

# Protect Michigan Commission

August 20, 2021



# Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan  
Commission

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# Update on the Numbers & Vaccines & Recommendations

Elizabeth Hertel | Director, MDHHS

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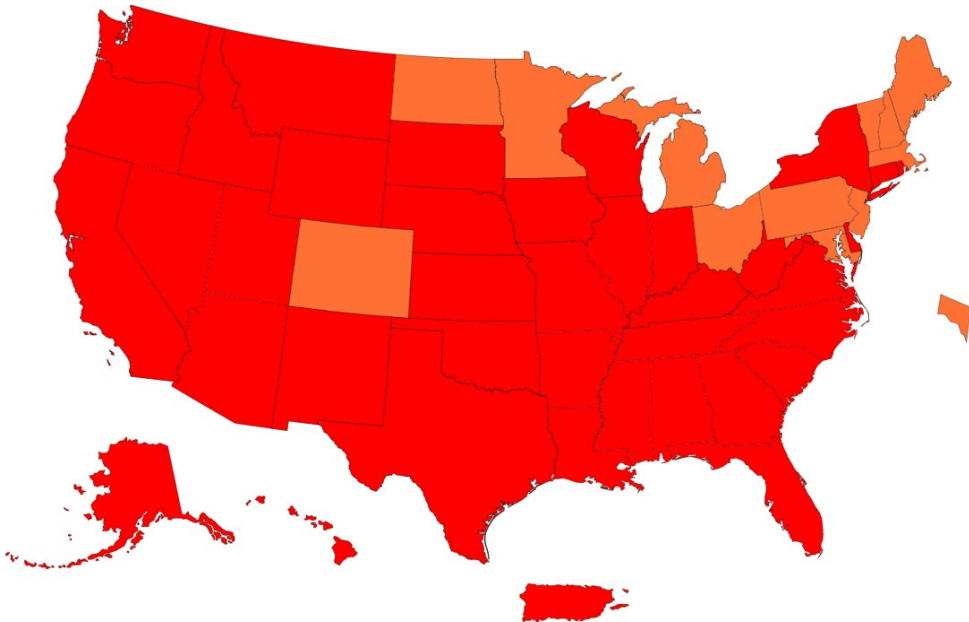
# National COVID-19 Trends

- Nearly all U.S. jurisdictions have high community transmission.
- Within the U.S., Rhode Island, North Dakota, and South Dakota lead the nation in cumulative cases/capita.
- CDC recommends masking when indoor public spaces; regardless of vaccination status.

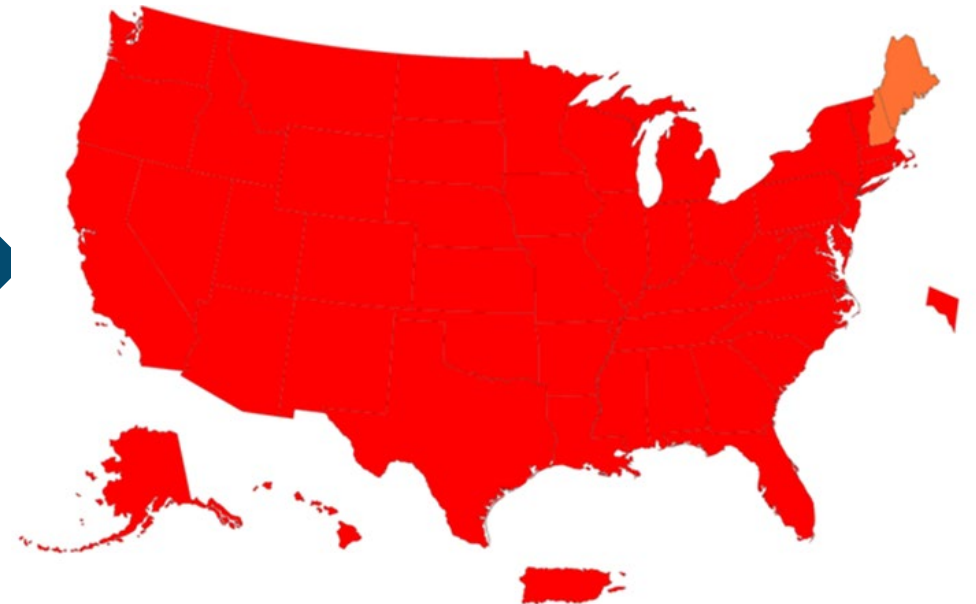
## Level of COVID-19 Community Transmission



Last Week



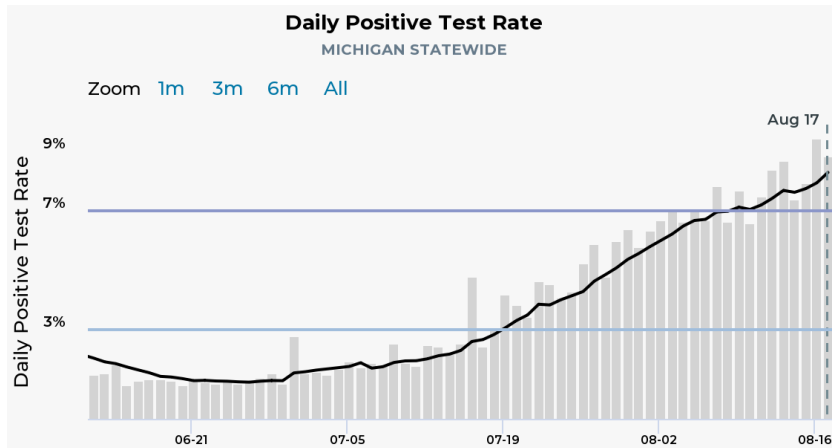
This Week



# Michigan COVID-19 Trends

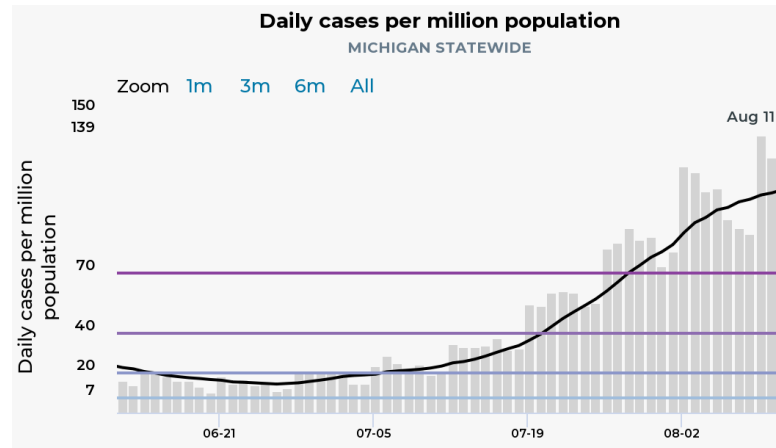
Michigan is now in **high transmission** up from **substantial** last week.

## Increasing Percent Positivity



Percent positivity (7.7%) is increasing for seven weeks, up from 7.0% last week.

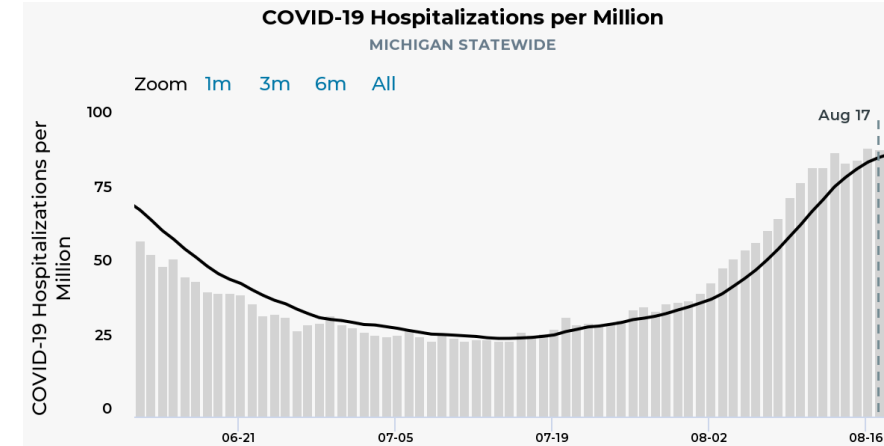
## Increasing Cases Per Million



Case rate (102.0 cases/million) have increased for over a month, up from 77.2 cases/million last week.

99% of positive tests available for sequencing in Michigan were Delta variant in the past 4 weeks.

## Increasing Hospitalization

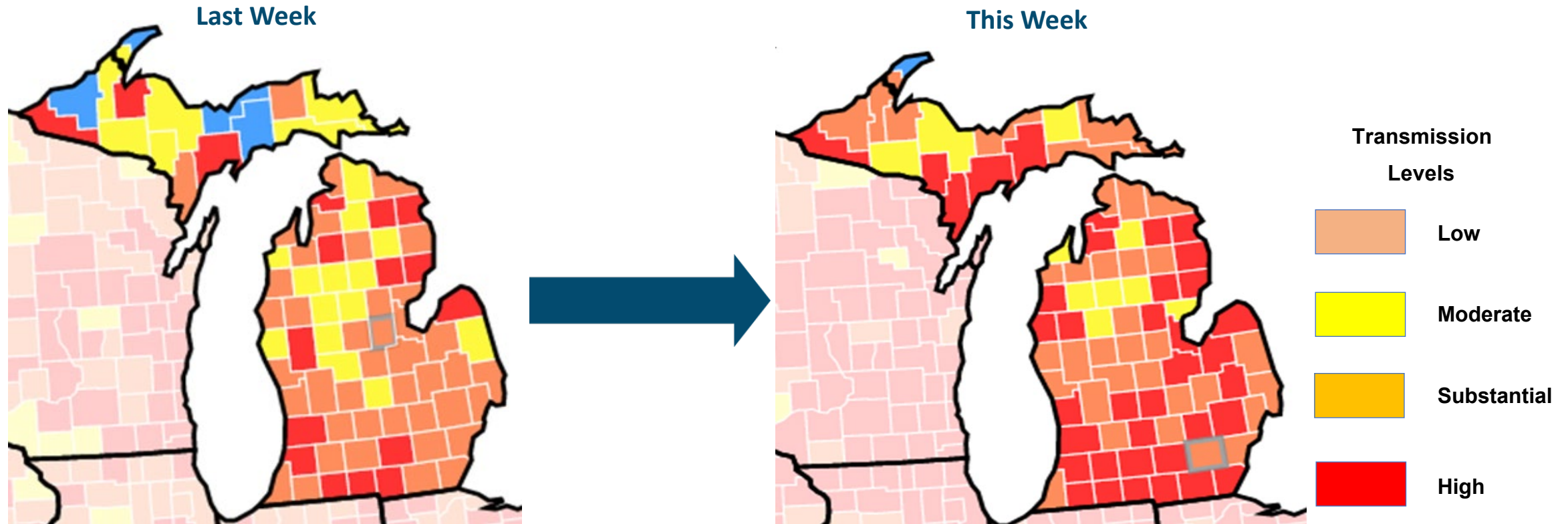


Percent of inpatient beds occupied by individuals with COVID (4.0%) has increased for four weeks, up from 2.9% last week.

Deaths are also increasing.

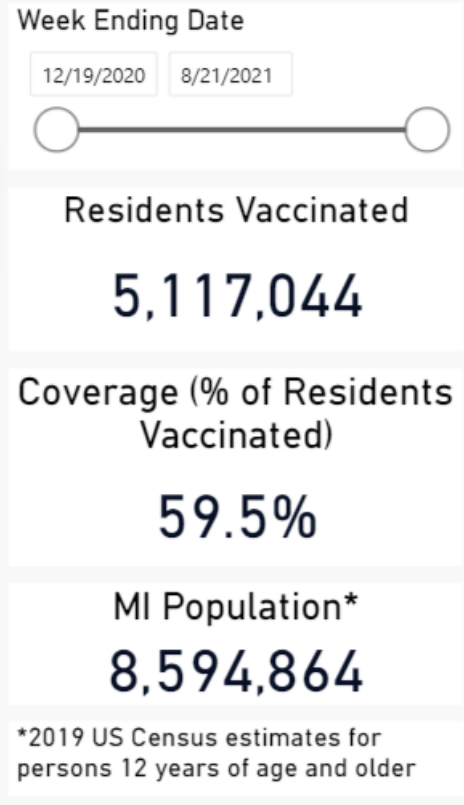
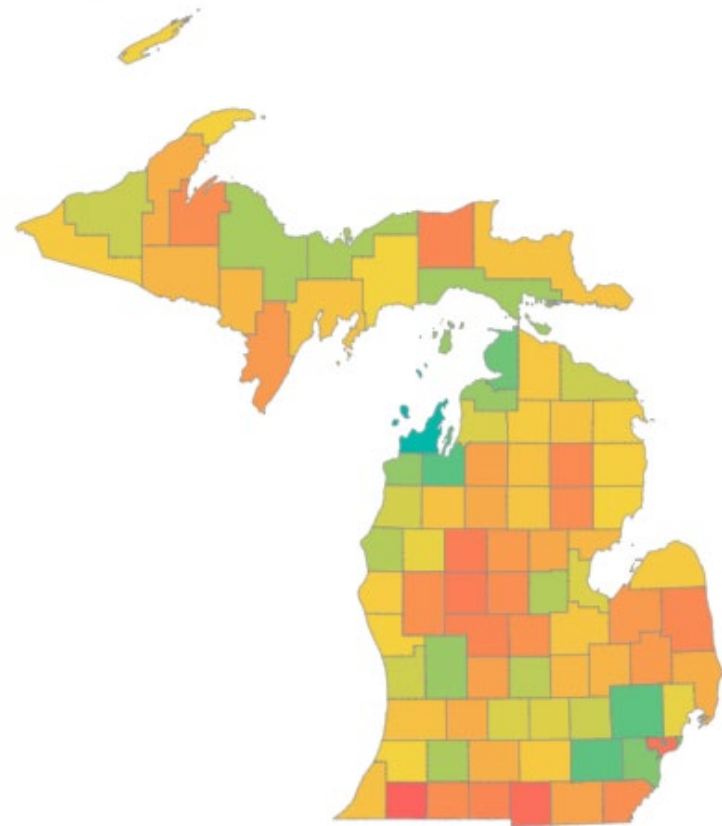
# County COVID-19 Trends

Increasing number of counties with **substantial or high** transmission.



# Vaccine Progress Statewide

People who received at least one dose of a COVID-19 vaccine by

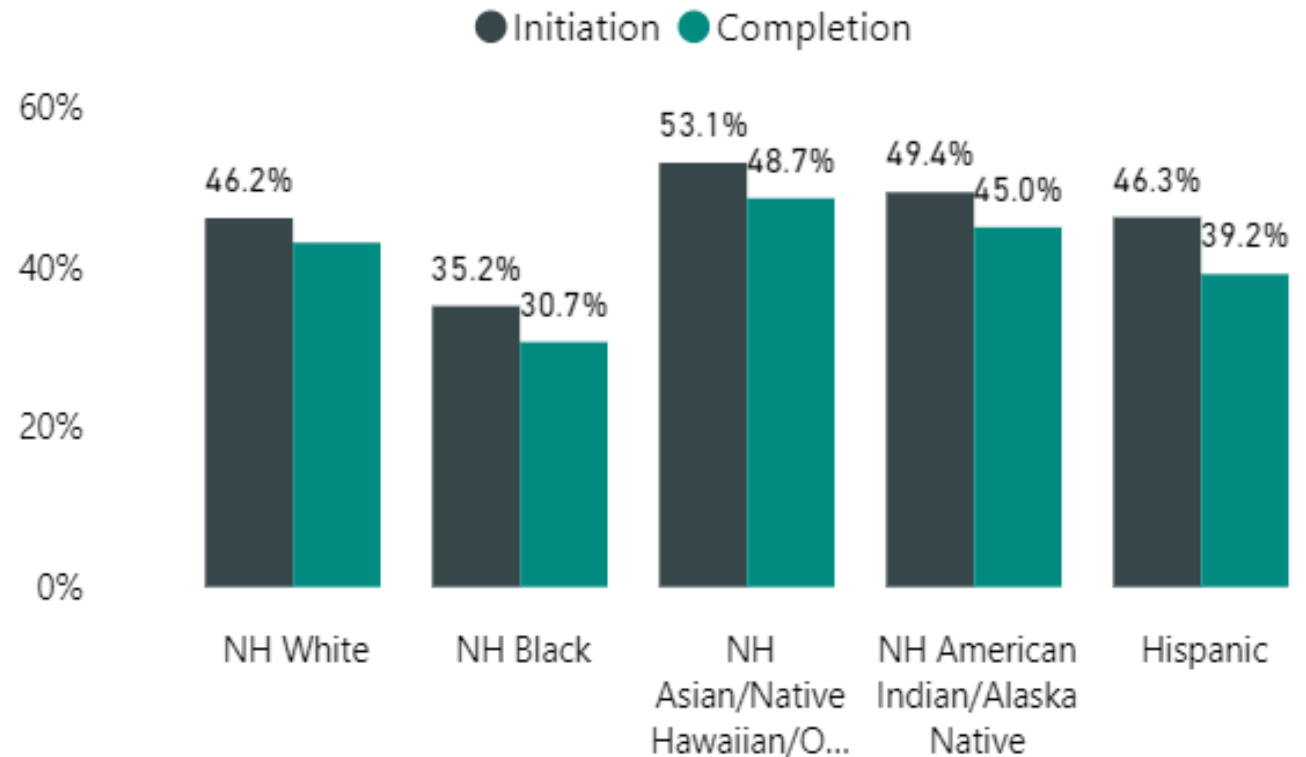


- The vaccines are **safe and effective**.
- **Severe side effects** from the vaccines are **extremely rare**.
- People who remain **unvaccinated make up a larger portion of people** who have cases (98%), are hospitalized (95%), and who have died (95%).
- For people previously infected, vaccination **provides additional protection to prevent reinfection**.

# Race and Ethnicity Data

- Initiation coverage among people 12+:
  - Highest among Non-Hispanic (NH) Asian
  - Native Hawaiian or Pacific Islander (53.1%)
  - NH American Indian (49.4%)
  - Hispanic (46.3%)
  - NH White (46.2%)
  - NH Black or African American (35.2%)
- 20.7% data missing or unknown
- Completion rates follow the same pattern

## Coverage by Race - State Level





# Discussion

Moderated by Kerry Ebersole Singh

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# Program Update: Mobile Clinics

Nicole Hudson, Heather Kevnick, Mario Morrow Jr.

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# Community & Mobile Vaccination Strategy



- Goal: bring vaccines into communities to meet people where they live and work.
- Includes providing vaccinations in:
  - community settings
  - people's homes
  - temporary settings
  - settings that prioritize vulnerable or underserved communities

# Six Vendors under State RFP

**Visit Healthcare** - Statewide  
Community Mobile Sites  
Seasonal Agriculture  
Shelters & Vulnerable Populations

**Honu** - Statewide  
Homebound  
Community Mobile Sites  
Neighborhood Testing Sites  
Seasonal Agriculture  
Shelters & Vulnerable Populations

**ACCESS** - Region 10  
Homebound  
Community Mobile Sites  
Shelters & Vulnerable Populations

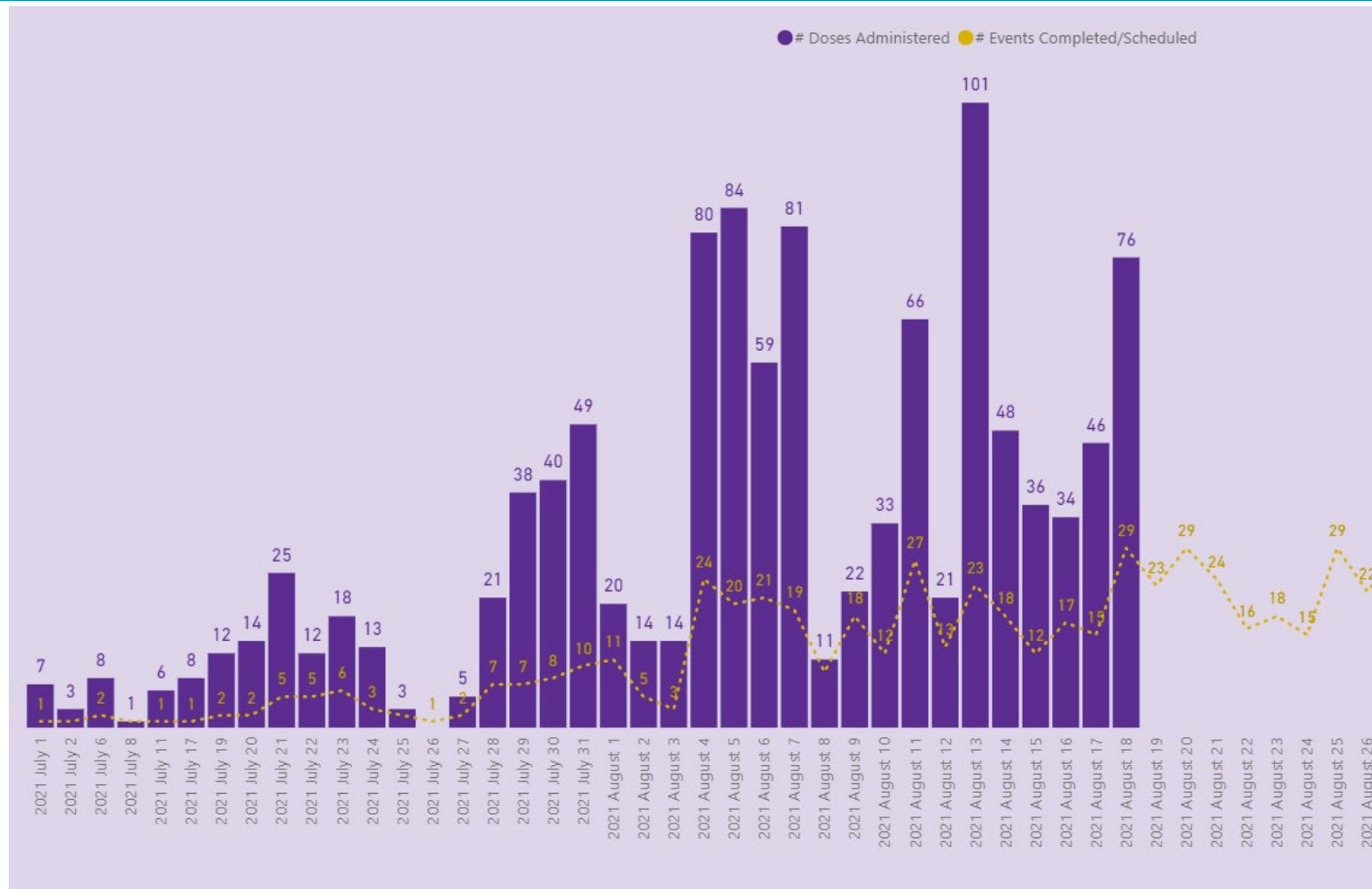
**Recovery Mobile** - Regions 9 & 10  
Community Mobile Sites  
Shelters & Vulnerable Populations

**Ambulnz** - Statewide  
Homebound  
Community Mobile Sites  
Seasonal Agriculture  
Shelters & Vulnerable Populations

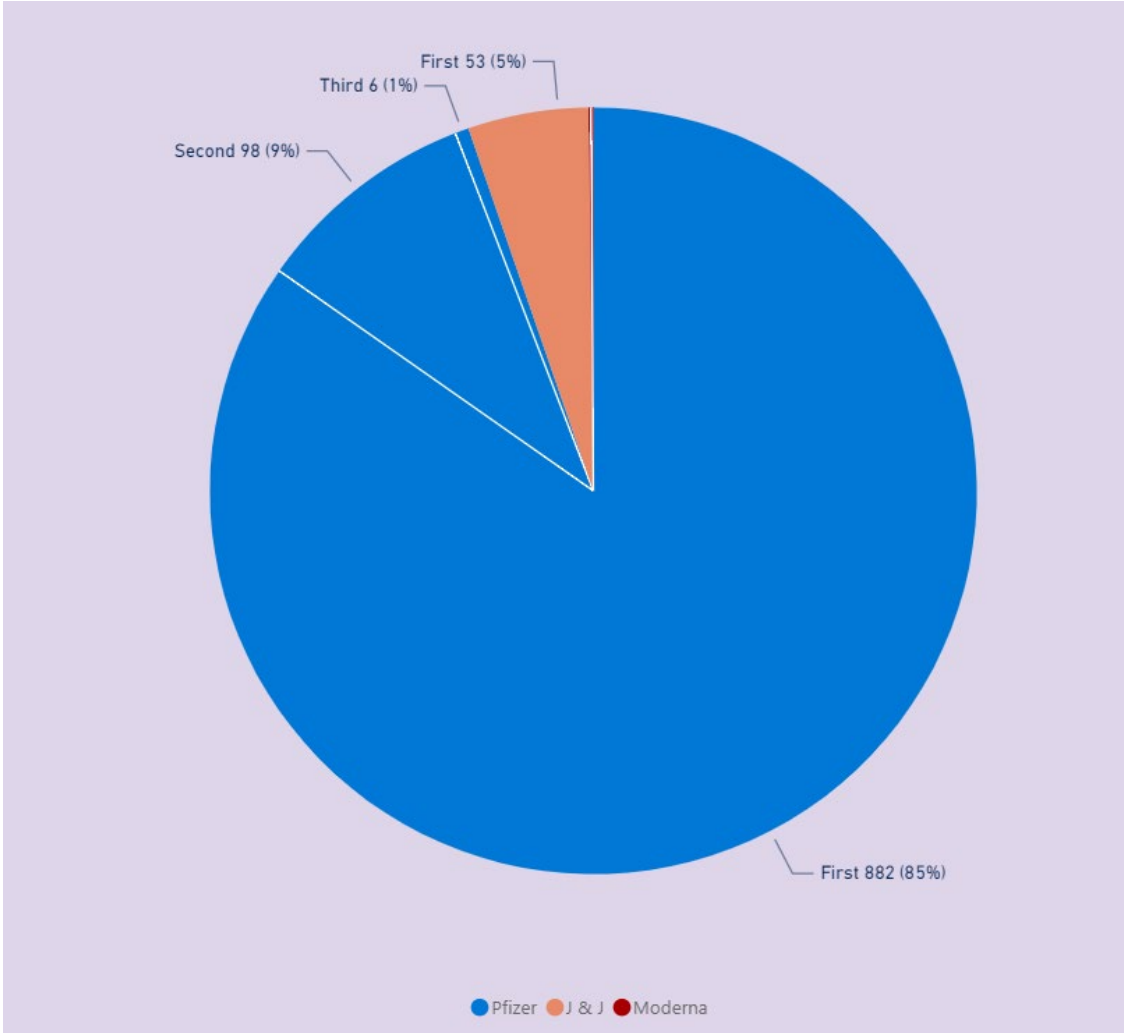
**Thompson Technologies** - Statewide  
Homebound  
Community Mobile Sites  
Seasonal Agriculture  
Shelters & Vulnerable Populations



# Snapshot of Events/Doses Since July 1, 2021



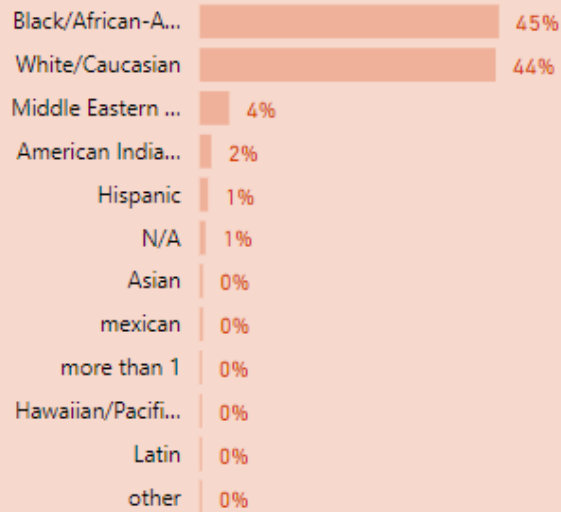
# Ninety Percent of Doses Administered are First Doses



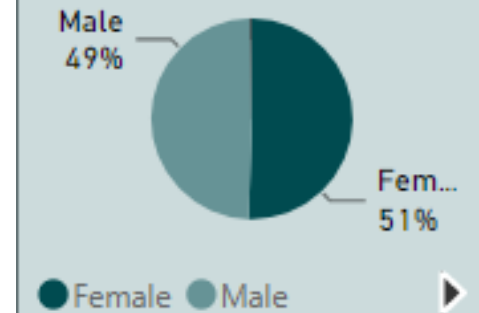
# Demographic Data



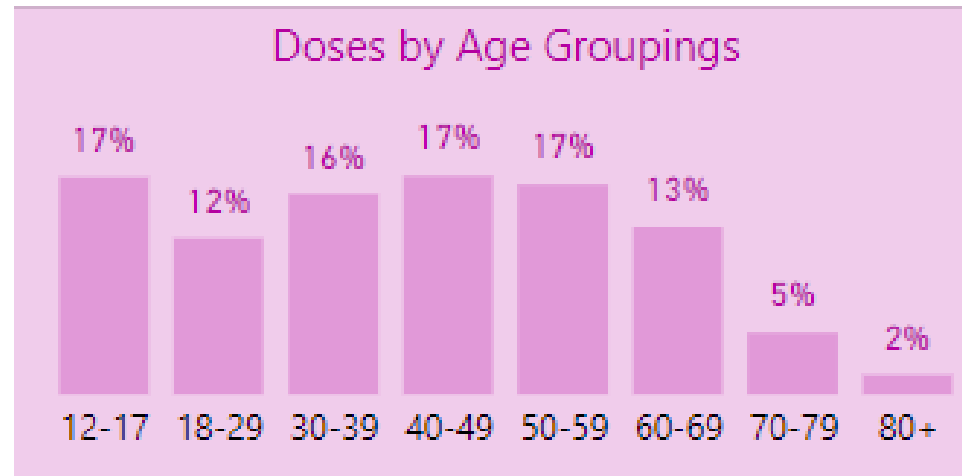
### Doses by Self-Identified Race



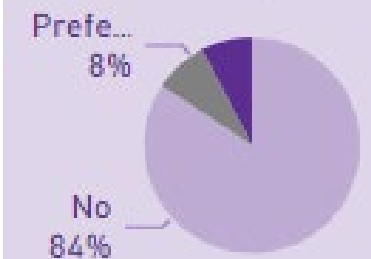
### Doses by Gender



### Doses by Age Groupings



### Disability Status



### Hispanic Ethnicity



# Taking the vaccine to where Michiganders are

- Neighborhood Testing Sites
- Churches
- Festivals
- County fairs
- Community centers
- Movie theaters
- Colleges and Universities
- Dollar General stores
  - Urban
  - Rural



 Lansing State Journal

## Lansing Dollar General offers COVID-19 vaccine clinics throughout August



A COVID-19 vaccination site set up The Dollar General in the 2700 block of South Cedar Street. Guests may drive-thru or walk in.

MATTHEW DAE SMITH/LANSING STATE JOURNAL



# Layered communications



## COVID Vaccination Clinic

**PROTECT YOURSELF AND  
YOUR LOVED ONES FROM  
SERIOUS ILLNESS.**

New variants put the unvaccinated at risk.

**The Avenue Family Network**  
**2450 M-139**  
**Benton Harbor, MI 49022**

Friday, August 27  
9 a.m. – 2 p.m.

Walk-in Clinic

- Johnson & Johnson
- No appointment needed
- Parental consent required for ages 12 through 17



**Web:** List all locations in community clinic section of [Michigan.gov/covidvaccine](https://michigan.gov/covidvaccine)

**Media:** Press advisory with the week's clinics distributed every Monday

**Promotions:** Individual graphics are posted and advertised in zip codes around the clinic

**Street teams:** Alert them to clinics in their area

# PMC canvassers



- Grand Rapids (pictured)
- Muskegon Heights
- Benton Harbor
- Albion
- Battle Creek
- Lansing
- Warren
- Harper Woods
- Hamtramck
- East Pointe
- Saginaw
- Flint
- Pontiac
- River Rouge





## Clinic lists

- Updates twice weekly

## Request a clinic for an event

- At least 2-3 weeks out
- Won't be able to honor all requests, depends on staffing

# Discussion

Moderated by Kerry Ebersole Singh

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# Program Update: MI Shot to Win

Kerry Ebersole Singh

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# MI Shot To Win Sweepstakes



The Protect Michigan Commission enjoyed one of its best months on record through July, in terms of generating positive, consistent and widespread news media coverage in every region of the state. Spurred by the overwhelmingly successful July 1 kickoff of the **MI Shot To Win Sweepstakes**, an ongoing series of virtual press events awarding the lottery prizes to winners followed throughout the month.

From July 2-July 31, news coverage from the Protect Michigan Commission subsequent virtual press events for the *MI Shot To Win Sweepstakes* **reached an estimated 771 million people** with 321 articles published and newscasts that mentioned the Protect Michigan Commission. **If the media coverage was purchased as paid advertising, it would have cost \$7.1 million**



# MI Shot To Win Sweepstakes



The news coverage helped spur conversations between families and friends about the sweepstakes, with many of the \$50,000 daily drawing winners who were previously unvaccinated before the sweepstakes kickoff saying they were inspired to get their vaccinations based on those discussions and the potential financial incentives they could win.

If you break down the **\$5 million** in MI Shot To Win Sweepstakes prizes and recognize that about 158,000 Michiganders got their first dose in **July**, that equates to \$32 per vaccine.

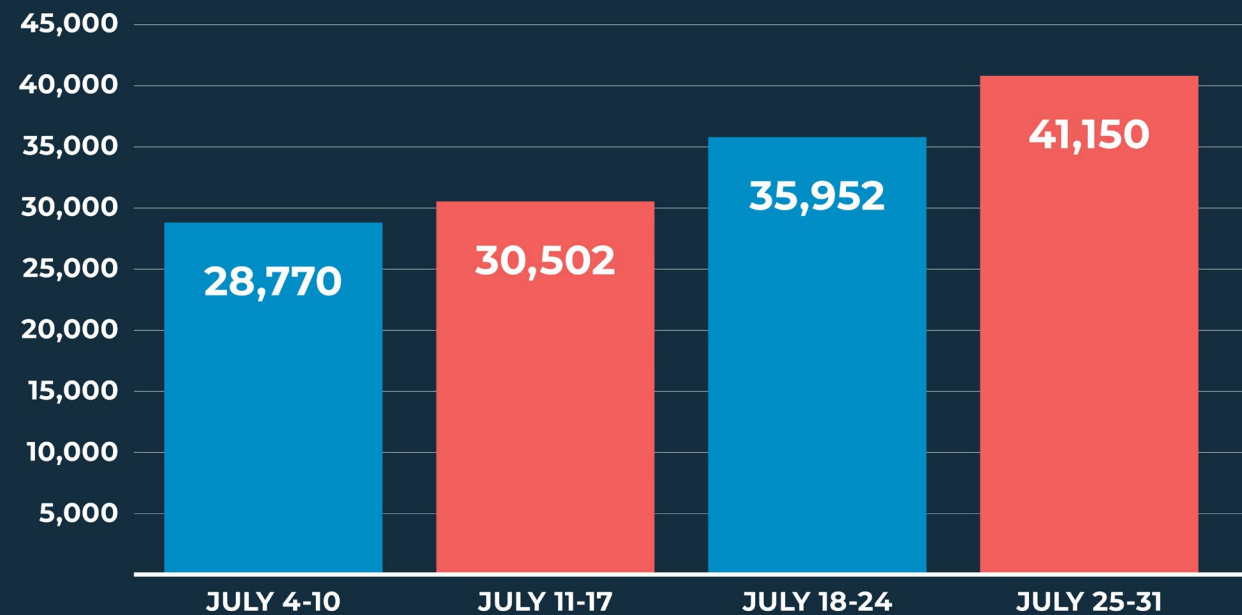
That's a pretty darn good return on investment, especially when you consider that hospital stays for COVID-19 average around **\$66,000!**



# MI Shot To Win Sweepstakes



## First Vaccine Dose Administered



Source: Michigan Department of Health and Human Services



# Program Update: Millennial Messaging

Mario Morrow Jr.

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# Millennial Messaging – Trailers

- Sunday Dinner:  
<https://www.youtube.com/watch?v=O8q1t9htQUw>
- Brother to Brother:  
<https://youtu.be/6r3SER1vUPg>
- Black Girls Brunch:  
[https://youtu.be/XXRxhF\\_kITY](https://youtu.be/XXRxhF_kITY)



# Communications Update

Laura Blodgett | Director, MDHHS External Affairs and  
Communications

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August 20, 2021

# July earned media and outreach



- **121** print stories, **174** TV stories and **30** radio stories
- Door-to-door canvassing to **74,301** residents in Albion, Lansing, Battle Creek, Harper Woods, East Pointe, Warren, Saginaw, Flint, Ecorse, Inkster, Grand Rapids, Muskegon Heights, Benton Harbor, Hamtramck, River Rouge, Romulus and Pontiac.
- **2** Virtual town halls conducted throughout state (statewide, regional, workgroups)
- **13** surrogate radio and TV interviews
- Social influencers generated **59** total posts and **27,897** engagements
- **4** press events held

# Media Channels



- Television, Cable, Connected TV, Hulu, YouTube, Twitch, Vevo, Gas Station TV
- Radio (including Hispanic and Arabic stations), Audio Streaming, Podcasting
- Digital targeting many different segments throughout the state
- Native Display
- Doctor Office Posters, Barber Shops/Salons, Bus Shelters/Transit, Billboards, Gas Pump Toppers, Cinema, Grocery Store, Mall, Tiger Signage, Airports
- Facebook, Instagram, Reddit, Twitter, Snapchat, Tik Tok
- Google Search

TV



[Kayleigh's Story](#)

# TV



[Trust the Research](#)



# TV



[Building Trust](#)

TV



[A Lonely Goodbye](#)

# TV



[Back to School](#)

# TV



[Gift of Life](#)





# Additional TV spots



- Spot featuring doctors talking about how patients are younger and sicker with this wave
- Spot featuring OBGYNs talking about fertility, pregnancy and breastfeeding
- Spots featuring members of the Hispanic community (these will be in both English and Spanish for targeting)
- Spot featuring physicians talking about mental health
- Spots featuring teens and 20 somethings encouraging others to get vaccinated including a young man with autism and a young man with Down Syndrome





# Social Media



 Michigan Department of Health and Human Services   
Published by Brogan & Partners  · August 13 at 12:05 PM · 

"I recommend that kids 12 to 17 get the COVID-19 vaccine before they go back to school, so they can enjoy friends and activities safely," says Dr. Mona, a pediatrician. To find a COVID-19 vaccine, visit [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine), call 211, or text your zip code to 438829.

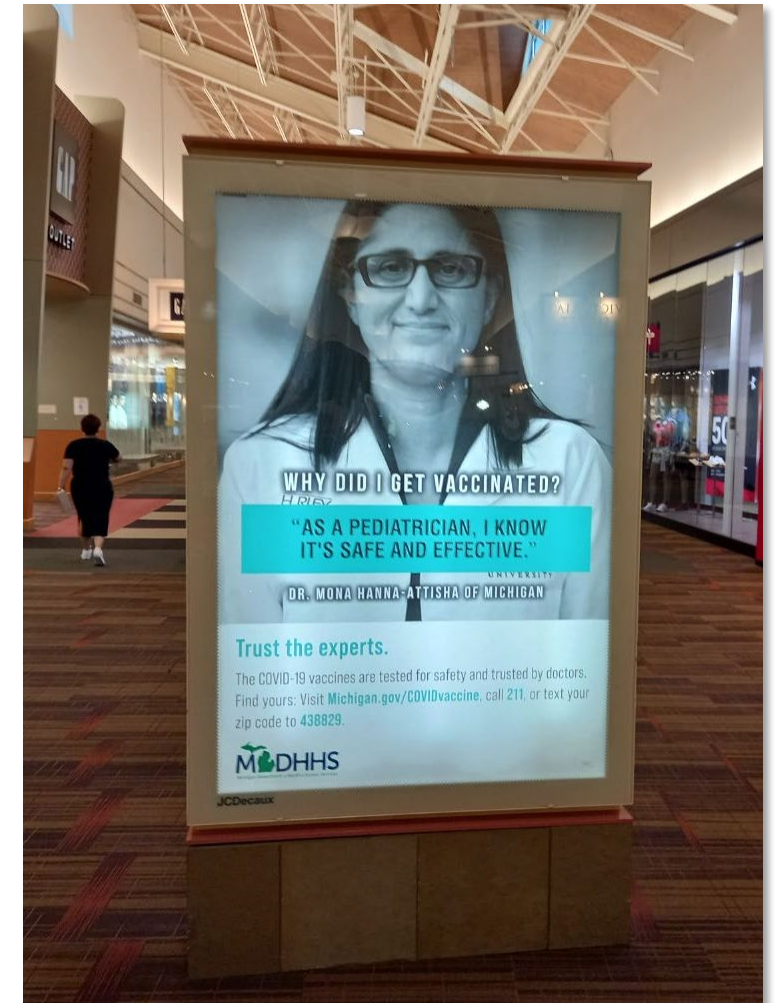
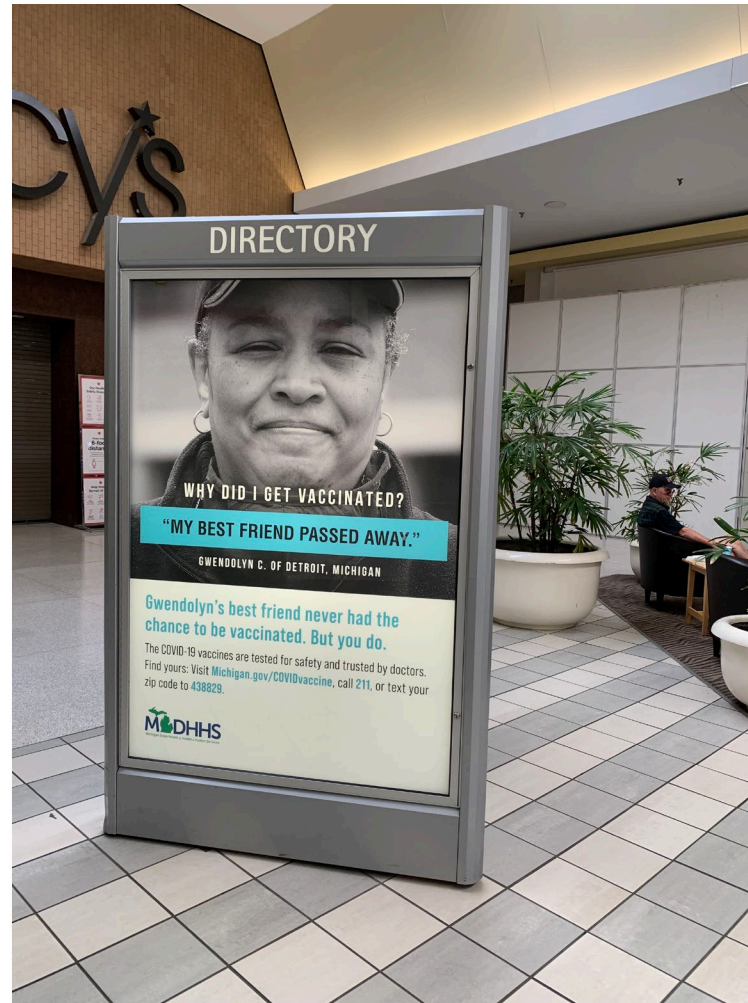


 Michigan Department of Health and Human Services   
Published by Brogan & Partners  · August 16 at 10:05 AM · 

With the COVID-19 vaccine protecting them, kids 12 to 17 can enjoy their friends, school sports & other activities safely. Give them their best shot at a fun school year. To find a vaccine, visit [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine), call 211, or text your zip code to 438829.



# Mall Advertising



**La vacuna del COVID-19 es segura para mujeres embarazadas.**

Teniendo 24 semanas de embarazo, Celeste se preguntaba si debería vacunarse o esperar hasta que naciera su bebé. Después de hablar con varios doctores y enterarse de que las mujeres embarazadas se encuentran en alto riesgo de enfermarse severamente del COVID-19, decidió que la vacuna era la mejor manera de protegerse y proteger a su bebé. Ella espera poder tener reuniones familiares en donde todos quienes se encuentren vacunados puedan conocer al nuevo integrante de la familia de manera segura.

La seguridad de las vacunas ha sido probada y los doctores confían en ella. Terminemos con la pandemia.

Encuentra una vacuna cerca de ti en [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine).

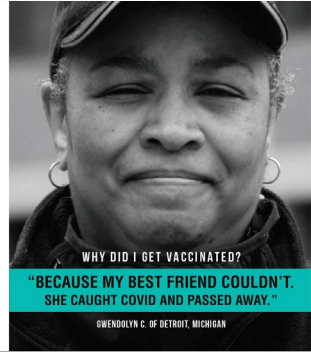


**The COVID-19 vaccine will save lives.**

Kim was Gwendolyn's best friend. Kim caught COVID and passed away the day before her birthday. So Gwendolyn got the vaccine to honor her friend and to prevent others from losing their loved ones. She strongly recommends that everyone, especially in the city of Detroit, gets their shot. Let's join together to help save lives and get beyond this pandemic.

The vaccines have been tested for safety and are trusted by doctors.

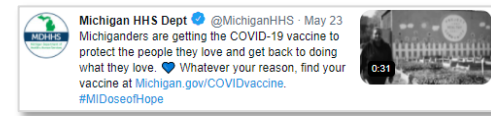
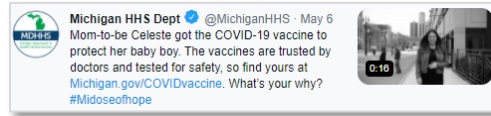
Find your vaccine at [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine). Text your zip code to 438829 or call 888-535-6136 and press 1.



**لقاح COVID-19 آمن للنساء الحوامل**

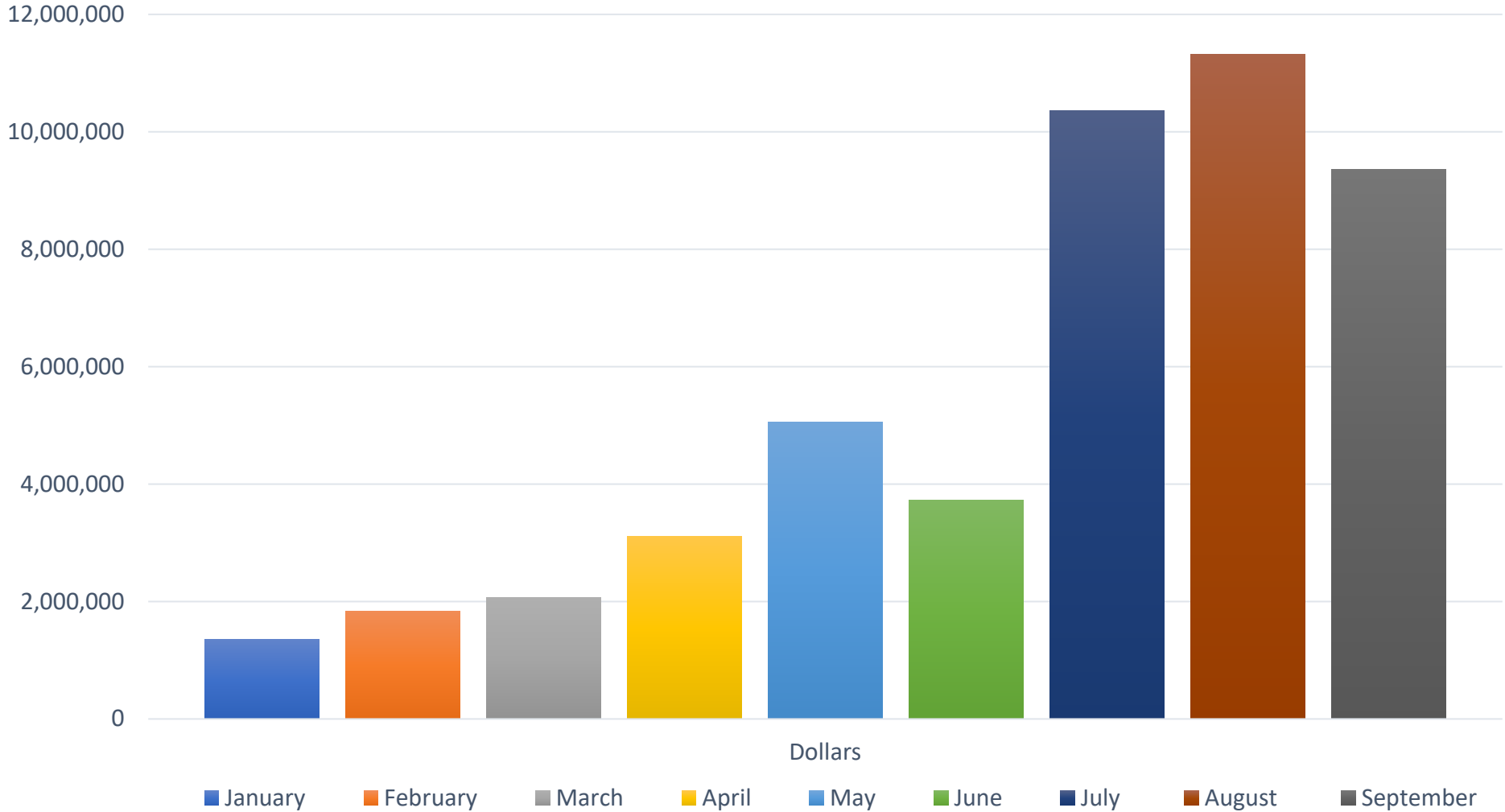
بعد 24 أسبوعاً من الحمل، تساءلت سيلبيست عما إذا كان يجب أن تحصل على اللقاح أو تنتظر حتى بعد الولادة. بعد التحدث إلى العديد من الأطباء وعمره أن النساء الحوامل أكثر عرضة للإصابة بمرض خطير من أفضل طريقة لحماية نفسها ومفاجأها أنها تتطلع إلى التجمعات العائلية حيث يمكن لكل شخص يتم تطعيمه أن يتعرف بأمان على أحدث إضافة للعائلة. وقد تم اختبار اللقاحات للتأكد من سلامتها وثقة الأطباء، فلنتنهي الوباء.

ابحث عن لقاح بالقرب منك على [Michigan.gov/COVIDvaccine](https://Michigan.gov/COVIDvaccine)





# Advertising Spend by Month



# Discussion

Moderated by Kerry Ebersole Singh

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