

Protect Michigan Commission February 26, 2021



COMMUNICATION GOALS

- Build confidence in the COVID-19 vaccine.
- Communicate the safety and effectiveness of the COVID-19 vaccine and build trust in the science.
- Encourage those who are eligible to take the vaccine.
- Direct people to the COVID vaccine website or hotline for the most up-to-date information.
- Urge those who are not eligible or who can't yet get an appointment to be patient – everyone who wants a vaccine will get a vaccine.
- Explain the ways eligible Michiganders can schedule a vaccine appointment.

PAID CAMPAIGN HIGHLIGHTS - JANUARY

- Digital media drove 167,230 clicks to Michigan.gov/COVIDVaccine
- A combined 14,220 television, cable and radio spots ran throughout the state
- Through streaming, social media and digital, COVID vaccine videos had 6,914,615 views
- 27 print ads ran in minority targeted publications reaching Hispanic, Arabic, Native American, Asian and African American audiences
- Through all paid media, we garnered 109,873,187 impressions

EARNED MEDIA HIGHLIGHTS – 59 NEWS STORIES

First Michigander gets COVID-19 vaccine: 'I've been more than ready to do this'	Detroit Free Press
Finley: Take vaccine, or take the consequences	Detroit News
Long-term physical damages of virus concern health official	The Eagle/Associated Newspapers of Michigan
The New COVID-19 Vaccine Will Save Lives	Michigan Chronicle
Faith leaders to encourage COVID-19 vaccine during town hall	WOOD TV
Opinion I'm a Black doctor. Here's why we all should take the COVID vaccine	Bridge Magazine
Opinion: COVID-19 vaccine is a game-changer that can stop the pandemic	Detroit News
Spoiler Alert – The Vaccine is Safe	96.3 FM
Guest Column: Choosing an End to COVID	Jewish News
Letter to the editor: Health official: 'Anyone who wants the vaccine, will receive it'	Morning Sun
LTE: Hope on the horizon	Tuscola County Advertiser
Detroit pastor encourages Black community to get COVID vaccine, offers help to those in need	WDIV Channel 4
LTE: Vaccines are our best hope	Cheboygan Daily Tribune
Hope is on the horizon	Antrim/Kalkaska Review
Health department asks for patience during vaccinations.	Oceana County Press
LETTER: Health officer pleads patience with vaccine rollout	Ludington Daily News
Health officer: Be patient, hope on the horizon	Big Rapids Pioneer
Progress is being made, patience will help	Cadillac News
KEVIN HUGHES: Be patient, hope on the horizon	Manistee News Advocate
Progress being made, but patience will help	The Alpena News

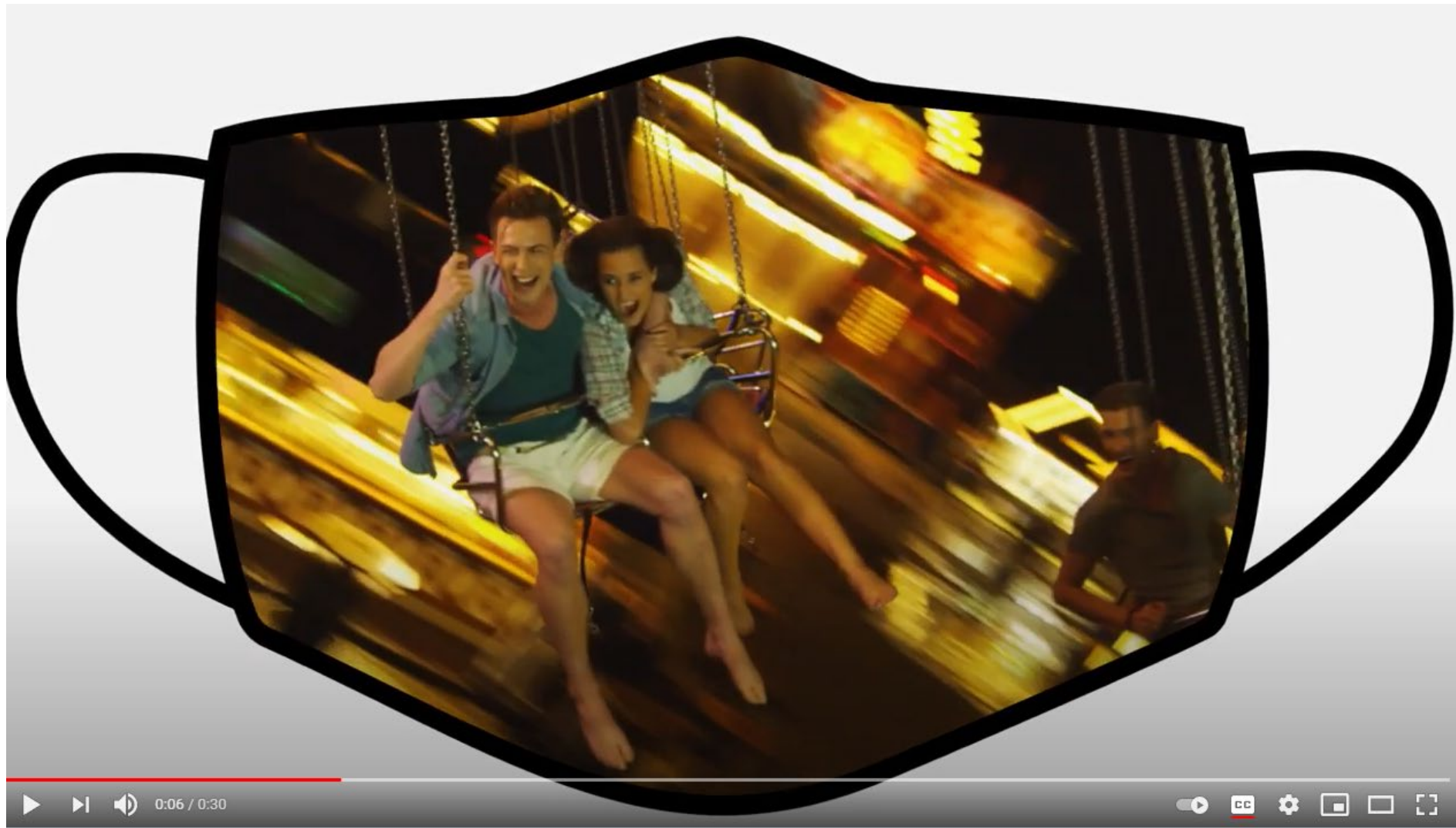
OUTREACH HIGHLIGHTS

- Weekly 'Spread Hope, Not COVID' coalition newsletter
 - Sent to 500+ statewide associations, businesses, and community leaders.
 - Includes topline messages, communication resources, FAQs, social posts, and recent news.
- Community Town Hall Series
 - Faith Based Community Town Hall – January 21
 - Communities of Color Town Hall – February 25
- Social Influencers – 30+ social influencers to date
 - 400+ social media posts across Facebook, Instagram, YouTube, Twitter, Pinterest, and blogs.
 - More than 1,500,000 total engagements.
 - More than 24,000,000 total impressions.

OUTREACH HIGHLIGHTS - JANUARY

- Worked with the Michigan Chapters of the Urban League for vaccine messages.
- Collected more than 25 video testimonials from surrogates and influencers; shared on various social media accounts and channels.
- Continued to seek surrogate support from the Michigan Chapters of the National Association for the Advancement of Colored People and National Action Network.
- Secured op-ed placements for Dr. Curtis Ivery of WCCCD (Michigan Chronicle and Hamtramck Review), Dr. Roy Wilson (The Detroit Free Press), Antoine Garibaldi of University of Detroit-Mercy (The Detroit News) and N. Charles Anderson of the DUL (Telegram News).
- Worked closely with Block Club and Association Leaders, Black Fraternities and Black Sororities statewide.
- Held vaccine update calls with minority small business owners in the cities of Detroit, Pontiac, Lansing, Benton Harbor, Flint, Jackson and Battle Creek.

NEW ASSETS



PATH BACK
YOUTUBE
BOX

SOCIAL MEDIA ASSETS

BOX

Michigan Department of Health and Human Services  Just now · 

One day in the future we won't need to wear masks. But for right now, we all need to keep wearing masks. Even if you've already been vaccinated and are protected, wearing a mask protects others. The virus is still out there. Continue to help protect our community. Learn more at Michigan.gov/COVIDvaccine. #MaskUpMichigan



**Protected
by the vaccine?
Protect others
by wearing
a mask.**

MDHHS
Michigan Department of Health & Human Services

Michigan Department of Health and Human Services  Just now · 

One by one we are vaccinating Michiganders for COVID-19. Until we all are protected, protect others by continuing to wear your mask. It's going to take time, so be patient. The virus is still out there. Continue to help protect our community. Learn more at Michigan.gov/COVIDvaccine. #MaskUpMichigan



**PROTECTED BY THE VACCINE?
PROTECT OTHERS BY WEARING A MASK.**

MDHHS
Michigan Department of Health & Human Services

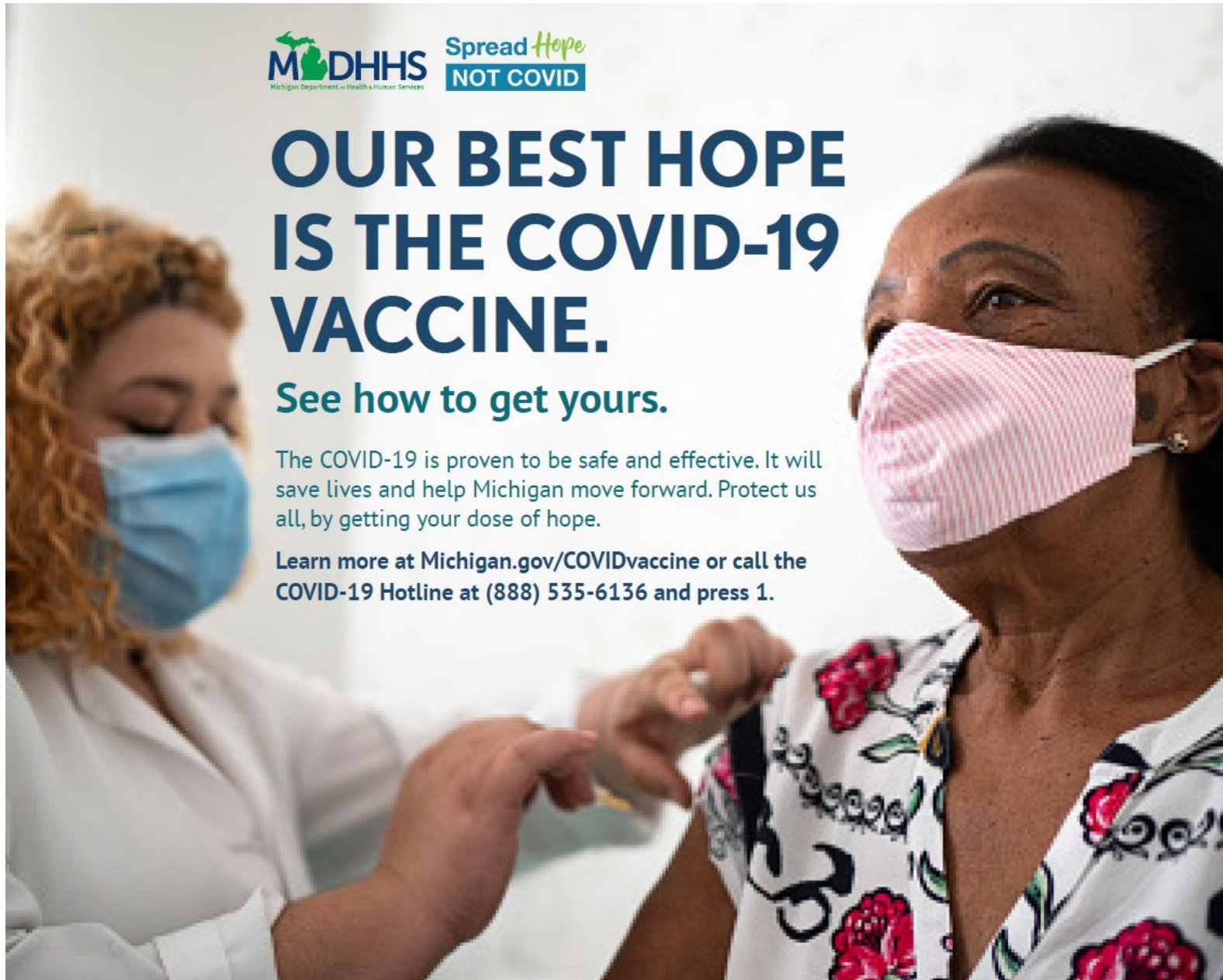


OUR BEST HOPE IS THE COVID-19 VACCINE.

See how to get yours.

The COVID-19 is proven to be 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.



PRINT AD/POSTER

COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Do the new variants spread more easily and more quickly?

Unfortunately, yes. Some variants may spread more easily, so it's important to continue wearing a mask and social distancing. You can also help slow the spread by getting the vaccine as soon as it's available to you.



COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



What will the government do with my personal information?

By reviewing the vaccine specific Emergency Use Authorization (EUA) document and agreeing to be vaccinated, you are allowing your information such as name, address, date of birth, and the type of vaccine administered be shared with the state's registry, called the Michigan Care Improvement Registry (MCIR). This database is only accessible to approved medical professionals, staff, and local health departments for vaccination purposes, and they must sign the MCIR Usage Agreement, which governs protection of your information.



COVID-19 VACCINE FAQs

Michigan.gov/COVIDvaccine



Can pregnant women get the COVID-19 vaccine?

Yes. Pregnant women (and women planning to become pregnant) can get the vaccine as soon as they are eligible. However, the CDC suggests consulting a health care provider for help making the most informed decision.



FACT CARDS BOX

COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



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.



COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



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 QUESTIONS

Michigan.gov/COVIDvaccine



Will I have to quarantine and miss work after I get the vaccine?

Getting the vaccine does not require quarantine, but it typically takes a few weeks for the body to build an immune response after getting the vaccine. This means it's possible you could be infected with COVID-19 just before or after vaccination. If you believe you have been exposed or are having symptoms you should quarantine until you talk to your doctor and get tested. Do not work until you receive your results and quarantine timeline.



COVID-19 VACCINE QUESTIONS

Michigan.gov/COVIDvaccine



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

An ID is not required to receive a vaccine, and you will not be required to provide or confirm immigration status. In some instances, you may be asked to provide information to verify the county you live in, get you registered, or to bill insurance.



UPCOMING

EARNED MEDIA PLANS

- Johnson & Johnson vaccine approval – March
- MIS-C Opinion Editorial by Veronica McNally – March
- Vaccination Patience Opinion Editorial by Dr. Khaldun – March
- Weekly Protect Michigan Commission Press Briefings – March
 - Featuring PMC leadership and developments
- Media roundtable for seasonal/migrant workers – March
- Protect Michigan Commission opinion series – March and April
 - Featuring PMC workgroup leaders
- Promotion of the Town Hall series events

OUTREACH PLANS

- Community Town Hall Series
 - General Public Town Hall – tentatively March 25
 - Millennial Town Hall – TBD
 - People with Disabilities Town Hall – TBD
- Community/Regional Vaccine Clinic Town Hall Series – 8-10 statewide, TBD
- Weekly ‘Spread Hope Not COVID’ coalition newsletter
- Social influencers work to reach social media audiences
- Partnership with Michigan’s 16 Area Agencies on Aging

OUTREACH PLANS

- Real Talk Testimonial Series – A grassroots testimonial series that will feature everyday people talking about COVID-19, the importance of testing and why they're patiently and eagerly awaiting their turn to be vaccinated.
Example: A grandmother telling everyone to get tested and to get the vaccine when it's their turn because she has not seen her grandkids and family for months. This series is a social media campaign.
- The First Lady Series – Working with Dion Williams/EOG to have First Ladies across the state engage with the following 1) town halls, 2) participate in the Real Talk Series, and 3) host a conversation on Zoom called Women to Women: COVID-19 and the Family.
- Community Church Marquees – Many community church marquees are not being used right now. Develop concise and targeted messages to give to the churches and request that they place them on their marquees in support of the vaccine, mask wearing, and social distancing.
- Millennials – Work with the Young Professional associations across the state to identify and pitch young voices to local media who are supportive of the vaccine, mask wearing, and social distancing.

OUTREACH PLANS

- Educational Institutions – Work with public, charter, two-year and four-year schools to connect with college student newspapers, radio stations and more, to pitch prepared articles for print (and potentially young voices from local young professional association leaders). Also work with school administrations to use school marquees for messaging.
- Professional Clubs & Organizations – There are various chapters of professional groups throughout Michigan that regularly send out updates to their members. Partnering with these groups as an ambassadorship to recruit their help to spread COVID information.

QUESTIONS?
