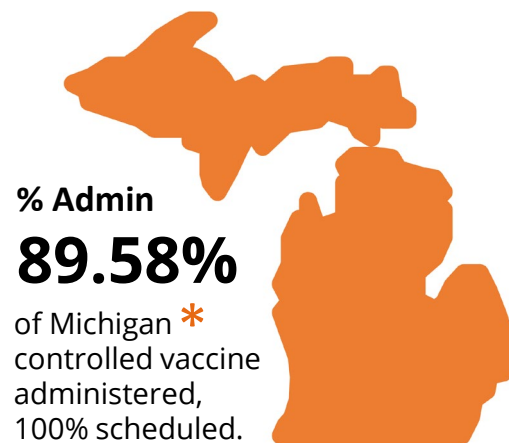
70% of 16 and older population vaccinated as quickly as possible



% With 1st Dose
One week prior 26.43%



% Fully Vaccinated
One week prior 14.45%



COVID-19 Stats

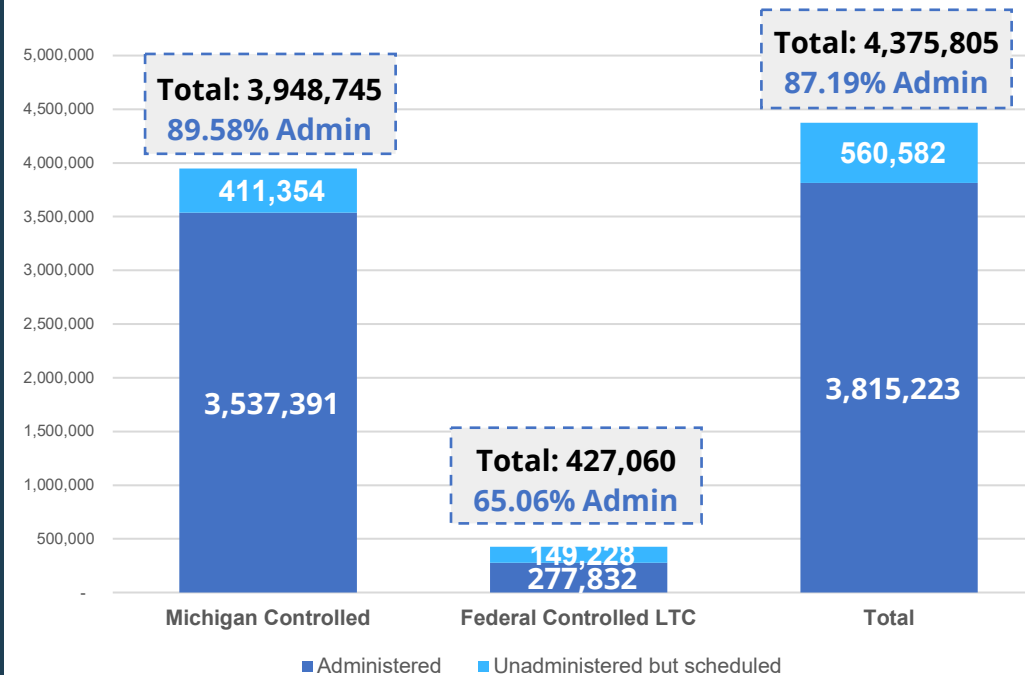
United States

Cases	Deaths	Doses Delivered	Doses Admin	% Admin	1 st Doses Admin	Fully Vaccinated
29,834,734	542,584	173,525,335	133,305,295	76.82%	87,343,622	47,419,832

Michigan

Cases	Deaths	Doses Delivered	Doses Admin	% Admin	1 st Doses Admin	Fully Vaccinated
642,869	15,984	4,375,805	3,815,223	87.19%*	2,469,455	1,345,768

Michigan Vaccine Data



Michigan Rankings Among All States

- 9th** Total Doses Administered
- 8th** Total Tests Administered
- 37th** Doses Administered Per 100,000
- 8th** Per 100,000 among the top 10 most populated states

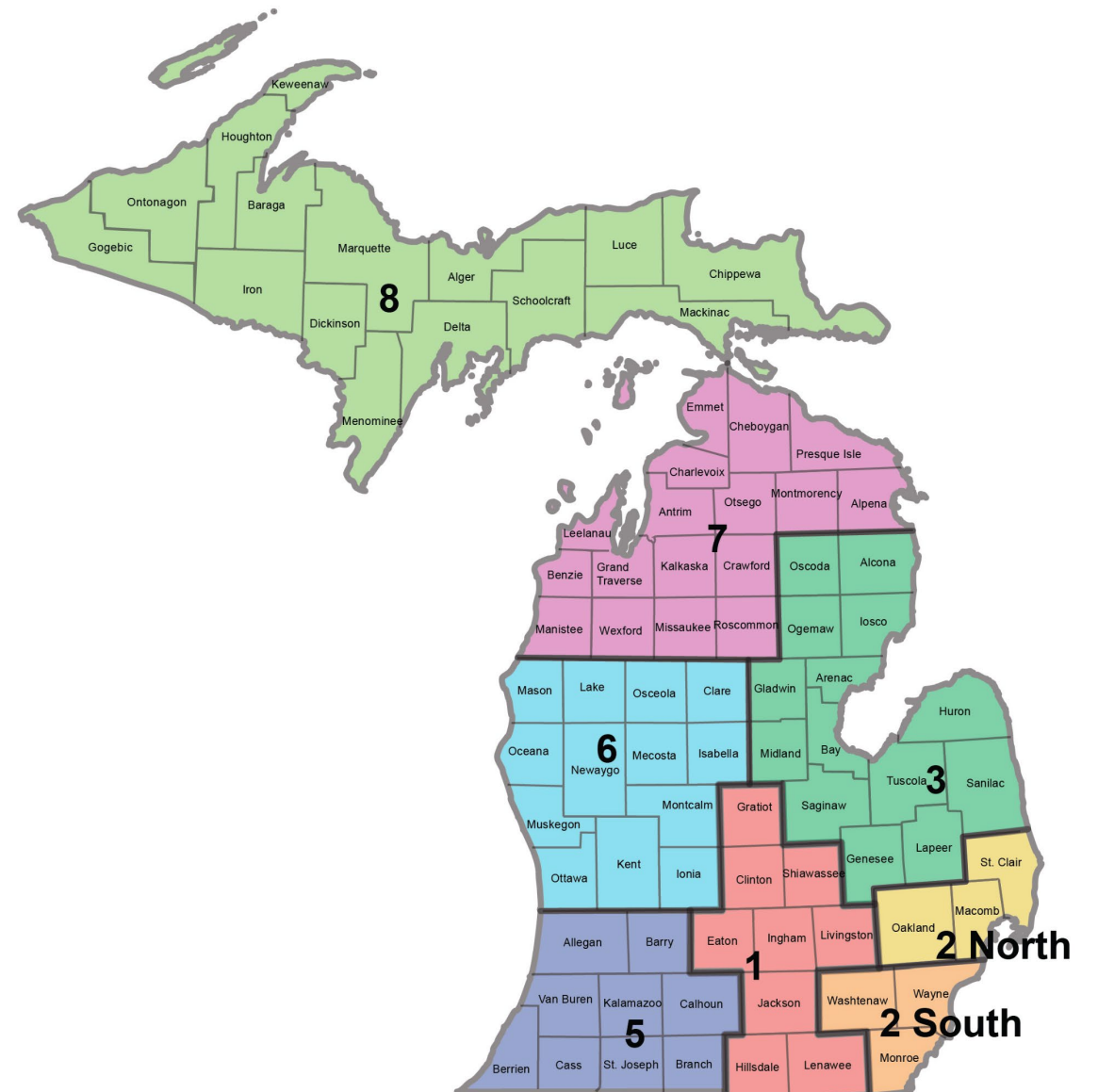


Preparedness Regions

The table below provides a regional breakdown.

Michigan Preparedness Region	Percent of Michigan Population by Region	Percent of Doses Delivered by Region Michigan Controlled	Percent of Michigan Population with 1st Dose by Region	Percent of Michigan Population Fully Vaccinated by Region
Region 1	10.85%	9.18%	23.85%	12.78%
Region 2N	22.94%	19.82%	24.14%	13.28%
Region 2S	22.76%	24.65%	22.07%	11.73%
Region 3	11.03%	13.82%	25.10%	13.23%
Region 5	9.64%	8.81%	24.00%	12.73%
Region 6	15.31%	14.87%	25.20%	13.14%
Region 7	4.44%	5.13%	32.24%	18.74%
Region 8	3.01%	3.73%	28.51%	17.58%

Regional Map



Questions?

Stakeholder Workgroups Report

Eli Isaguirre | Stakeholder Engagement Coordinator, Protect Michigan Commission

Recruitment

- Social Media Ambassadors
- Media Spokespeople
- New workgroup members
- New workgroup – African Immigrant

Digital Ambassadors



SV SU Saginaw Valley State University
Mar 16 · 🌐

#SVSU community members from or currently living in the Detroit-area: You can now sign up to get your #midoseofhope 📄 at Ford Field...

1 Like

Comment

mlpp Michigan League for Public Policy
@MichLeague

You can now sign up to get your #midoseofhope at Ford Field clinic. Pass along this info as we all work together to keep Michigan healthy and safe from #COVID19.

6:33 PM · 3/16/21 · Sprout Social

Macomb County Health Department
4d · 🌐

Reminder: You can still get #COVID19 between the first and second vaccine doses. Stay safe, stay smart and get your second #midoseofh... See More

COVID-19 VACCINE QUESTIONS
Michigan.gov/COVIDvaccine

Can I still get COVID-19 between my first and second shot?

Yes. For the COVID-19 vaccines that are a 2-dose series, both shots are needed for the best protection, and it will take about 2 weeks after the second dose before you receive this level of protection. Because one dose will not provide full immunity, it is possible to become infected with the virus between doses. Continue to wear your mask and social distance before and after your first and second doses to protect yourself and your community.

33 Reactions

6 Comments 13 Shares

Like Comment Share

AFT Retweeted

AFT Michigan
@aftmichigan

You can still get #COVID19 between the first and second vaccine doses. Stay safe, stay smart and get your second #midoseofhope when it's time. Let's work together to keep Michigan safe and healthy.

COVID-19 VACCINE QUESTIONS
Michigan.gov/COVIDvaccine

Can I still get COVID-19 between my first and second shot?

Yes. For the COVID-19 vaccines that are a 2-dose series, both shots are needed for the best protection, and it will take about 2 weeks after the second dose before you receive this level of protection. Because one dose will not provide full immunity, it is possible to become infected with the virus between doses. Continue to wear your mask and social distance before and after your first and second doses to protect yourself and your community.

Digital Ambassadors



Northwest Michigan Health Services, Inc.
Feb 1 · 🌐

Happy Monday, Traverse City! We at Northwest Michigan Health Services are starting off our February by getting our second dose of the COVID-19 vaccine so that we are, safe, healthy, and protected to help you! We unfortunately do not have COVID vaccines available for the public at this time, please keep looking for updates f... See More

COVID Vaccines are safe and effective. What's your reason to get vaccinated?

Dondre Young 20h
The Internet

**COVID-19 Panel Series
FLINT MILLENNIAL MOVEMENT**

WHAT OUR FLINT FAMILY SHOULD KNOW ABOUT COVID-19 VACCINES

Dr. Aisha Harris @BLKFAMDOC Family Medicine Doctor, Podcast Creator	Dr. Erin Coney @DrErinKConey Pharmacist and Vlogger
Olivia Hobson Medical Student, MSU-CHM Flint	Jasmine Hall @JasPublicHealth Epidemiologist and NAACP Health Chair
Breaunte Brown NAACP Youth Chair, Public Health Student	Dondre Young @DondreYoung Protect MI Commission Youth Workgroup

**Wednesday, March 24, 2021
7:00-8:30 PM EST**

FB Live: "Flint Millennial Movement"
Webinar ID: 953 9015 0427
Phone: +13017158592,,95390150427#

Come Together
The Internet

Humans of Kalamazoo
Mar 16 · ⚙️

These folks shared why they chose to get vaccinated. Thank you for sharing your story!
[#HumansofKzoo](#) [#midoseofhope](#) [#kzo...](#) See More

In the News

AARP REAL POSSIBILITIES

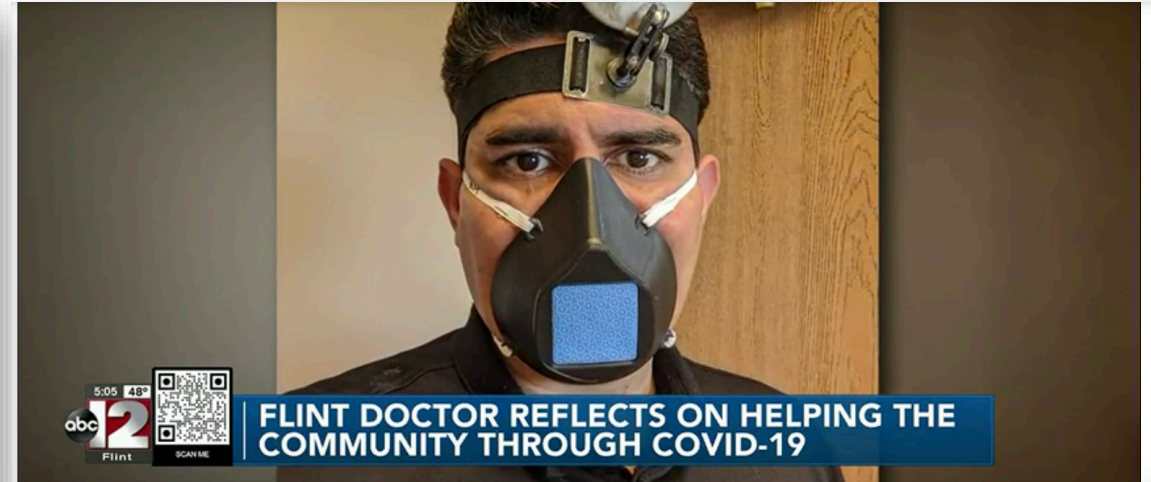
AARP Real Possibilities | Season 3- Episode 17 "Vaccine Shot"



AARP Real



> DONDRE YOUNG
CHAIR, YOUTH ADVISORY WORKGROUP, PROTECT MICHIGAN COMMISSION



Commission Helps Provides Vaccine Awareness

US Arab Radio
ARAB'S VOICE IN AMERICA
INSULAM AMERICA
MSPICE

Journalist Laila Alhusini

Journalist Khalil Hachem

Fayrouz Saad

Dr. Zafer Obeid

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Listen from USA Dial
1605-472-9011

Participate from USA Dial
248-557-3300

Listen on line around the world
<https://arabradio.us/live/>



Dr. Alexis Travis

Staff Manager, Seniors Workgroup



Julie Cortright

Staff Manager, Veterans Workgroup



Community Outreach Pilot Program



- MDHHS allocated **35,800 vaccine** doses to **22** separate entities throughout the State of Michigan in a pilot project to vaccinate vulnerable populations aged 60 and older.
- **14,678** vaccines have been administered during the first week (3/10-3/16).
- Strong partnerships with community organizations.
- Help identify barriers and strategies to overcome those barriers for program participants, including, but not limited to:
 - Transportation.
 - Language.
 - Access related to sensory, cognitive, emotional or physical disabilities.
 - Vaccine hesitancy.
 - Other barriers experienced by underserved and minority populations.

Success



Ford Field Community Vaccine Site



- Total Registrations: 160,000+
- Vaccines Administered: 5,925 (first 2 days)



- Mobile Units- 1,238 doses this week

A Look Ahead



- Workgroup Guidance Document – April–June
 - Outreach to those we have not reached
- Regional Press Events
- In the works
 - Arab American Workgroup authored an op-ed
 - Disability Town Hall in April
 - LatinX on COVID313 on DPTV
 - Youth Workgroup #SaveSummer2021

Communication Materials & Paid Media

Darice Darling | Acting Director, MDHHS External Affairs &
Communications

Communication Goals



- Continue to **build confidence** in the COVID 19 vaccine by emphasizing **safety** and **effectiveness**.
- Convince those who are eligible to **take the vaccine**.
- Direct people to the **COVID vaccine** website for the most up-to-date information.
- Continue to **share assets** with stakeholders and partners to amplify messaging.
- Give people specific information on **where they can get the vaccine**.
- Encourage those who are not eligible or who can't get an appointment yet to register with providers and **be patient**.
- Remind people to continue to **wear a mask and social distance** even after they are vaccinated.

February Results



- **26,331** cable, TV and radio spots delivered **165 million** impressions
- Video streaming delivered **10.8 million impressions** and **4.7 million video views**
- Native advertising made **2.8 million impressions** and prompted **23,353 clicks**
- Social delivered **4.1 million impressions** and **480,541 video views**
- Digital display delivered **11.3 million impressions** and **954,977 video views**
- Targeted print ads ran in **27 publications** throughout the state.
- Garnered **25 earned media stories** and **16 radio interviews** on minority stations

Upcoming Plans - Messaging



- Continuing to reinforce **efficacy** and **safety** in all messaging
- Developing new messaging focusing on **ending the pandemic** and enjoying our great state
- Focusing targeted messaging on **how** and **where** to get your vaccine
 - Reminding Michiganders to keep their second dose appointments
- Using new research (coming soon) and current data to **target messaging** to specific segments

Upcoming Plans - Channels



- Continuing to reach people through television, radio, cable, audio streaming, video streaming, digital, social media, search, print, community outreach and earned media
- Adding doctor's offices, Secretary of State messaging, barber and beauty shops, business signage/marquees and outdoor to the media mix

Upcoming Plans - Connecting with Seniors

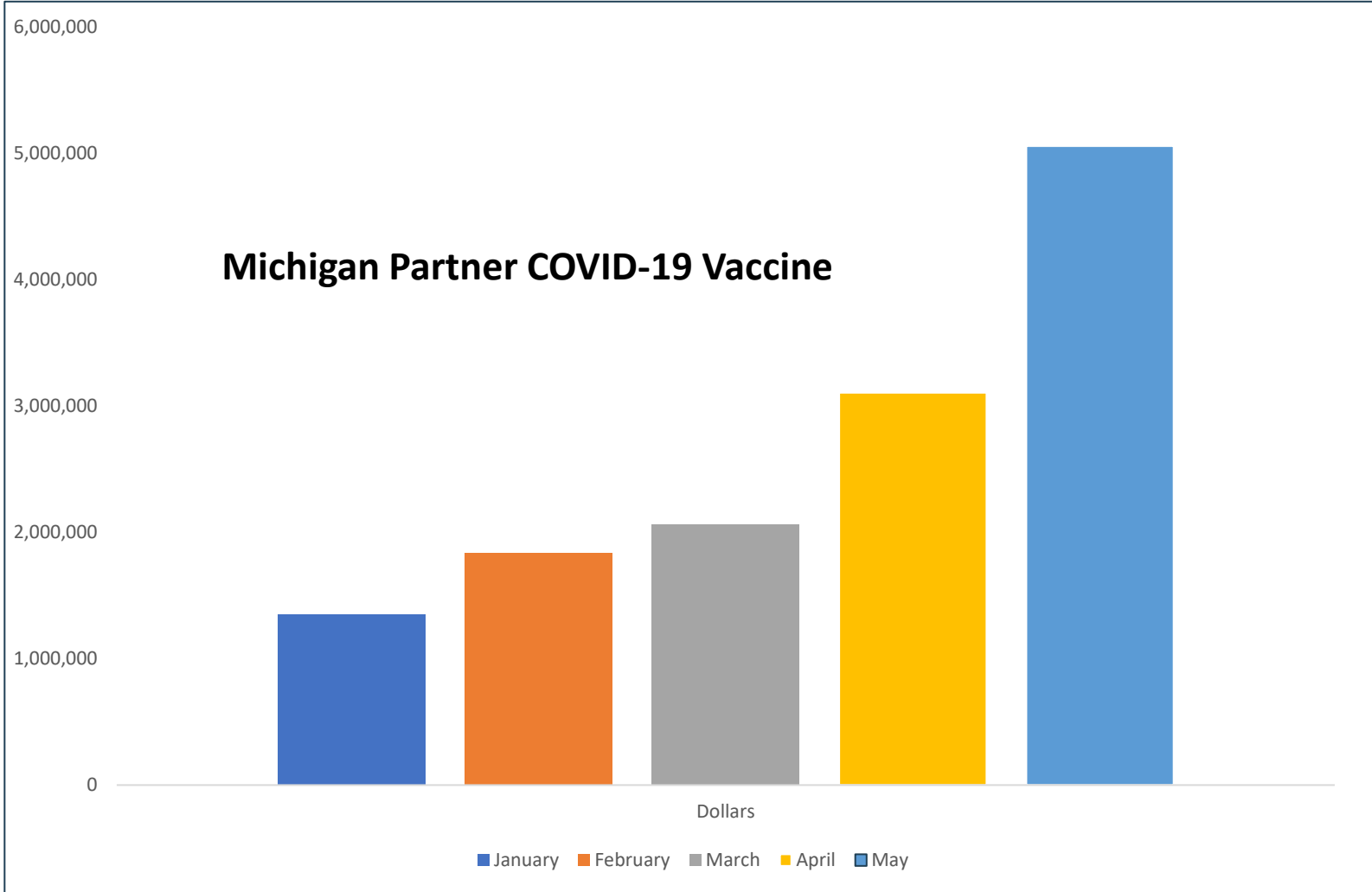


- Focusing messaging on how to get the vaccine including:
 - Targeted social media for Ford Field mass vaccination clinic
 - Social media assets reminding people to answer the phone

Using tactics including:

- Town halls targeting various groups and segments based on education and need
- Postcards delivered through AAA
- Television campaign specifically geared at how to get your vaccine

Advertising Spend by Month



Call to Action

April/May Plan for PMC & Workgroups

- **Goal:** Implement community engagement plan in conjunction with PMC leadership.
 - Identify keys to success in outreach programs for your constituency group – How do we know if our plan is actually working?
- ✓ Real Talk Testimonials
 - ✓ Community presentations
 - ✓ How to talk about vaccines training for PMC members
 - ✓ Continue to build digital ambassador program
 - ✓ Work with local partners



Real Talk Testimonials



Discussion

Moderated by Kerry Ebersole Singh
