



**MEDIA ADVISORY**

Monday, June 7, 2021

Contact: Mike Nowlin

Cell: 989-450-0855

**Oakland County government, public health and education leaders to kick off new 'One By One' COVID-19 shots-in-arms campaign featuring all-Oakland County lineup of key messengers and youth champions**

*As part of awareness push, Oakland Schools will debut COVID-19 student ambassadors during the press event who will get their vaccinations LIVE and encourage peers to get immunized moving forward in partnership with the Protect Michigan Commission*

**WHEN:** 2:30 – 2:50 p.m. Tuesday, June 8, 2021 | Media Q&A will follow as necessary

**WHERE:** South Oakland Health Center – Southfield Office  
27725 Greenfield Rd, Southfield, MI 48076

This is an **IN-PERSON** event with capacity limited to media, dignitaries and staff. To attend, **PLEASE RSVP:** [nowlin@gudmarketing.com](mailto:nowlin@gudmarketing.com). **Media who cannot attend can watch the event via livestream at:**  
<https://www.facebook.com/michiganhhs/>

**NOTE:** Face coverings are required if you have not been vaccinated for COVID-19.

**WHO:** Protect Michigan Commission Director **Kerry Ebersole Singh**  
Oakland County Executive **David Coulter**  
Oakland County Health and Human Services Director **Leigh-Anne Stafford**  
Oakland Schools Superintendent **Dr. Wanda Cook-Robinson**  
Oakland Schools Public Health Nurse Consultant **Dayna Bennett** (inoculator)  
Oakland County Public Health Administrator **Kate Guzman, RN** (inoculator)

**WHAT:** **LIVE press conference where Oakland County government, public health and education leaders will kick off a new summer-long "One By One" campaign to promote COVID-19 vaccinations among Oakland County residents in partnership with the Protect Michigan Commission.** The education and awareness effort includes advertising featuring a lineup of all-Oakland County residents with no paid actors whatsoever. The messages will appear as TV commercials and via paid digital advertising, social media placements, billboards, radio and local newspapers.

As part of the campaign launch, Oakland Schools will introduce several students who have volunteered to serve as COVID-19 vaccination ambassadors. The youth will get their “shots in arms” during the news conference as well as encourage their peers to get inoculated moving forward.

Gov. Whitmer created the [Protect Michigan Commission](#) in January. The appointees represent a diverse array of industries, professions and backgrounds. Housed within the Michigan Department of Health and Human Services, (MDHHS), they are charged with helping to ensure every Michigander has a plan to get vaccinated against COVID-19.