

Protect Michigan Commission

April 23, 2021



Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan
Commission

Opening Remarks

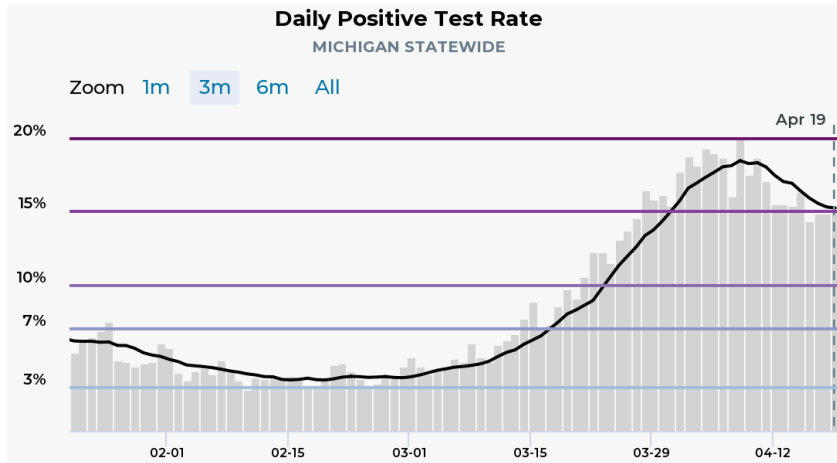
Lt. Governor Garlin Gilchrist II

Update on the Numbers & Vaccines

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

Data: Michigan COVID-19 Trends

Decreasing Avg. Percent Positivity



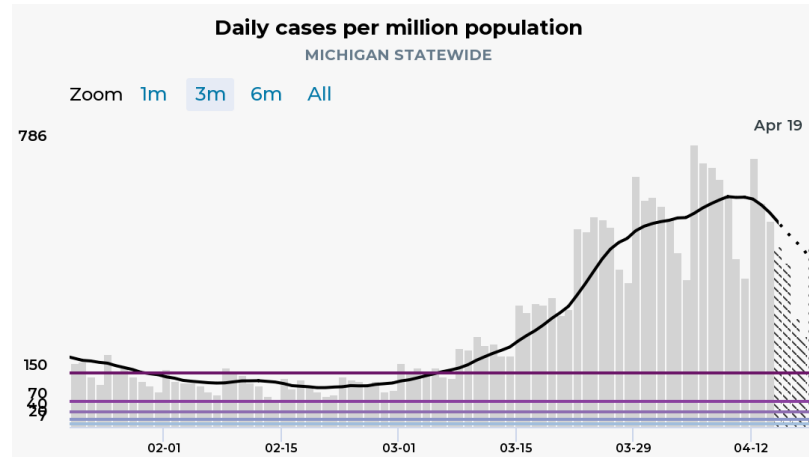
15.3% positivity, 11-day decline

Seven MERC regions >15% (Risk Level D)

Remains up 338% since Feb 19 low

Remains above Dec 4 peak (14.4%)

Decreasing Cases Per Million



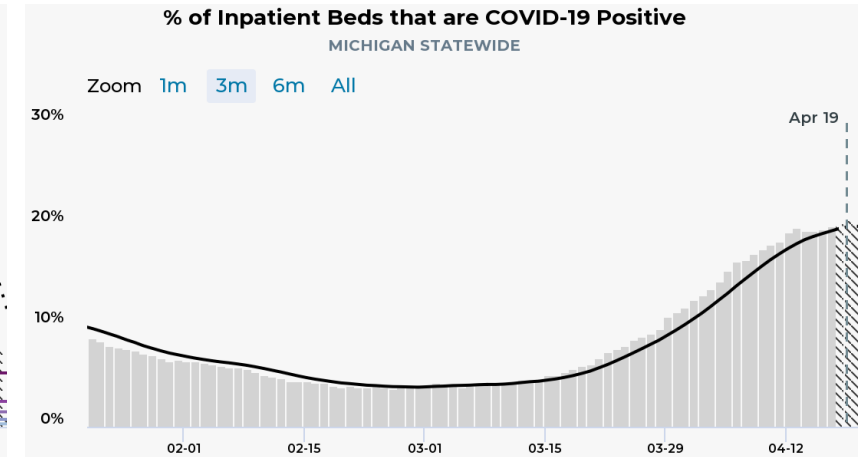
596.9 cases/million, 8-day decline

Seven MERC regions > 450 cases/mil (3x Risk Level E)

Remains 447% higher than Feb 19 low

80% of Nov 14 peak (738 cases/mil)

Increasing Avg. Hospitalization



19.7% beds for COVID-19, 6+ week increase

Three regions > 20% (Risk Level C)

Up 405% since Feb low

Surpassed Dec 4 peak (19.6%) on 4/19

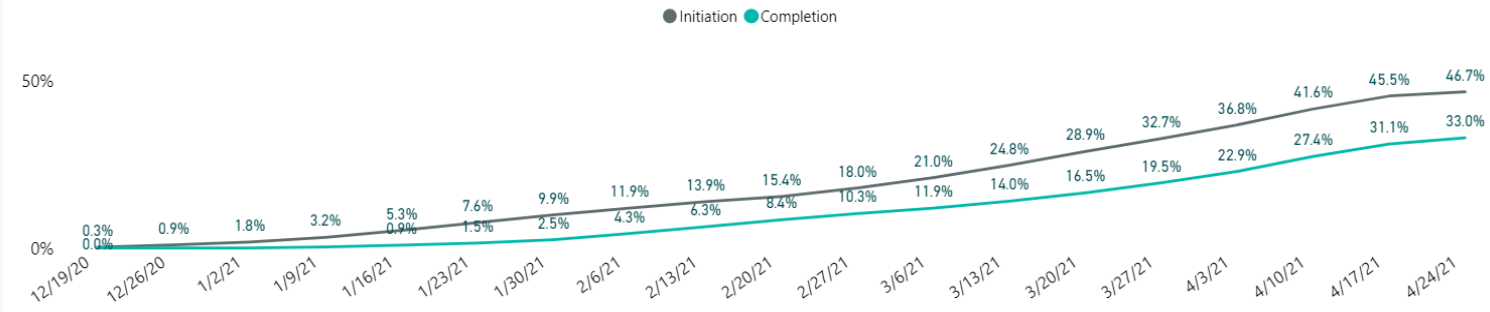
Vaccinations

COVID Vaccine Coverage

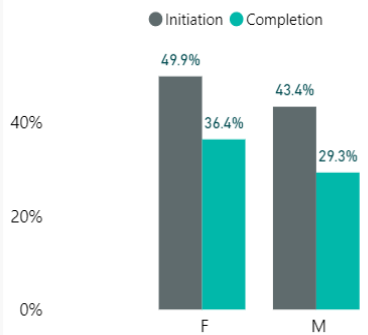
Dashboard Updated: April 21, 2021. "Completion" is the percentage of Michigan residents receiving 2 doses of Pfizer or Moderna or 1 dose of J&J. "Initiation" is the percentage who have received either 1 or more doses of ANY vaccine. See the "Learn More" page to learn how



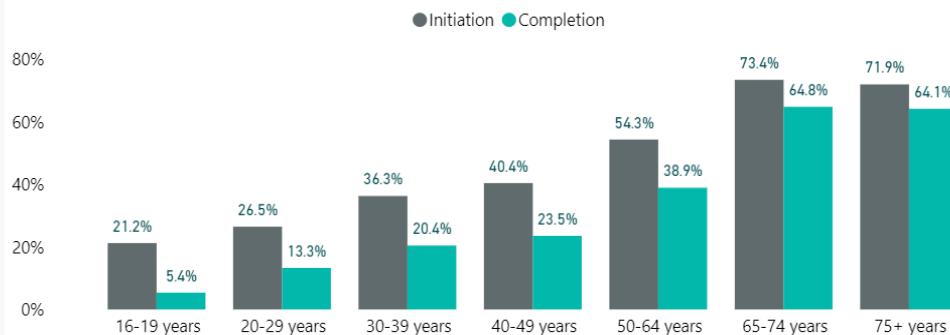
Cumulative Coverage by Week Ending Date



COVID Vaccine Coverage by Sex



COVID Vaccine Coverage by Age Group



- 6,280,313 doses administered to date
- **3,811,403 first doses**
- 46.7% over age 15 have first dose
- 72.8% over age 65 have first dose
- 33.0% population fully vaccinated
- 64.5% over age 65 are fully vaccinated

Recommendation to Pause Use of Johnson & Johnson's Janssen COVID-19 Vaccine

Updated Apr. 16, 2021

Languages ▾

Print

On April 13, 2021, CDC and FDA recommended a pause in the use of Johnson & Johnson's Janssen COVID-19 Vaccine. Of the nearly 7 million doses administered so far in the United States, a small number of reports of a rare and severe type of blood clot have been reported in people after receiving the J&J/Janssen COVID-19 Vaccine. All reports occurred among women between the ages of 18 and 48, and symptoms occurred six to 13 days after vaccination. As of April 13, 2021, of the more than 180 million doses administered so far of the Pfizer-BioNTech or Moderna vaccines, no reports matching those associated with the J&J/Janssen vaccine have been received.

[Get answers to your questions](#)

J&J/Janssen COVID-19 Vaccine Update, April 13, 2021

The use of this vaccine is 'paused' for now. This is because the safety systems that make sure vaccines are safe received a small number of reports of a rare and severe type of blood clot happening in people who got this vaccine.

We do not know enough yet to say if the vaccine is related to or caused this health issue. To be extra careful, CDC and FDA recommend that the vaccine not be given until we learn more.

Research Update

Kerry Ebersole Singh | Special Advisor, Protect Michigan
Commission

KEY MESSAGES ON COVID VACCINE

Encouraging Persuadable Michiganders to Get Vaccinated

1

The vaccine helps protect you and your family.

- The vaccine is the most effective way to protect you and your family from the virus.
- It is our best shot to be free from this pandemic, and the quickest way to getting our country back to normal, so that we can all hug our families, get back to work, go to restaurants, send our kids to school, play sports, and get together again.

The COVID-19 vaccine: tested for safety and trusted by doctors. From smallpox, to polio, and now COVID, vaccines have a long history of hope and healing. The COVID-19 vaccine is our best shot to being free from this pandemic, and the quickest way for our lives to return to normal is for everyone to get vaccinated.

2

The vaccine helps others.

- It protects medical workers, first responders, and other essential workers who put their lives on the line for the rest of us every day.
- The vaccine is essential for helping our economy recover and saving small businesses that are barely hanging on.

3

The vaccine is safe.

- The vaccine was a team effort and has proven to be our best offense to be victorious over the virus.
- More than 78 million Americans and 2.3 million Michiganders have been safely vaccinated.
- Vaccine trial participants received the vaccine over 12 months ago and still show no significant side effects.
- It went through the same rigorous testing as other vaccines like smallpox and polio with no steps skipped.

WHO ARE THE PERSUADABLES?

- Age: 45% are under age 35. Race: 69% white, 15% Black, 7% Hispanic.
- Educated: 61% have at least one year of college; 33% have a degree/advanced.
- Where: highest density: 16% Wayne, 14% Oakland, 7% Macomb, 6% Ottawa, 5% Kent.
- More critical of government. Less trusting of vaccine sources: government, religious, political. Most trusted source is "your own family physician."

WHY ARE THEY RELUCTANT?

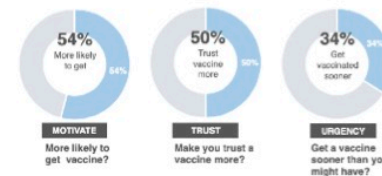
- Safety is the #1 reason (64%) for not getting the vaccine as soon as it is available.
- Side effects (60%). Long-term performance (60%). Feeling like a test subject (55%) and effectiveness (51%).

HOW DO WE OVERCOME PERSUADABLES' OBJECTIONS?

- Assert effectiveness: only 66% are aware vaccines are highly effective vs. total sample.
- Assure sufficient supply for all: some are waiting because they don't want to take supplies that are needed for vulnerable residents.
- Lean in to science, history: they respond most favorably to messages that speak to the science and history of vaccination.
- Avoid possibility of death: talk about how it "would nearly eliminate the possibility you could die from COVID."
- Side effects: they need to know side effects are manageable.

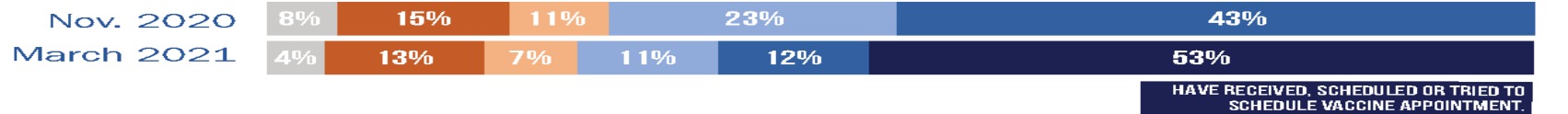
POSITIVE REPORTS ON EFFECTIVENESS OF VACCINES MOTIVATE

- Do positive reports about the effectiveness of COVID-19 vaccines make you...

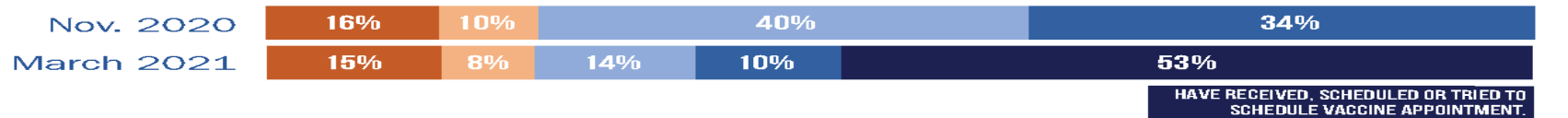


VACCINE RESEARCH

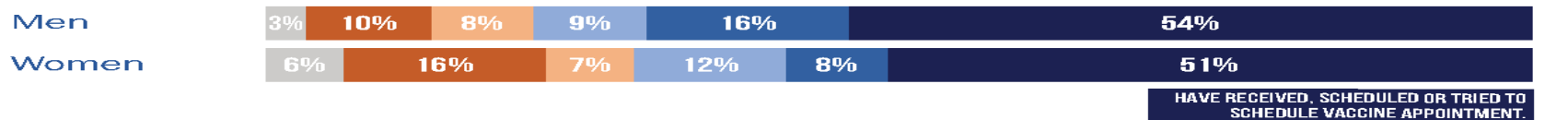
76% OF MICHIGANDERS HAVE STARTED THE VACCINATION PROCESS OR ARE LEANING TOWARD RECEIVING IT.



63% HAVE ALREADY INITIATED THE VACCINE PROCESS OR WOULD GET VACCINATED **“AS SOON AS IT IS AVAILABLE.”** COMPARED TO 35% IN NOVEMBER

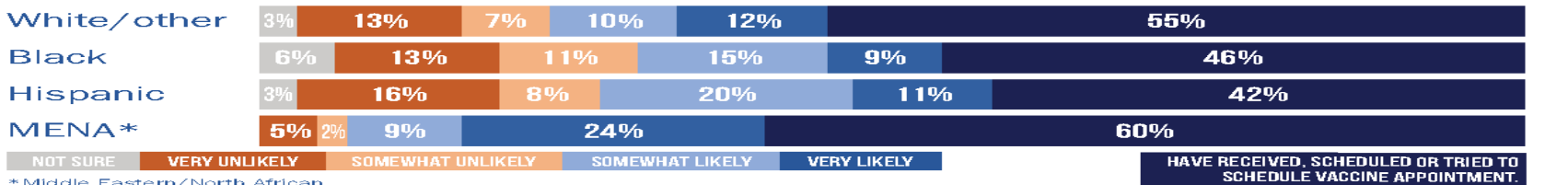


MEN (70%) ARE MORE LIKELY THAN WOMEN (59%) TO GET THE VACCINE.



STRIKING DIFFERENCES IN VACCINE ADOPTION BY **RACE.**

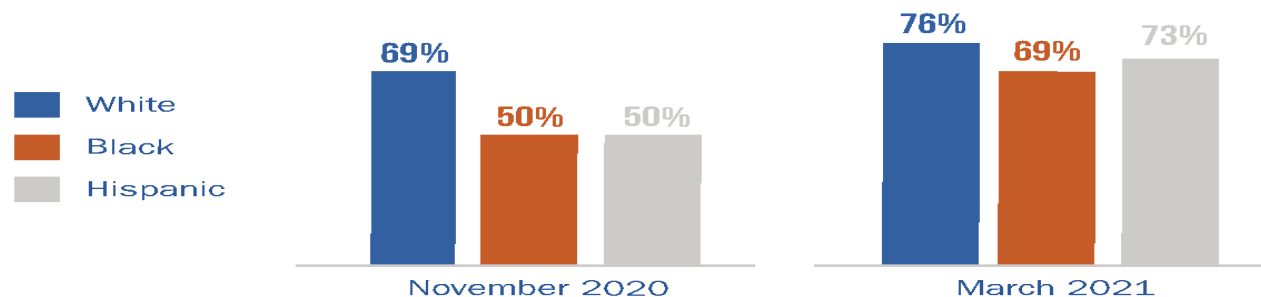
77% of white Michiganders have started the vaccine process or are very likely to get vaccinated v. 55% Black and 53% Hispanic.



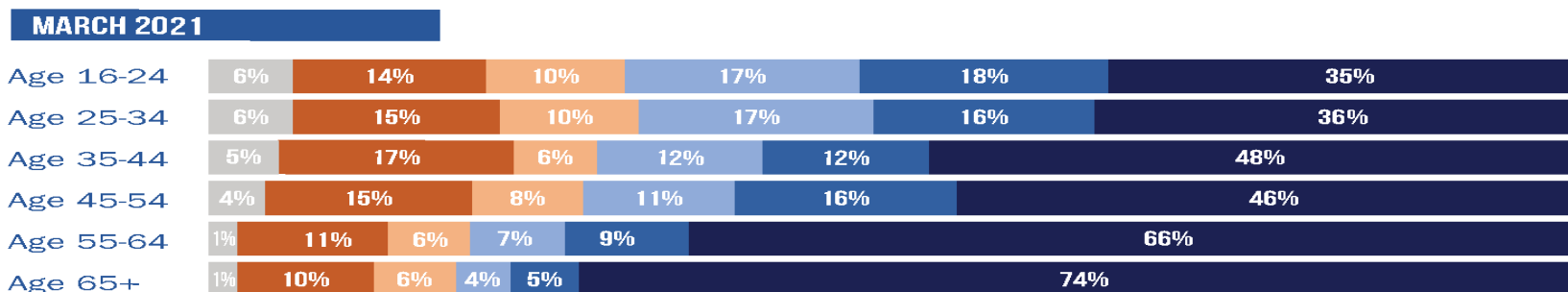
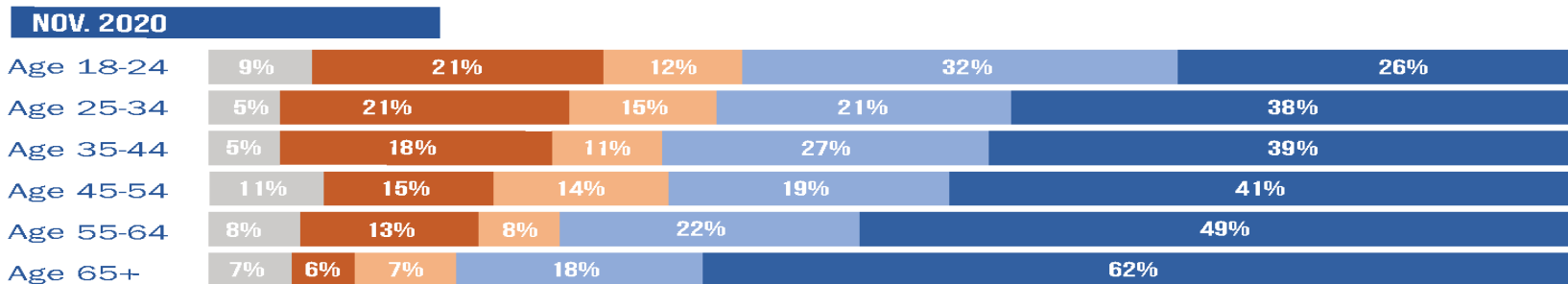
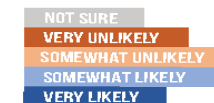
*Middle Eastern/North African

OVERALL, VACCINE LIKELIHOOD HAS IMPROVED AMONG ETHNIC/RACIAL GROUPS.

Percentage of those who have started the vaccine process or are at least “somewhat likely” to get vaccinated.



AGE CONTINUES TO BE A KEY FACTOR IN VACCINE LIKELIHOOD, THOUGH ALL AGE GROUPS HAVE SHOWN POSITIVE MOVEMENT TOWARD VACCINATION SINCE NOVEMBER.



HAVE RECEIVED, SCHEDULED OR TRIED TO SCHEDULE VACCINE APPOINTMENT.

Edison Research, on behalf of MDHHS, conducted 1,848 online and telephone interviews with residents of Michigan, ages 16 and older from March 13, 2021 to April 5, 2021. African-American, Hispanic and Middle Eastern/North African respondents were oversampled to improve analysis. The data is weighted to match the sex, age, ethnicity and region of Michigan residents.

Stakeholder Workgroups Report

Eli Isaguirre | Stakeholder Engagement Coordinator, Protect Michigan Commission

Month in Review



Veterans Workgroup – Lunch and Learn
Town Hall, and Saint Clair veterans only
vaccine clinic April 26

Faith Workgroup – Door-to-door for mobile
units at churches in Detroit

Regional Press Conferences in northern
Michigan and the UP

Student Ambassadors launched

Tribal Nations – Clinics and
communications help



In the News

UpNorthLive abc 24 WEATHER WATCH

Protect Michigan Commission introduces COVID-19 Student Ambassador program

by Brittney Buti
Thursday, April 15th 2021



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- Listen Live
- Schedule
- Programs + Podcasts
- About
- CitySpace

Listen Live: Morning ...

Michigan Pediatrician Weighs In On COVID-19 Uptick Among Young People

April 07, 2021

More states are expanding vaccine eligibility including Michigan, which opened to those 16 and older on Monday. Michigan is a hot spot: Data from Johns Hopkins University shows a 105% increase in cases over the past two weeks.



COVID-19 | VACCINE

TEDDY DORSETTE III
APPRECIATES HAVING A PERSON INTERPRETING

6:04
48°



Lansing opening COVID-19 vaccine clinic for Native residents this Saturday



(Ana Medina)

By Jake Draugelis

Published: Apr. 16, 2021 at 4:52 PM EDT



Annie Urasky

Staff Manager, Disability Workgroup



Dondre Young

Chair, Youth Workgroup



A Look Ahead



- **In the works**

- Local Government Workgroup– Webinar to update municipal leaders
- Town halls – Young people, parents, migrant workers
- APA and LatinX Workgroup – Neighborhood vaccination days
- Disability Workgroup – Disability specific town hall
- Women and Children Workgroup – Listening sessions
- Train the messenger training

Discussion

Moderated by Kerry Ebersole Singh

Communications Update

Darice Darling | Acting Director, MDHHS External Affairs & Communications

April Earned Media



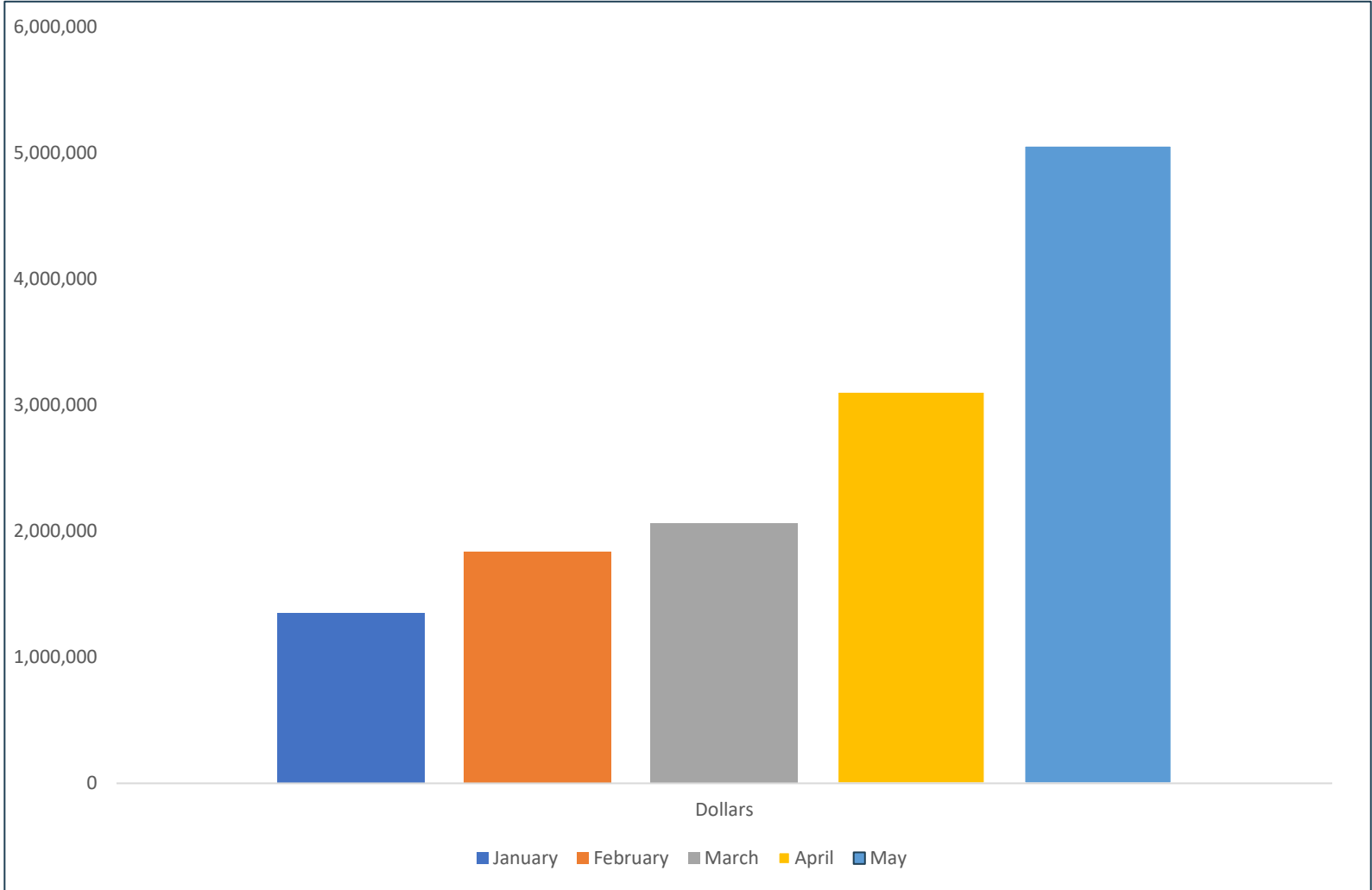
Pilot program helps more than 43k vulnerable Michiganders get COVID-19 vaccine	Fox 17 News
More than 43,000 of Michigan's most vulnerable vaccinated as part of vaccine pilot program	WZZM 13
Sermons, seminars and late-night clinics help vaccination efforts in Michigan's Muslim and Arab communities	MLive
Veronica McNally ~ WJR Late Mornings	WJR Radio
Lansing opening COVID-19 vaccine clinic for Native residents this Saturday	WILX Channel 10
WLNS 6 News at Noon - Vaccine Pilot Program	WLNS Channel 6
WLNS 6 News at 5 - Vaccine Pilot Program	WLNS Channel 6
WLNS 6 News at 11 - LTBB Vaccine Clinic	WLNS Channel 6
Vaccine pilot program targets 43,000 in underserved populations	Crain's Detroit Business
Normal in sight for Cristo Rey patients	Lansing State Journal
Cristo Rey Community Center expanding COVID vaccine clinic beyond state pilot	WILX Channel 10 Gud provided full coverage summary on 3/26/21 via email.

Upcoming Outreach Plans



- Increasing Community Access
- Promoting Mobile Units
- Door to Door canvassing in high SVI areas to help people get signed up
- Promoting new media campaign
- Statewide text messaging program to help people find vaccines, schedule transportation or get more information
- Digital campaign geotargeted to people showing them nearest vaccine location

Advertising Spend by Month



Discussion

Moderated by Kerry Ebersole Singh

Next Steps
