

# Protect Michigan Commission

September 17, 2021



# Welcome

Kerry Ebersole Singh | Special Advisor, Protect Michigan  
Commission

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# Update on the Numbers & Vaccines & Recommendations

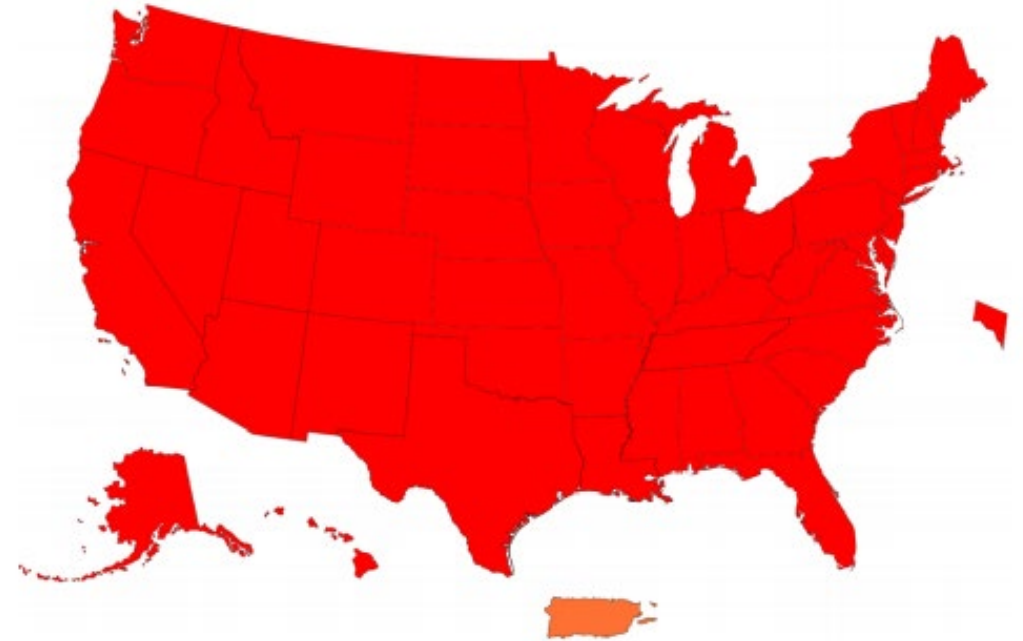
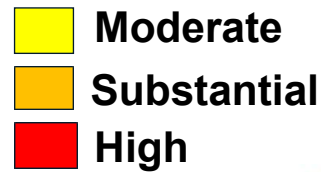
Dr. Joneigh Khaldun | Chief Medical Executive and MDHHS Chief  
Deputy for Health

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# National COVID-19 Trends

- Countries with the highest case count are U.S. (40,986,279), India (33,264,175), and Brazil (20,999,779).
- Nearly all U.S. jurisdictions have high community transmission.
- CDC continues to recommend masking when indoor public spaces, regardless of vaccination status.

## Level of COVID-19 Community Transmission



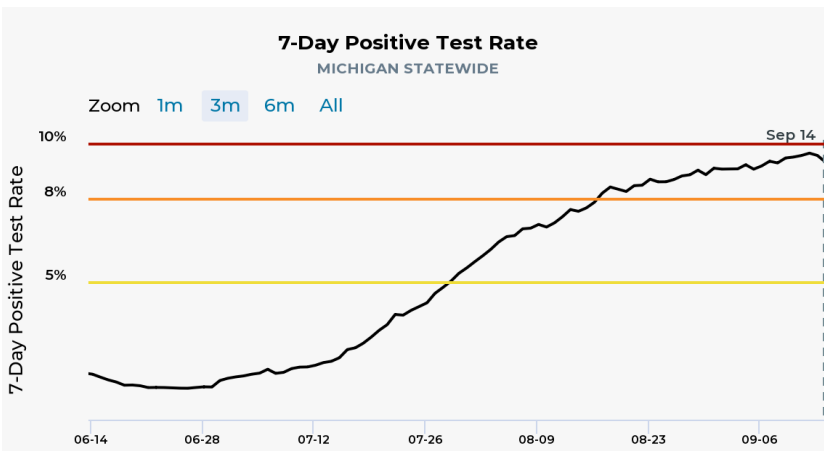
Territories



# Michigan COVID-19 Trends

Michigan remains in **high transmission** (since August).

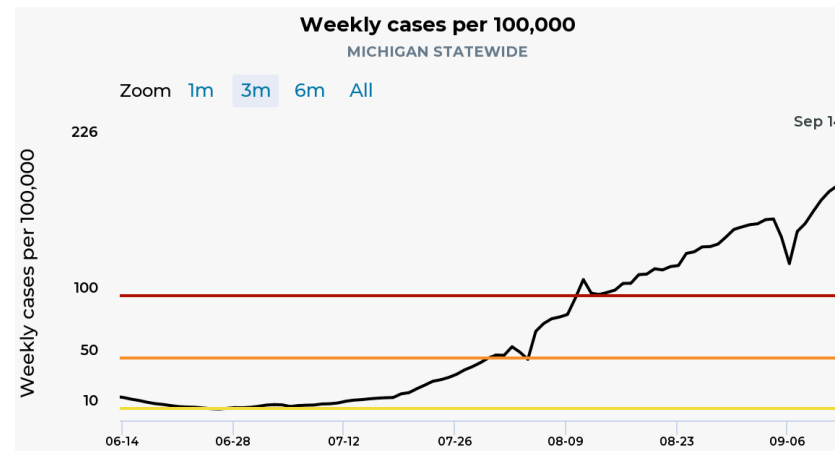
## Increasing Percent Positivity



Percent positivity (9.7%) has increased for 2.5 months and is up from 9.2% last week.

7-day average for rate of tests is steady.

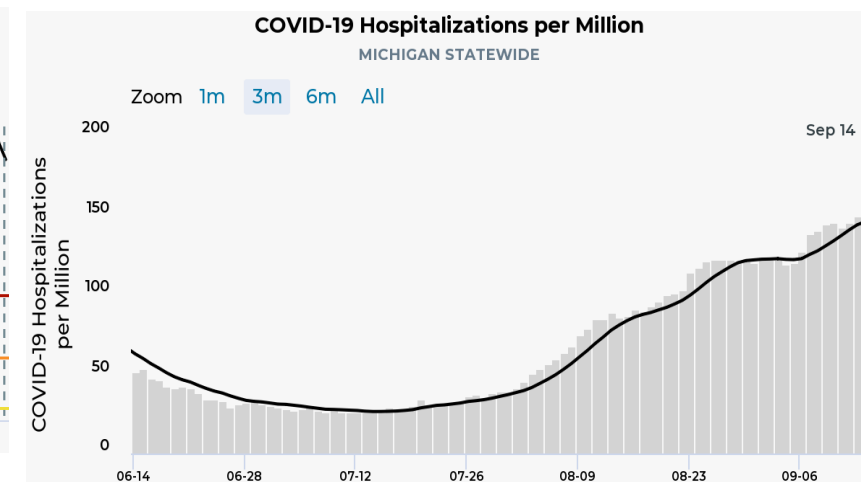
## Increasing Cases Per Million



Case rate (173.1 cases/million) has increased for 2.5 months and is up from 169.2 last week.

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

## Increasing Hospitalization



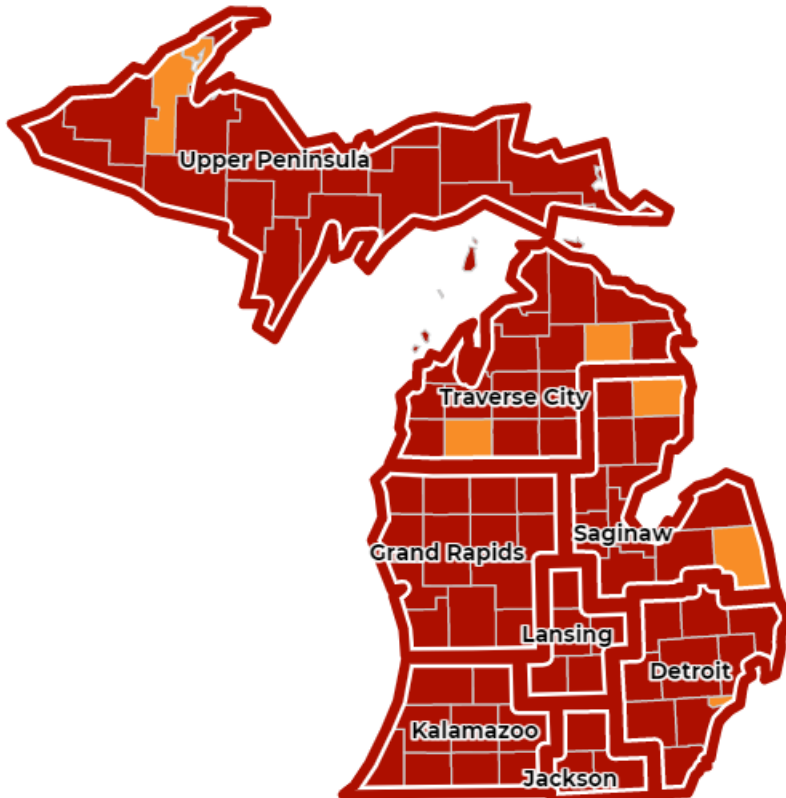
Percent of inpatient beds occupied by individuals with COVID (6.8%) has increased for 8 weeks and up from 5.8% last week. Deaths also continue to increase.

Hospital capacity is strained.

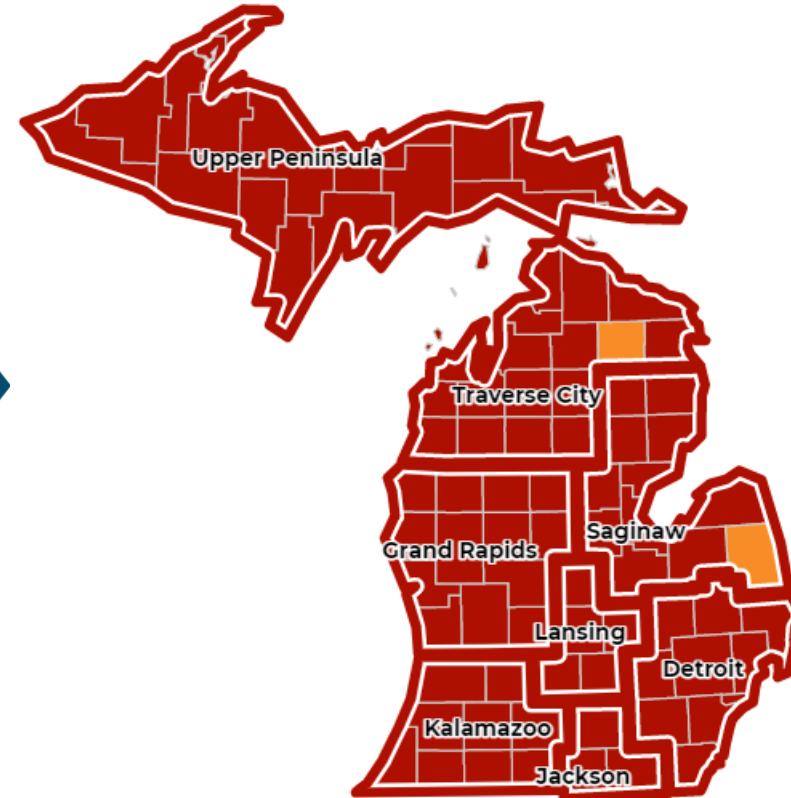
# County COVID-19 Trends

Continued increase in number of counties with **high** transmission.

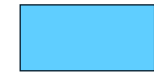
On 9/10/21



On 9/16/21



Transmission  
Levels



Low



Moderate



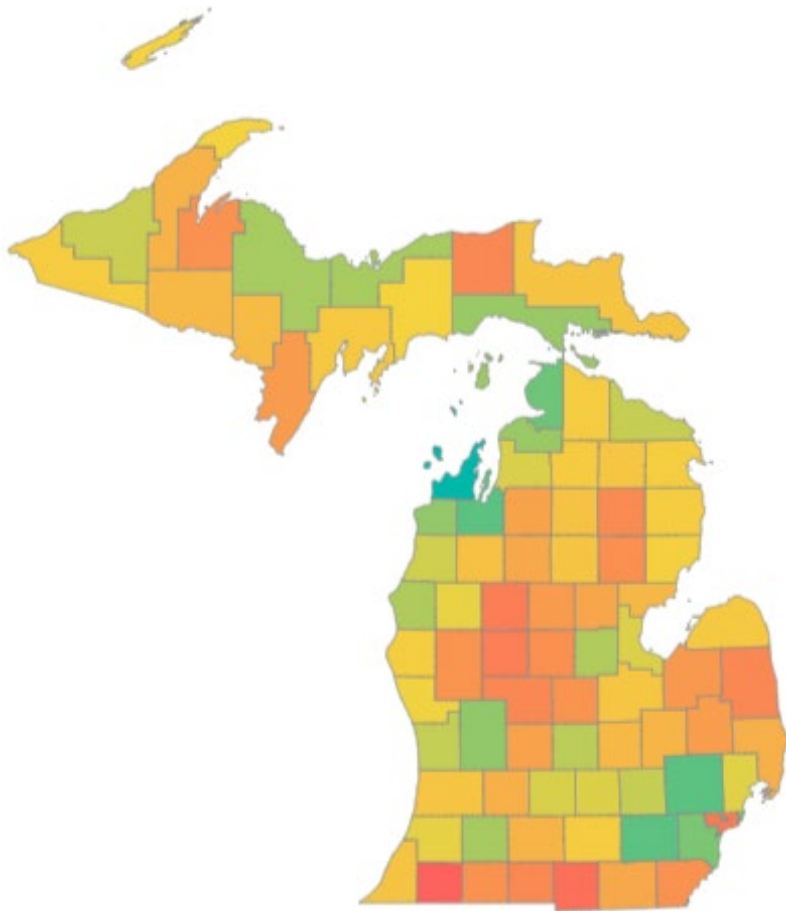
Substantial



High

# Vaccine Progress Statewide

## COVID-19 Vaccine Coverage



Week Ending Date

12/19/2020

9/18/2021



Residents Vaccinated

4,871,867

Coverage (% of Residents  
Vaccinated)

56.7%

MI Population\*

8,594,864

\*2019 US Census estimates for  
persons 12 years of age and older

Coverage



- The vaccines are **safe**, and our **best opportunity to end the pandemic**.
- **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**.



# Recent Guidance and Resources

- 1) Visit [michigan.gov/coronavirus](https://michigan.gov/coronavirus).
- 2) Select 'Resources' from the menu bar.
- 3) Click on 'K-12 School Opening Guidance' for the latest.

Michigan.gov

**Coronavirus** MI SAFE START ▾ CONTAIN COVID ▾ RESOURCES ▾

CORONAVIRUS / RESOURCES / K-12 SCHOOL OPENING GUIDANCE

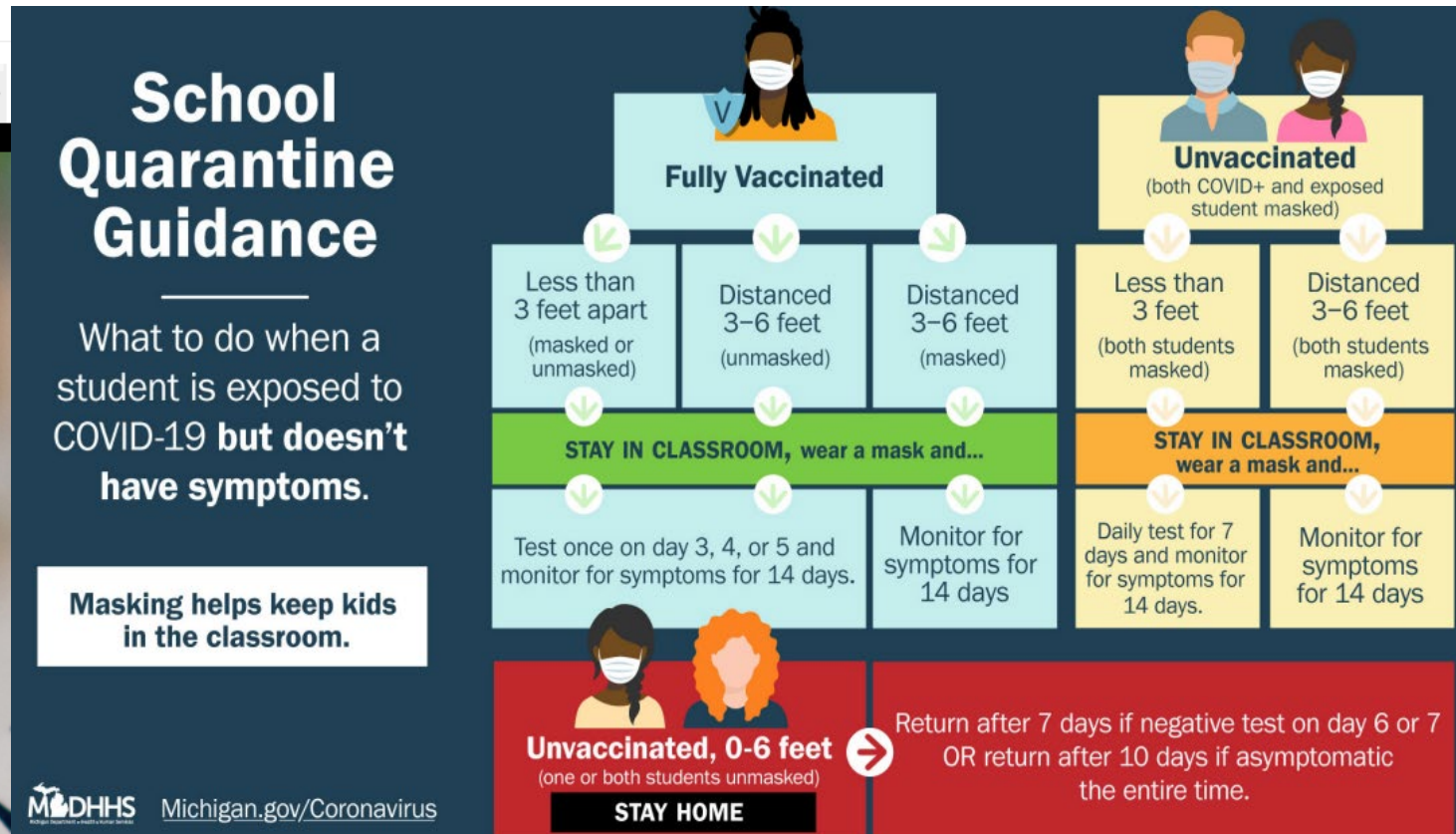
## K-12 School Opening Guidance

Schools and learning are an important part of a community and of child development. The materials and resources below are intended to help schools and students "return to learn," and reopen for in-person learning during COVID-19.

**MI SAFE SCHOOLS TESTING PROGRAM**

**COVID-19 GUIDANCE FOR OPERATING SCHOOLS SAFELY**

**GUIDANCE FOR MANAGING STUDENTS EXPOSED TO COVID-19**





# Discussion

Moderated by Kerry Ebersole Singh

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# Communications Update

Laura Blodgett | Director, MDHHS External Affairs and  
Communications

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# August earned media and outreach



- **95** print stories, **38** TV stories and **16** radio stories
- **Door to Door Canvassing 46,852** Includes Albion, Lansing, Highland Park, Battle Creek, Saginaw, Flint, Ecorse, Inkster, Grand Rapids, Benton Harbor, Hamtramck, and Inkster  
**Real Time sign ups 1064**  
**9** surrogate radio interviews and **23** TV interviews
- Social influencers generated **68** total posts and **8,417** engagements
- **2** 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



“I have had several people who were vaccinated because they said they kept seeing my spot and it appeared as though I was speaking directly to them.”

Dr. John Duckworth

# TV



[My Why](#)



# TV



[My Why Spanish](#)

# TV



[A Nurse's Plea](#)

# TV



[On the Front Lines](#)

# TV



[Safe for Future Moms](#)

# TV



[Let's Not Go Back](#)

# TV



[Protecting Small Business](#)



# TV

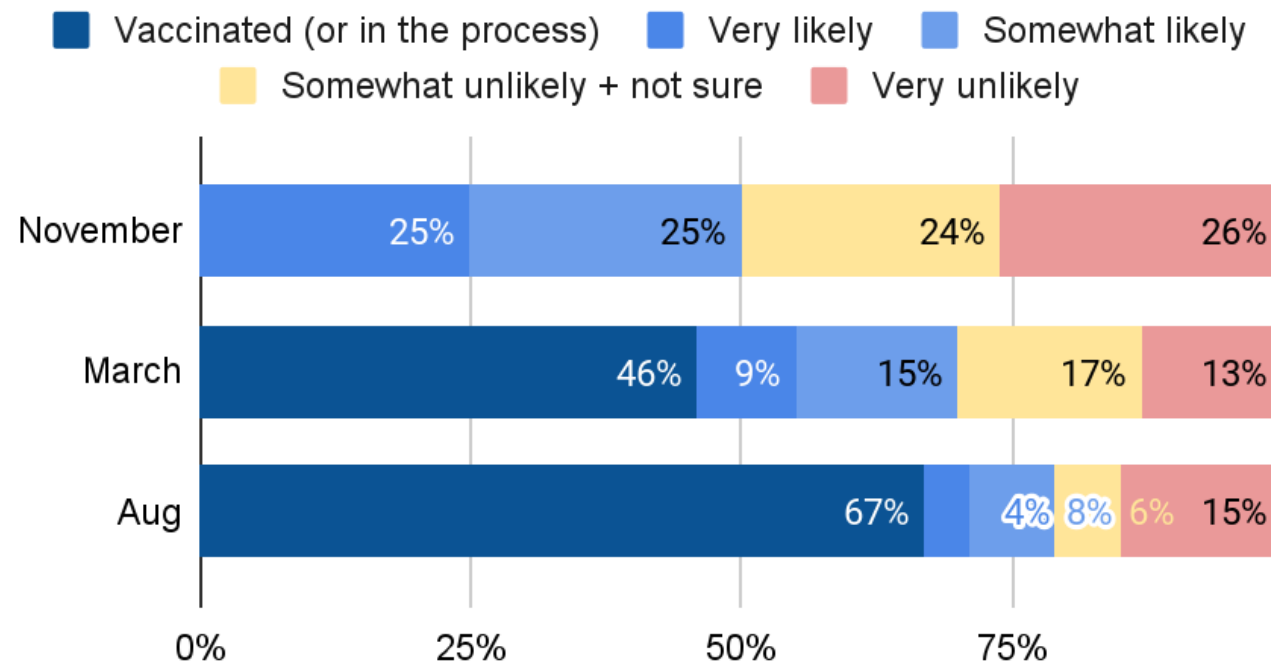


[No Chance for Goodbye](#)

# Research



## Ethnic Group - Black



# Discussion

Moderated by Kerry Ebersole Singh

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# Lieutenant Governor Garlin Gilchrist II

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# Federal Update

Jessica Brousseau | Deputy Director, Federal Affairs, Office of  
Governor Whitmer

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