Inside MDHHS

Budget & Finance

Office of Inspector General

Careers With MDHHS

Community & Volunteer Opportunities

County Offices

Equal Employment Opportunity

Executive Staff Bios

Reports & Statistics - Health Services

Hotlines

Legal

MDHHS Audit

Newsroom

Policy and Planning

Reports & Statistics - Human Services

MDHHS / INSIDE MDHHS / NEWSROOM

MDHHS launches paid media campaign to inform Michiganders about safe and effective COVID-19 vaccine

FOR IMMEDIATE RELEASE
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LANSING, Mich. – The Michigan Department of Health and Human Services (MDHHS) has launched a statewide paid media campaign to inform Michiganders about the safe and effective COVID-19 vaccine in response to research about attitudes toward the vaccine and to address vaccine hesitancy among Michigan residents.

“We want all Michiganders to get the facts about this safe and effective vaccine and the steps that were taken to develop it,” said Dr. Joneigh Khaldun, chief medical executive and chief deputy for health. “I am grateful and proud to have gotten both doses of my vaccine and I urge Michiganders to make and plan and get vaccinated when it is their turn. This is the way forward out of the pandemic and our chance to return to a sense of normalcy.”

MDHHS is committed to accelerating vaccine delivery as we work to reach our goal of vaccinating 70% of Michiganders over age 16 as quickly as possible with the safe and effective COVID-19 vaccine. Vaccine is currently available to health care workers, long-term care residents and staff, Michiganders over age 65, preK-12, day care staff and other essential frontline workers.

The $1.5 million campaign was developed after conducting a statewide survey and six focus groups among key target audiences. It includes television, connected TV, radio, streaming audio, YouTube, search, print in minority publications, social media and digital media.

Digital ads with specific messaging and targeting parameters were also developed to connect with our vaccine hesitant segments.

According to research, 66% of Michiganders are likely or very likely to get the COVID-19 vaccine and 34% would like to get it as soon as possible. However, there are disparities when it comes to who is likely to get the vaccine with 47% of white Michiganders very likely to get the vaccine versus 25% of black Michiganders.

Top reasons for not getting the vaccine as soon as possible include concerns about side effects (67%); not wanting to feel like a test subject (66%); needing to know more about its safety (65%); wanting to learn more about how the vaccine performs over time (62%); needing to know more about its effectiveness (61%); and concerns about politicians pushing out the vaccine before it’s safe (58%).

Khaldun encourages Michiganders wanting to know more about the COVID-19 vaccine to visit Michigan.gov/COVIDVaccine. As new information is learned, it will be posted to this website.

Information around this outbreak is changing rapidly. The latest information is available at Michigan.gov/Coronavirus and CDC.gov/Coronavirus.

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Watch the video ads, MDHHS has released:

- Familiar Path
- Familiar Journey
- Thresholds
- Pathways

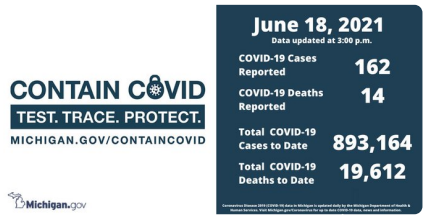
- MI Bridges: Apply for Assistance & Manage Your Account
- Submit a FOIA Request
- Birth, Death, Marriage, Divorce Certificates
- E-license - Renew Health Professional License Online!
- Medicaid Provider Manual
- Verify Health Professional License
- Prescription Drug & Opioid Abuse Prevention

Tweets by @MichiganHHS

Michigan HHS Dept Retweeted

Michigan.gov
@migovernment

Stay Smart. Stay Safe. @MichiganHHS reports today, June 18, 2021, 162 new COVID-19 cases & 14 deaths. Michigan's total cases are now 893,164 & 19,612 deaths. Find the latest data & #COVID19 news at Michigan.gov/Coronavirus.



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