

# Protect Michigan Commission February 26, 2021



# AGENDA

**11:00 – 11:05**

## **Welcome**

Kerry Ebersole Singh | Special Advisor, Protect Michigan Commission

**11:05 – 11:10**

## **Opening Remarks & Update on the Numbers**

Dr. Joneigh Khaldun, M.D. | Chief Medical Executive and MDHHS Chief Deputy for Health

**11:10 – 11:30**

## **A Look Ahead**

Elizabeth Hertel | MDHHS Director

**11:30 – 11:50**

## **Stakeholder Workgroups Report**

Eli Isaguirre | Stakeholder Engagement Coordinator, Protect Michigan Commission

**11:50 – 12:10**

## **Updated Materials & Planning**

Darice Darling | Acting Director, MDHHS External Affairs & Communications

**12:10 – 12:25**

## **Questions & Answers**

Moderated by Kerry Ebersole Singh

**12:25 – 12:30**

## **Next Steps**

Kerry Ebersole Singh

# Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan Commission

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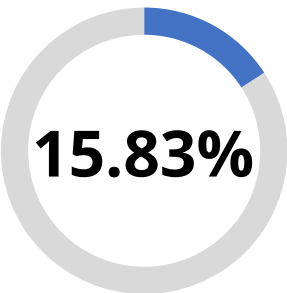
# Opening Remarks & Update on the Numbers

Dr. Joneigh Khaldun, M.D. | Chief Medical Executive and MDHHS Chief  
Deputy for Health

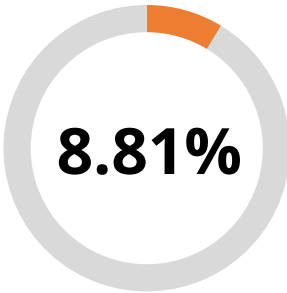
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# Michigan Vaccine Goal

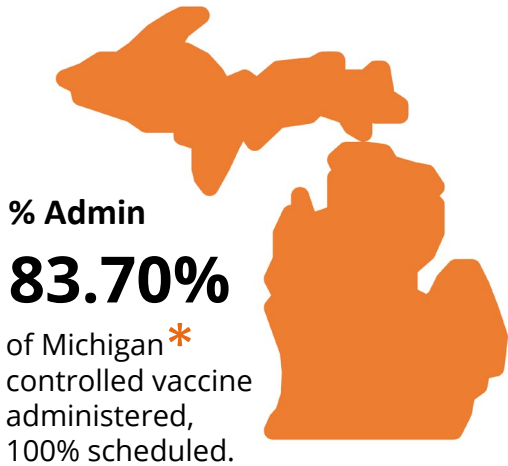
70% of 16 and older population vaccinated  
as quickly as possible



% With 1st Dose  
One week prior 14.24%



% Fully Vaccinated  
One week prior 6.76%



## COVID-19 Stats

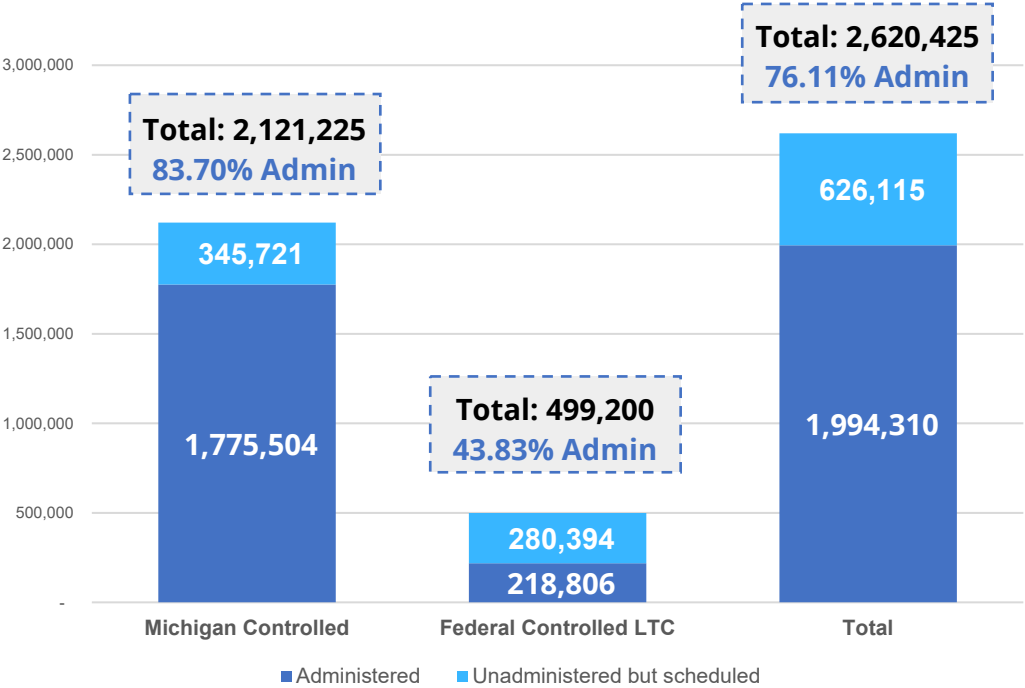
### United States

| Cases      | Deaths  | Doses<br>Delivered | Doses<br>Admin | % Admin | 1 <sup>st</sup> Doses<br>Admin | Fully<br>Vaccinated |
|------------|---------|--------------------|----------------|---------|--------------------------------|---------------------|
| 28,065,327 | 501,181 | 88,669,035         | 66,464,947     | 74.96%  | 45,237,143                     | 20,607,261          |

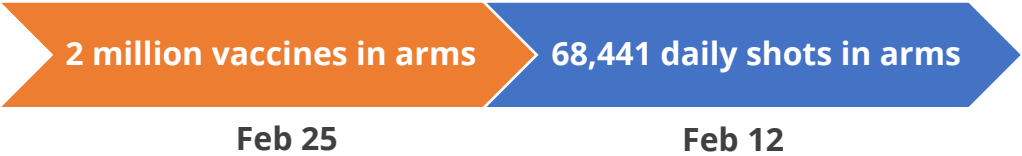
### Michigan

| Cases   | Deaths | Doses<br>Delivered | Doses<br>Admin | % Admin | 1 <sup>st</sup> Doses<br>Admin | Fully<br>Vaccinated |
|---------|--------|--------------------|----------------|---------|--------------------------------|---------------------|
| 585,352 | 15,453 | 2,620,425          | 1,994,310      | 76.11%* | 1,281,306                      | 713,004             |

# Michigan Vaccine Data



### Michigan Rankings Among All States

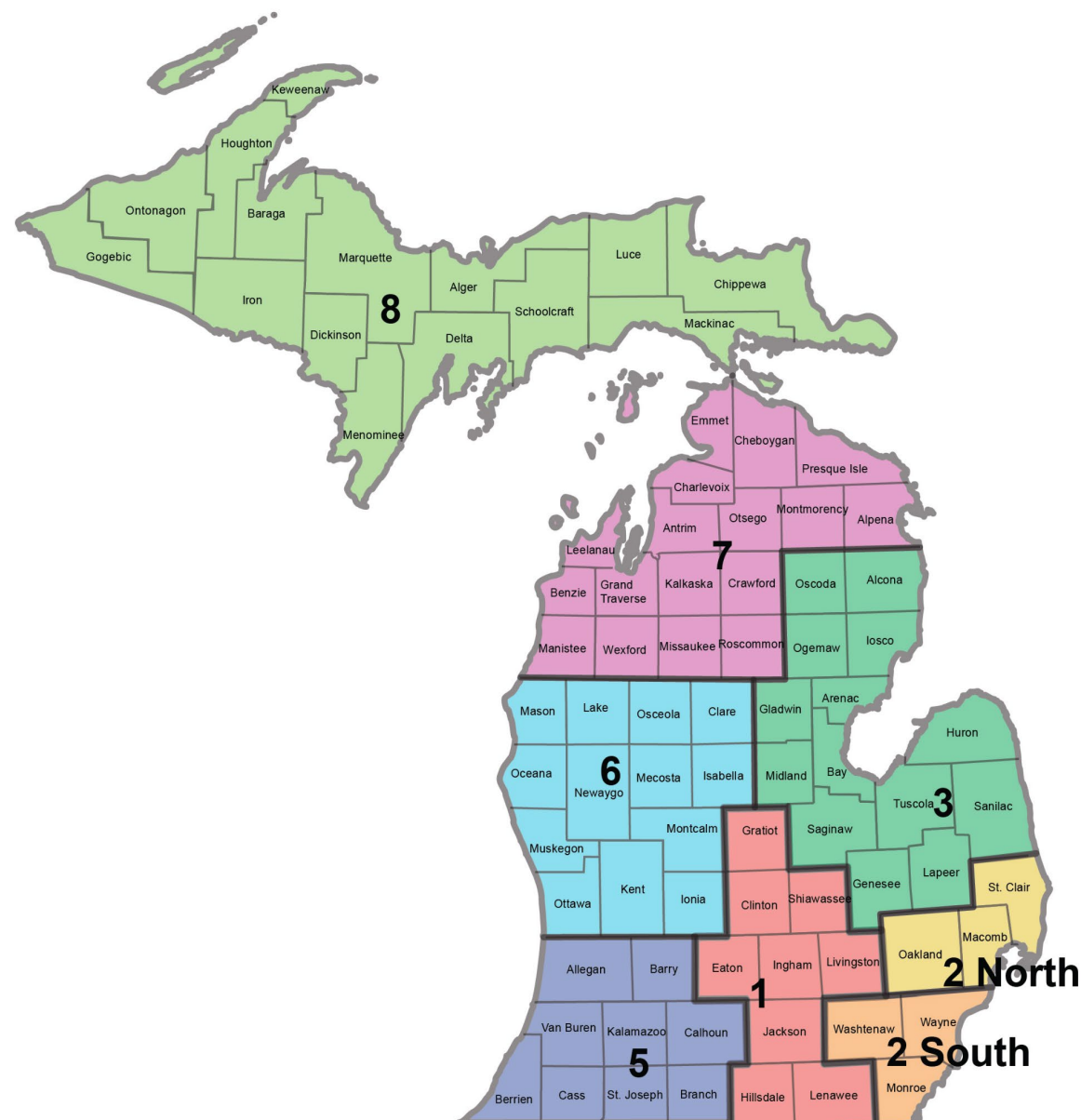


## Preparedness Regions

The table below provides a regional breakdown.

| Michigan Preparedness Region | Percent of Michigan Population by Region | Percent of Doses Delivered by Region<br>Michigan Controlled | Percent of Michigan Population with 1st Dose by Region | Percent of Michigan Population Fully Vaccinated by Region |
|------------------------------|--|---|--|---|
| Region 1                     | 10.85%                                   | 9.33%   | 12.38%   | 6.95%   |
| Region 2N                    | 22.94%                                   | 20.76%  | 12.43%   | 6.98%   |
| Region 2S                    | 22.76%                                   | 22.08%  | 11.09%   | 6.09%   |
| Region 3                     | 11.03%                                   | 13.01%  | 12.67%   | 6.01%   |
| Region 5                     | 9.64%                                    | 8.66%   | 12.11%   | 6.37%   |
| Region 6                     | 15.31%                                   | 16.09%  | 13.30%   | 7.92%   |
| Region 7                     | 4.44%                                    | 5.75%   | 17.73%   | 10.95%  |
| Region 8                     | 3.01%                                    | 4.33%   | 17.99%   | 10.77%  |

## Regional Map

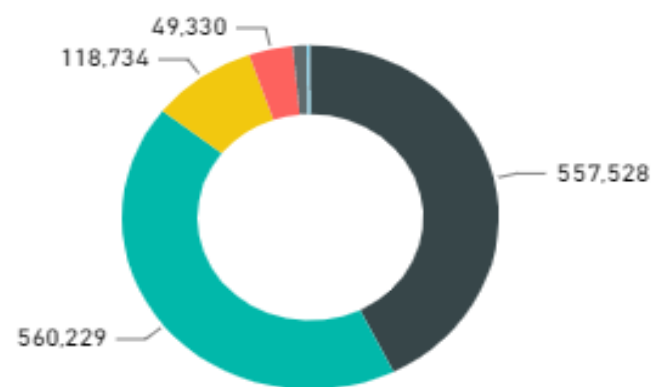


# COVID Vaccination - State Level Race Metrics

Dashboard Updated: February 24, 2021. Coverage initiation is the percentage of people receiving one or more doses and completion is the percentage of people receiving the recommended two doses of COVID vaccine. Doses reported to the MCIR are used for the numerators and US Census estimates are

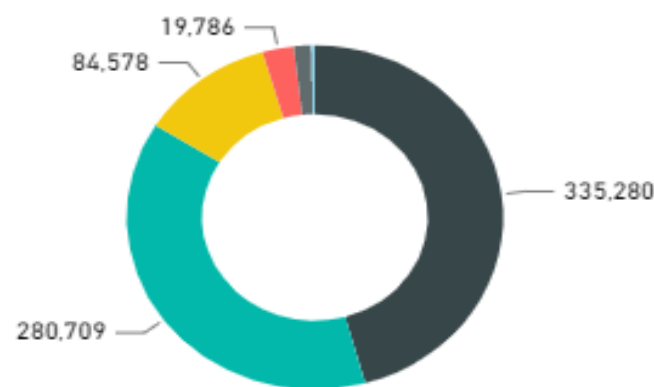
## Dose Initiation by Race

● White ● Unknown ● Other Race ● Black or Afri...



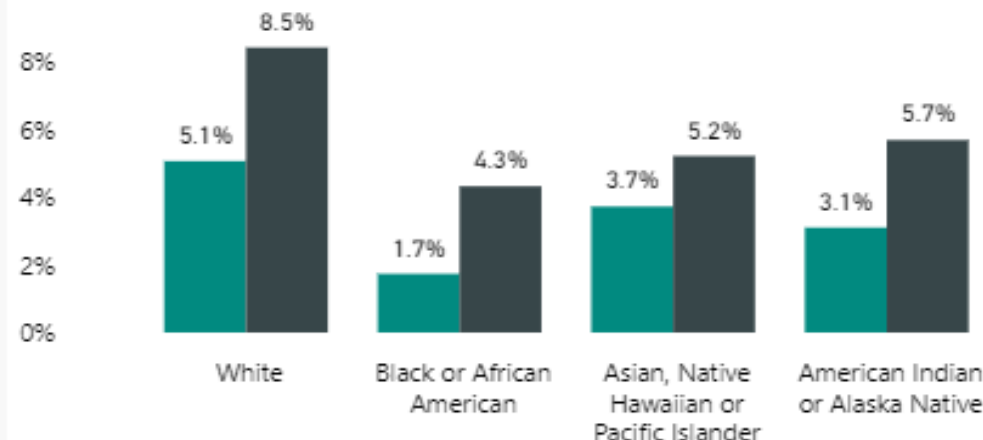
## Dose Completion by Race

● White ● Unknown ● Other Race ● Black or Afri...



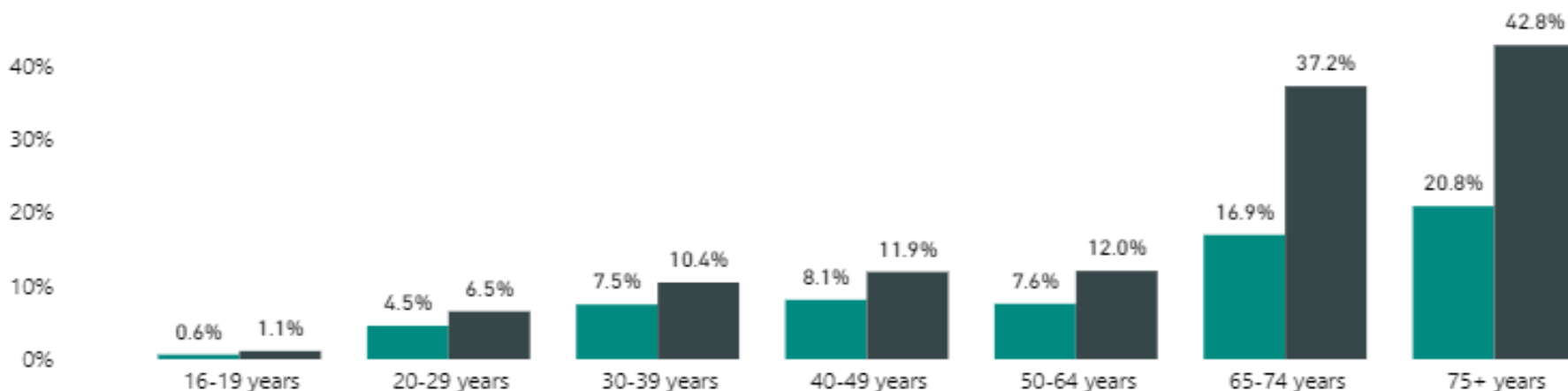
## Coverage by Race - State Level

● Completion ● Initiation



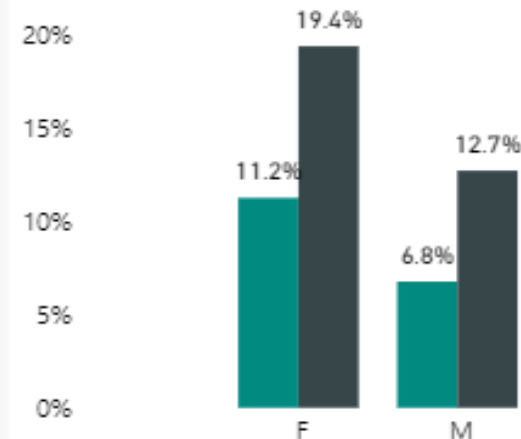
## Coverage by Age and Sex

● Completion ● Initiation



## Coverage by Age and Sex

● Completion ● Initiation





# Vaccine Data by Race

- Currently, 85% of the race and ethnicity data being reported to MCIR comes from electronic medical records.
- Partnering with MCIR regional staff and providers to submit race and ethnicity data.
- Ensuring MCIR feed is capturing the right elements as we move forward.
- Directing local health departments to go back into record to manually confirm missing information.
- Moving to cross match older, non-electronic birth records with MCIR data to fill in data gaps.

# A Look Ahead

Elizabeth Hertel | MDHHS Director

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# Vision we are working towards Community Outreach and Equity

- New pilot program is to help remove barriers to vaccine access in rural and urban communities for:
  - ❑ Michiganders 60+
  - ❑ In communities with the high Social Vulnerability Index (SVI) and high COVID-19 mortality rates
- Providers expected to have strong partnerships with community-based organizations and demonstrated ability to reach most vulnerable
- Up to 2,500 doses per provider
- Applications **due by 5 p.m. this Monday, March 1, 2021**

For more information Visit [Michigan.gov/COVIDVaccine](https://Michigan.gov/COVIDVaccine) or email [MDHHS-VaccineOutreach@michigan.gov](mailto:MDHHS-VaccineOutreach@michigan.gov)

# Vaccine supply is ramping up

- Pfizer & Moderna pledged 600 million doses by end of July [[NYT](#)]
  - Enough to vaccinate all adults in US
- Projected doses based on MI's percent of US population if doses are spread evenly across March – July. **Illustration only**
  - Dashed vertical line indicates when possible to have given 2 doses to half of Michiganders
- Johnson & Johnson, AstraZeneca to follow soon
- Expectation is that supply may increase by April for all age groups [[Fauci - NYT](#)]

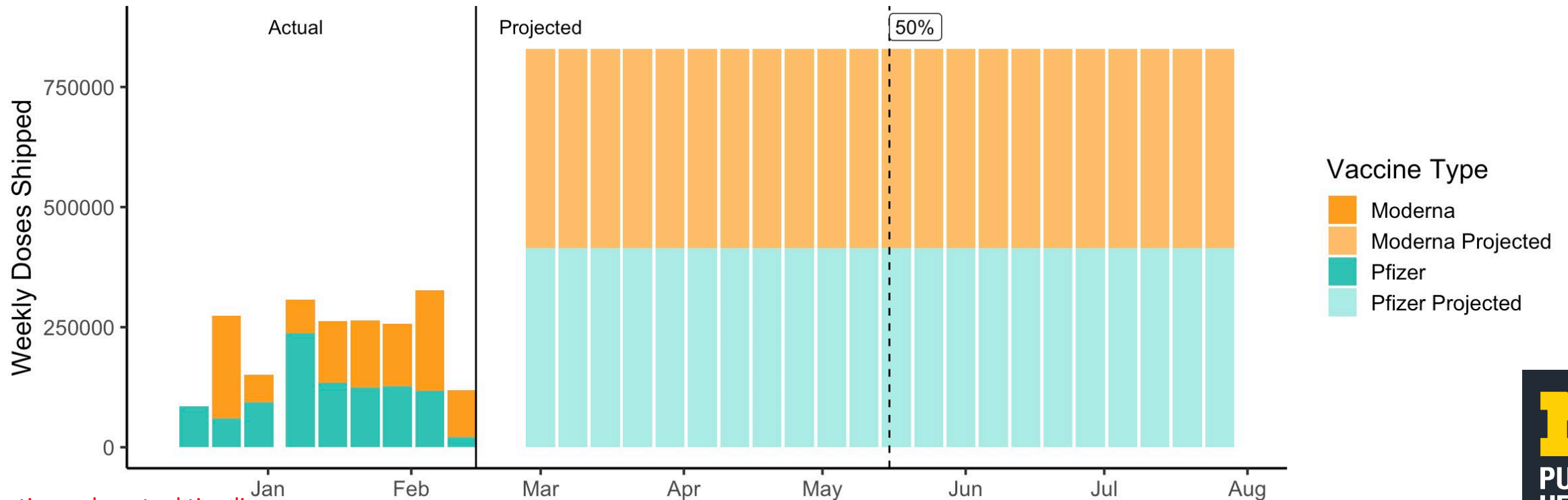


Illustration only, actual timeline may vary

## Vision we are working towards

- Vaccine available at doctor offices
- Vaccine available at hospital systems
- Vaccine available at pharmacies
- Vaccine available with credible community partners
- Vaccine available at drive-thru clinics
- Vaccine available at employer sites

# Stakeholder Workgroups Report

Eli Isaguirre | Stakeholder Engagement Coordinator, Protect Michigan  
Commission

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# Workgroups

Latinx

Asian Pacific American

Middle Eastern

Financial Services

LGBTQ

Disability

Veterans

Women & Children

Business

African American/Black

Colleges & Universities

Faith

Health care

Seniors

Tribal Nations

Youth (16-30)

Education

Rural

Labor & Workforce

Local government



# Workgroup Engagement Overview

- **18 of 20 have held meetings**
  - Appointed Chair & SOM staff for each group
- **Initial meeting agendas were focused on:**
  - Introductions
  - Goals of the workgroup
  - Feedback of current communications materials
  - Barriers to a constituency getting vaccinated



# Common Barriers

- Language – need more translation services at vaccine sites and basic vaccine information
- Eligibility confusion
- Lack of info on how and where to sign up; multiple entry points to sign up
- Misinformation and myths
- Transportation to vaccine sites
- Vaccines to those that cannot travel
- Physically accessible vaccine sites
- Hesitancy to get vaccine
- Lack of supply
- Military presence at vaccination sites

# Testimonial: Women and Children

**Denise Smith, Hope Starts Here Detroit**  
Chair of Women and Children Workgroup

# Resource Needs Identified

- Fact Cards to push back against misinformation
- Messaging guidance and talking points to accompany graphics
- Targeted outreach to vulnerable populations
- Interpreters for vaccination sites
- ASL captioned videos of all vaccine-related information
- Transportation assistance
- More social media graphics/signage with targeted messaging for specific industries
- Clarity on guidance for vaccine eligibility
- Materials on safety/efficacy of vaccines to educate community members while they wait for their turn
- Materials translated in additional languages

# Top Misinformation

- It was rushed and is not safe
- Cost of vaccine
- ID required
- I don't need to wear a mask if I have been vaccinated
- You can get COVID from the vaccine

# Testimonial: Seniors Workgroup

**Dr. Alexis Travis, MDHHS**  
Staff Manager of Seniors Workgroup

# COVID-19 VACCINE QUESTIONS

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

Cost to  
receive the  
vaccine



## **Do I have to pay for the vaccine?**

No. You will not be charged any fees for the vaccine, regardless of whether you have health insurance coverage or not.

If you do have insurance coverage, the vaccine provider may charge your insurance an administrative fee, but YOU will not have to pay anything. (If you are uninsured, this fee will come from the Health Resources and Services Administration's Provider's Relief Fund, NOT you.)



# COVID-19 VACCINE FAQs

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

Is the vaccine  
safe?



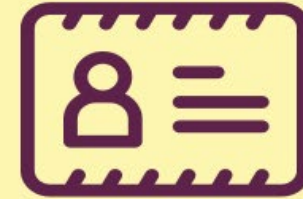
## **Is the vaccine safe?**

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 QUESTIONS

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

Do I need to  
show ID to  
receive the  
vaccine?



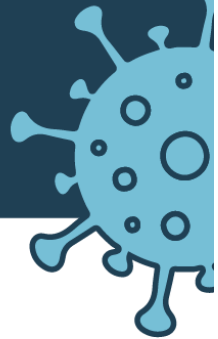
## **Do I need an ID to get the COVID-19 vaccine?**

ID is not required for a vaccine. In some instances, you may be asked to provide information to verify the county you live in, get you registered, or to bill insurance.



# How to Sign up for an Appointment

## WHEN YOU ARE ELIGIBLE TO RECEIVE A VACCINE:



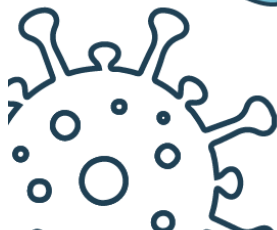
**Check the website** of your local health department or hospital to find out their process or for registration forms; or



**Check additional vaccination sites**, such as local pharmacies like Meijer, Rite Aid, or Cardinal Health (U.P. residents); or

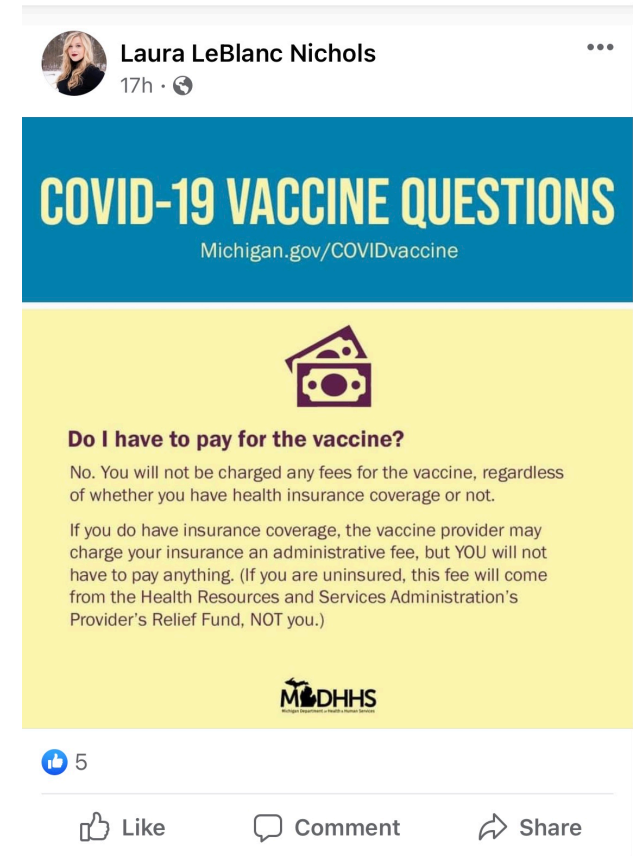
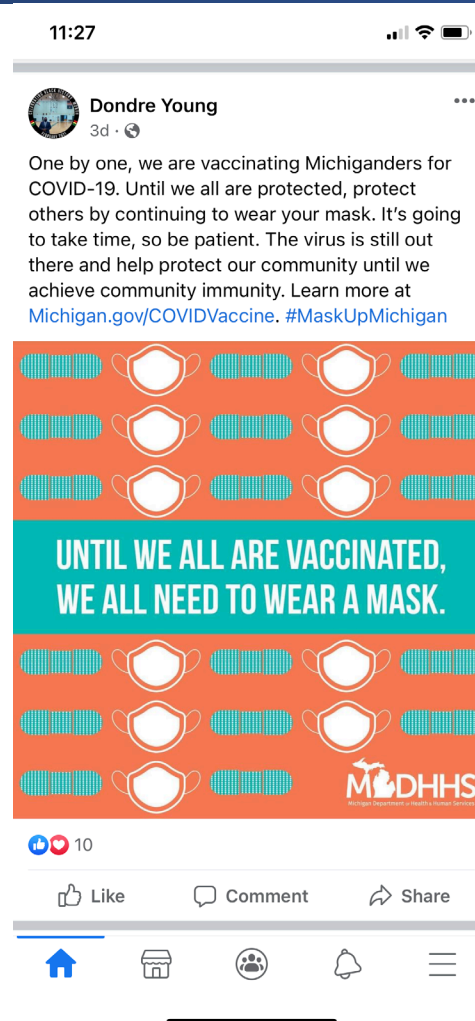


**Residents who don't have access to the internet or who need assistance navigating the vaccine scheduling process** can call the COVID-19 Hotline at 888-535-6136 (press 1) *Monday through Friday from 8 a.m. to 5 p.m., Saturday and Sunday from 8 a.m. to 1 p.m.*, or call 2-1-1 (press 5).



# How to Use Content

- Share on social media
- Peer to peer
- Send in newsletters
- Print
- Word of mouth
- Host an event
- Send in WhatsApp group chat



# In the Works

- Seniors workgroup is working with AARP to interview members who have received the vaccine to talk about their experience
- Veterans work group is working with MING to develop plans for clinics to target underserved areas with large volumes of Vietnam era veterans
- Media outreach around March 1 Food & Ag worker eligibility
- Media trainings for workgroup members
- Many more town Halls/webinars

# Other Ideas

- Tribal Nations videos to target youth
- Videos encouraging migrant workers to vaccinate
- Testimonials from known and trusted community members
- Strategic vaccination sites
- Text messages for outreach
- Phone banks to reach people without access to internet
- “I Have Been Vaccinated” stickers
- PSAs to encourage employees/employers to get the vaccine
- Lunch and learn hosted by an organization to provide more information around safety, efficacy

# Updated Materials & Planning

Darice Darling | Acting Director, MDHHS External Affairs & Communications

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# Questions & Answers

Moderated by Kerry Ebersole Singh

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# Next Steps

[PowerPoint Presentation \(michigan.gov\)](#)

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