



Michigan Communities Conquering COVID

Communications Strategy and Support



Brief project summary

- MICHR Community Engagement partnered with Michigan Medicine, U-M School of Public Health, and 16 community leaders to form **Michigan Communities Conquering COVID**. They were awarded nearly \$1.4M in funding by the NIH as part of their newest initiative called Community Engagement Alliance (CEAL) Against COVID-19 Disparities. The name of their project was **“The Fierce Urgency of Now’: Communities Conquering COVID (C3).”**
- They focused on counties most effected by the pandemic: Genesee, Kent, Washtenaw, and Wayne. Within these communities, they examined communication channels among the African-American and Latino populations in addition to messaging that promoted healthy choices.
- Their approaches included educational outreach, community-based participatory research, and developing and disseminating communication materials to address misinformation and mistrust around COVID-19, vaccine trials, and the vaccine.



Communications lead – Jordan

□ Stage 1:

- ✓ Wrote and designed one-pager for steering committee that summarized research strategy and priorities
- ✓ Wrote funding announcement, published it on MICHHR's website, and included it in a digital media kit for future media releases
- ✓ Hired freelance graphic designer to mock up three logos following NIH CEAL branding standards. Options were presented to the steering committee for voting

□ Stage 2:

- ✓ Wrote "Take the Mic" news release
- ✓ Established relationships with internal communicators and worked with them to distribute said announcements on U-M and Michigan Medicine channels
- ✓ Distributed news release + media toolkit in targeted emails to steering committee, universities, libraries, and art institutions in Kent, Genesee, Washtenaw, and Wayne Counties



Communications lead – Jordan

Stage 3:

- ✓ Designed flyer for monthly webinar to be hosted by leadership and published in English and Spanish
- ✓ Pre- and post event e-blasts in *CE Bridges* and Mailchimp, targeting our Take the Mic list serv
- ✓ Live streamed event on MICHHR's Facebook and moderated comments
- ✓ Edited recording and posted on YouTube and M-REACH.org



Stage 1





MICHR Community Engagement Receives NIH Funding to Expand COVID-19 Outreach

Principal Investigators:

Erica E. Marsh, MD, MSCI, FACOG

Barbara A. Israel, DrPH, MPH

Community Partner Organizations:

Arab Center for Economic and Social Services (ACCESS)

Bethel AME Church

Bibleway Outreach Ministries

Bridges into the Future

Buenos Vecinos

Community Based Organization Partners

Community Health and Social Services Center, Inc. (CHASS)

Detroit Hispanic Development Corporation (DHDC)

Eastside Community Network (ECN)

Friends of Parkside

Health Net of West Michigan

Historic King Solomon

National Center for African American Consciousness

New West Willow Neighborhood Association

Spectrum Health

Who We Are

Being deeply rooted in the wellbeing of Michigan communities meant that the Community Engagement program at the [Michigan Institute for Clinical & Health Research \(MICHR\)](#) and the [U-M School of Public Health \(SPH\)](#) were on the frontlines when the pandemic hit the nation. They witnessed a significant imbalance in support for low income and communities of color across the state, so MICHR and SPH came together to launch a program called, "The Fierce Urgency of Now": Communities Conquering COVID (C3)."

Erica E. Marsh, MD, MSCI, FACOG, and Barbara A. Israel, DrPH, MPH, are heading the project alongside a 17-person team of dedicated researchers and community leaders, representing grassroots and faith-based organizations. C3 was awarded nearly \$1.4M by the [National Institutes of Health \(NIH\)](#) as part of a new initiative called [Community Engagement Alliance \(CEAL\) Against COVID-19 Disparities](#).

Where

Their focus is on the counties most effected by the pandemic: **Wayne, Genesee, Kent, and Washtenaw**. Within these communities, they will provide African-American and Latino populations with educational outreach, conducting surveys and focus groups, and design communication materials to address misinformation and mistrust around COVID-19, vaccine trials, and the vaccine.

Outcomes

In one year, C3 will:

- 1) conduct studies using the principles of community-engaged research, which include partnerships between researchers and community organizations based on trust, equity, and mutual goals;
- 2) create a network of experts to increase awareness, knowledge, and trust among targeted communities;
- 3) host educational activities and open forums on findings to create a response plan; and
- 4) diversify COVID-19 intervention studies (i.e. prevention strategies and clinical trials of vaccines/therapeutics) by promoting them among appropriate populations.

CEAL is an NIH-wide effort led by the National Institute on Minority Health and Health Disparities (NIMHD) and the National Heart, Lung, and Blood Institute (NHLBI). Research Triangle Institute (RTI) International, a non-profit organization is responsible for overseeing the program which is taking place in 11 states.

For more information, email C3managers@umich.edu.

ENGAGING COMMUNITIES COVID-19

U-M Receives \$1.4M in NIH Funding to Expand COVID-19 Outreach

DECEMBER 14, 2020

← BACK TO ALL NEWS

Being deeply rooted in the wellbeing of Michigan communities meant that the Community Engagement program at the [Michigan Institute for Clinical & Health Research \(MICHR\)](#) and the [U-M School of Public Health \(SPH\)](#) were on the frontlines when the pandemic hit the nation. They witnessed a significant imbalance in support for low income and communities of color across the state, so MICHR and SPH came together to launch a program called, "The Fierce Urgency of Now": Communities Conquering COVID (C3)."

Identity

NIH CEAL Grantee Combined Format: Text

Usage and Color
NIH CEAL grantees should use the full color, black, or white NIH CEAL wordmark to the left of their own organization's name in text in the NIH CEAL branded fonts (Montserrat or Arial).

Sizing and Spacing
The NIH CEAL wordmark should be separated from the CEAL grantee text with a 0.7 pt vertical line in the NIH Grey color, and with equal spacing between the logo and the grantee text.

*Suggested type size is based on the current logo size on this page. Text should be scaled proportionally along with any change in logo size.

NIH CEAL Wordmark + Grantee/Institution Name in Text



Text Color for Grantee Names
#616265
R 97 G 98 B 101
C 62 M 53 Y 50 K 21

Identity

NIH CEAL Grantee Combined Format: Logo

NIH CEAL Wordmark + Grantee/Institution Logo(s)

Usage and Color
NIH CEAL grantees should use the full color, black, or white NIH CEAL wordmark to the left of their own organization's logo or series of logos.

Sizing and Spacing
The NIH CEAL wordmark should not be smaller than the grantee logos. A maximum of 5 grantee organization logos are allowed to the right of the NIH CEAL logo, with equal spacing in between each grantee logo. If there are more than 5 logos in the grantee organization/coalition, then utilize the NIH CEAL Wordmark/Text Combined format.



Templates

NIH CEAL Word Template

Usage
This Word template should be used by the NIH CEAL Grantees for documents promoting events and CEAL's overall mission.



Flyer Template with centered CEAL Wordmark + multiple Grantee Logos

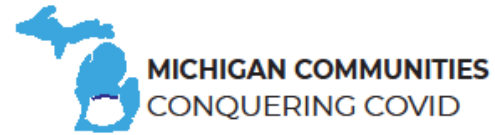


Flyer Template with centered CEAL Wordmark + Grantee Name in text



Flyer Template with CEAL Wordmark on bottom left + large Grantee Logo on bottom right

Option 1



Option 2



Option 3



Stage 2



Take the Mic – Brief summary

- “Take the Mic” was the first in a series of studies conducted by Michigan Communities Conquering COVID. It was made available to the public on December 17, 2020 and led by Lawrence An, MD. The study was an open contest inviting community members to submit ideas that recognize and positively reinforce COVID-19 safety practices (e.g. social distancing, mask wearing, and getting vaccinated). Prompts were posted online at takethemic.org. Community members could respond in a variety of artistic mediums, particularly media and/or written word.
- “Take the Mic” focused on the actions of everyday people. Submissions were unlimited, but participants were only compensated \$10 for up to two submissions (one per type). Participants had to be 18+ years of age and residents of Genesee, Kent, Washtenaw, or Wayne County. Finalists were chosen by a panel of community leaders. Winners were selected by community and announced publicly. Prizes ranged from \$100 to \$500. Submissions closed on January 25, 2021.



Poll, Jordan

'kilcoyne@msu.edu'; 'popiolek@msu.edu'; Piechowski, Tricia

▼

Take the Mic: A Crowdsourcing Contest on COVID Messaging

Tue 2:30 PM

Hi, Ryan and Kim:

Michigan Communities Conquering COVID (MICCC) launched "Take the Mic," a contest celebrating everyday heroes saving lives one precautionary measure at a time. **Please share the following details on your channels.** [Michigan News](#) reported on the contest, but we want to do more to reach students and community facing faculty throughout the state. Please join us by inviting your networks to participate and share in turn. For imagery, and materials in Spanish, check out our media kit: https://drive.google.com/drive/u/1/folders/1b_6Ob-cqt_i7W3bhlfelvTRgG7L1A1o0.

Have a catchy song you sing with your kids to make sure they wash their hands for 20 seconds? Is there a drawing that helps you remember to wear a mask while in public? Is there someone you would like to recognize with a simple "thank you" for protecting themselves or others from COVID-19? If so, you can literally "take the mic" to share with your community, and can even win some money in doing so.

• There are two categories of entry: **Written Word** or **Other Media**. Get creative! We accept everything from raps and dances to sketches. Whatever you think will inspire your community.

• Get a **\$10** Visa gift card for your first entry in each category. Submit as many times as you want. Must be 18+ to enter.

• Judges will choose the top entries from each category, then the community will vote for the winners. The 1st place winners will receive **\$500**.

• **Contest closes on January 25, 2021.**

This is the time to focus on what really matters. The actions of [a single person](#) can change the course of the COVID-19 pandemic in Michigan. Go to www.takethemic.org to learn more and submit your entries.

*MICCC is a collaborative between Michigan Medicine, Michigan Institute for Clinical & Health Research, U-M School of Public Health, and 16 community partners. Learn more here: <https://michr.umich.edu/news/2020/12/14/u-m-receives-14m-in-nih-funding-to-expand-covid-19-outreach>. **"Take the Mic"** is part of their effort to reduce COVID-19 health disparities among Michigan communities. They were funded nearly \$1.4M by the NIH's CEAL Alliance.*

Have questions? Require further details? Please don't hesitate to reach out to me directly via email or at 517.795.5137.

Warm regards,

Jordan Poll

Communications Program Manager







Community Engagement

Michigan Institute for Clinical & Health Research

1600 Huron Parkway

University of Michigan

My Drive > Take the Mic: Media Kit

Name	Owner	Last modified	File size
 English graphics	me	Jan 7, 2021 me	—
 Spanish graphics	me	Jan 7, 2021 me	—
 Communications.docx	me	Jan 12, 2021 me	13 KB
 Comunicaci3n.docx	me	Jan 7, 2021 me	16 KB
 MI-CCC Full Project Details.pdf	me	Jan 7, 2021 me	894 KB
 NIH CEAL Alliance.pdf	me	Jan 7, 2021 me	127 KB

FOR IMMEDIATE RELEASE

CONTACTS:

Michigan Institute for Clinical & Health Research:
Jordan Poll, (517) 795-5137, polli@umich.edu

Michigan Medicine:
Jina Sawani, (734) 936-9108, sjina@umich.edu

U-M School of Public Health:
Destiny Cook, (734) 647-8650, descook@umich.edu

NIH-Funded Research Taps Community Creativity for Public Health Strategies

ANN ARBOR, Mich. – The [Michigan Institute for Clinical & Health Research \(MICHR\)](#), Michigan Medicine, [U-M School of Public Health](#), and 32 community leaders throughout the state partnered to form **Michigan Communities Conquering COVID**. Together they launched **"The Fierce Urgency of Now": Communities Conquering COVID (C3)"** to reduce health disparities experienced by African-American and Latino populations in Wayne, Genesee, Kent, and Washtenaw Counties, which became more pronounced with the pandemic's onset. They were awarded nearly \$1.4M by the [National Institutes of Health](#) as part of a new initiative called [Community Engagement Alliance \(CEAL\) Against COVID-19 Disparities](#). See our public announcement for [full details](#).

"Take the Mic" is the first in a series of [community-engaged research](#) studies being conducted by Michigan Communities Conquering COVID. The contest will be made available to the public on [Thursday, December 17](#). The study is an open contest that invites community members to submit ideas for recognizing and positively reinforcing COVID-19 safety practices (e.g. social distancing, mask wearing, and getting vaccinated). Prompts are posted online at takethemic.org. Community members are encouraged to respond in a variety of artistic mediums, particularly multimedia and the written word.

"Take the Mic" focuses on the actions of everyday people. Submissions are unlimited, but participants will only be compensated \$10 for up to two submissions (one per category). Participants must be 18+ years of age and residents of Wayne, Genesee, Kent, or Washtenaw County. Finalists will be chosen by a panel of community leaders. Winners will be selected by community and announced publicly. Prizes range from \$100 to \$500. Submissions close on [Monday, January 25](#).

"We are tapping into the strength and creativity of our community partners to find new ways to deliver old messages about the importance of COVID safety practices this winter," said Dr. An, Associate Professor of Internal Medicine and Director of the Center for Health Communications Research. "These behaviors will be critical to limit COVID-19 cases and deaths in the upcoming months."

Check out our [media kit](#) for more materials, including el anuncio en espa3ol, and share the challenge with your networks!

###

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Jeffrey Bleiler

Ann Marie Aliotta

Jeremiah Baumann

Hanna Quinlan

Grace L. Wu

Scott Redding

Lisa Pappas

Matthew Adams

Kim Broekhuizen

Julie Weatherbee

Nate Hill

Greta Guest

Communicators' Forum

Open Group · 1.1K members · Communicators' Forum on Workplace is a place for campus co... See More

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Jordan Poll is with Nicole Bonomini and 3 others.

January 11 at 11:05 AM · 🌐

Hey, communicators!

Please share the following details on your channels.

Michigan Communities Conquering COVID (MI-CCC) launched "Take the Mic," a contest celebrating everyday heroes saving lives one precautionary measure at a time. [Michigan News](#) reported on the contest, but we want to do more to reach students and community facing faculty throughout the state. Please join us by inviting your networks to participate and share in turn. For imagery, and materials in Spanish, check out our [media kit](#).

Have a catchy song you sing with your kids to make sure they wash their hands for 20 seconds? Is there a drawing that helps you remember to wear a mask while in public? Is there someone you would like to recognize with a simple "thank you" for protecting themselves or others from COVID-19? If so, you can literally "take the mic" to share with your community, and can even win some money in doing so.

- There are two categories of entry: **Written Word** or **Other Media**. Get creative! We accept everything from raps and dances to sketches. Whatever you think will inspire your community.
- Get a \$10 Visa gift card for your first entry in each category. Submit as many times as you want. Must be 18+ to enter.
- Judges will choose the top entries from each category, then the community will vote for the winners. The 1st place winners will receive \$500.
- Contest closes on January 25, 2021.

This is the time to focus on what really matters. The actions of a [single person](#) can change the course of the COVID-19 pandemic in Michigan. Go to www.takethemic.org to learn more and submit your entries.

MI-CCC is a collaborative between Michigan Medicine, Michigan Institute for Clinical & Health Research, U-M School of Public Health, and 16 community partners. Learn more [here](#). "Take the Mic" is part of their effort to reduce COVID-19 health disparities among Michigan communities. They were funded nearly \$1.4M by the NIH's CEAL Alliance.

NEWS.UMICH.EDU

'Take the Mic' contest taps community creativity to fight COVID-19

About

Description

Communicators' Forum on Workplace is a place for campus communicators to ask questions, share best practices, and streng... See More

Members (1,119)

Find and add members...

Share An Invitation Link

https://fb.me/g/1p8UWHoqp/1F5AlxZN

Suggested Members

Stacey Glemser Add

Justin Varney Add

Prabha Bhat Add

Invited

rebeau@...

switala@...

Topics in This Group

#askschlüssel 7 mentions

#photographer 6 mentions

#socialmedia 4 mentions

#recommendations 4 mentions

#mgograd 3 mentions

Shared

Files

PEFF Fall 2020 Press Kit.pdf Eric Joyce · Oct 13, 2020, 2:50 PM

3 Ways to Survive as Pandemic Parent (1).j... Stephanie Brissac · Jan 11, 2020, 2:10 PM

Marketing plan

- Audience:
 - Students (18+ years of age)
 - Residents of Genesee, Kent, Washtenaw, or Wayne Counties
 - Community-facing faculty
- Four phases:
 1. Steering committee
 2. U-M and Michigan Medicine
 3. Other universities
 4. Libraries and institutes of art



Phase 1: Steering committee



Representatives shared with their networks

1. Arab Center for Economic and Social Services (ACCESS)
2. Bethel AME Church
3. Bibleway Outreach Ministries
4. Bridges into the Future
5. Buenos Vecinos
6. Community Based Organization Partners (CBOP)
7. Community Health and Social Services Center, Inc. (CHASS)
8. Detroit Hispanic Development Corporation (DHDC)
9. Eastside Community Network (ECN)
10. Friends of Parkside
11. Health Net of West Michigan
12. Historic King Solomon
13. National Center for African American Consciousness
14. New West Willow Neighborhood Association
15. Spectrum Health
16. Leslie Herrick, Council woman, City of Dearborn



Phase 2:

U-M & Michigan Medicine



Newsletter	Contact	Date of submission	Appearance in publication
Breakthrough	bonomini@med.umich.edu	---	Sept 24
Translator	bonomini@med.umich.edu	---	Jan 14
CE Bridges	pollj@med.umich.edu	---	Jan 19
U-M Office of VP Communications (Michigan News)	nbbickel@umich.edu	Dec 18	Dec 22
Michigan Medicine Headlines	headlines@med.umich.edu	Jan 4	
Frankel Cardiovascular Center Education & Events Calendar	fcvc-communications@med.umich.edu	Jan 4	
Medical School Research News	accurtis@med.umich.edu	Jan 4	
MSA Wire	kevberg@med.umich.edu	Jan 4	
Clinical Trials Support Office	dagi@med.umich.edu	Jan 4	
Medical School Faculty Development	kalber@umich.edu	Jan 4	
Institute for Healthcare Policy & Innovation	camillic@umich.edu	Jan 4	
UMOR Research Blueprint	umorblueprint@umich.edu	Jan 4	
The RAP – U-M Research Administration Post	orsp-info@umich.edu	Jan 4	
Biomedical Research Core Facilities	dupontr@med.umich.edu	Jan 4	
Center for Integrative Research in Critical Care	vanstrat@med.umich.edu	Jan 4	



School/Unit	Title	Contact name	Email	Date of contact	Response
Michigan Medicine Communications	Senior PR Rep	Jina Sawani	sjina@med.umich.edu	Jan 5	X
Michigan Medicine Communications	Social Media Strategist	Ed Bottomley	ebottoml@umich.edu	Jan 8	X
U-M Social	Director of Social Media & Public Engagement	Nikki Sunstrum	nikkisun@umich.edu	Jan 8	X
U-M Rogel Cancer Center	Director of Communications	Nicole Fawcett	nfawcett@umich.edu	Dec 29	X
U-M Office of VP Communications (Michigan News)	Senior Public Relations Representative Public Health Hispanic Communications Manager	Nardy Baeza Bickel	nbickel@umich.edu	Dec 18	X
U-M School of Public Health	PR Specialist	Destiny Cook	descook@umich.edu	Nov 4	X
UMOR Office of VP for Research - Faculty and Staff	Director of Research Development	Jill Jividen	jjgoff@umich.edu	Jan 4	
Center for Health Communications Research	Managing Director	Elizabeth Hershey	emhershe@umich.edu	Dec 16	X
College of LSA	Brand Strategist	Melanie DelVecchio	meldv@umich.edu, isa-marketing@umich.edu	Jan 8	X

Phase 3:

Other universities



Institution	Department	Contact name	Email	Location	Date of contact	Responses
Michigan State University	Office of Research Facilitation & Dissemination	Melanie Kauffman, Sr. Communications Manager	kauffm59@msu.edu	East Lansing	Jan 8	
Michigan State University	Media		media@msu.edu	East Lansing	Jan 8	
University Research Corridor		Britany Affolter-Caine, Executive Director	britanycaine@urcmich.org	Lansing	Jan 8, Jan 15	
Eastern Michigan University	Office of Research		orda_dept@emich.edu	Ypsilanti	Jan 8	
Eastern Michigan University	Media		webcomm@emich.edu	Ypsilanti	Jan 8	
Washtenaw Community College	Media		marketing@wccnet.edu	Ann Arbor	Jan 8, Jan 11	
Wayne State University	Office of Research		research@wayne.edu	Detroit	Jan 8	
Wayne State University	Media		web@wayne.edu	Detroit	Jan 8	
U-M Dearborn	Office of Research	Patricia Turnbull, Assistant Director for Research Administration	pawatson@umich.edu	Dearborn	Jan 8	X
U-M Dearborn College of Arts, Sciences, and Letters	Director, Communications and Marketing	Beth Marmarelli	bethmar@umich.edu	Dearborn	Jan 12	X
U-M Flint	Office of Research Development, Proposal Editing, and Proposal Facilitation	Ken Sylvester	kenms@umich.edu	Flint	Jan 8	
Kettering University	Office of Research	Dawn Winans, Head of Research & Discovery	dwinans@kettering.edu	Flint	Jan 8	
Kettering University	Media	Melanie Bass	mbass@kettering.edu	Flint	Jan 8	

Institution	Department	Contact name	Email	Location	Date of contact	Response
Ruth Mott Foundation	Media	Kristin Longley, Director of Communications	klongley@ruthmott.org	Flint	Jan 8	
Mott Community College	Media	Dawn Hibbard, Communications Specialist	dawn.hibbard@mcc.edu	Flint	Jan 8	
Grand Valley State University	Media	Peg West, Communications Specialist	ensingm1@gvsu.edu	Grand Rapids	Jan 8	
Grand Valley State University	Media	Meagan Saxton, Social Media Coordinator	saxtonme@gvsu.edu	Grand Rapids	Jan 8	
Davenport University	Media	Amy Miller, Executive Director of Communications	amy.miller@davenport.edu	Grand Rapids	Jan 8	
Kendall College of Arts and Design	Media	Jill Schneider	jillschneider@ferris.edu	Grand Rapids	Jan 8	
Calvin University	Office of Research		scholars@calvin.edu	Grand Rapids	Jan 8	
Northwood University	Office of Research	Sue Mishler, Director of Health Services	mishler@northwood.edu	Midland	Jan 8	



Phase 4:

Libraries & institutes of art



Institution	Contact name	Email	Date of contact	Response
Genesee District Library		administrator@thegdlib.org	Jan 8	
Ypsilanti District Library	Sam Killian, Community Relations Coordinator	skillian@ypsilib.org	Jan 8	X
Ann Arbor District Library	Richard Retyi, Communications and Marketing Manager	rich@aadlib.org	Jan 8	X
Wayne County Public Library		https://www.wcpl.info/contact	Jan 8	
Kent District Library		ask@kdl.libanswers.com	Jan 8	



Institution	First name	Last name	Title	Email	Date of contact	Response
Ferris State University	Ali	Konieczny	Health Sciences Librarian	alisonKonieczny@ferris.edu	Jan 8	
Saginaw Chippewa Tribal Gindaaso-gamik - Saginaw Chippewa Tribal Libraries	Anne	Heidemann	Tribal Librarian	aheidemann@sagchip.org	Jan 8	X
Cass Community United Methodist Church	Rev. Alexander J.	Plum	Deacon of Health Partnerships	plumalex@gmail.com; aplum2@hfhs.org	Jan 8	
Washtenaw Community College	Sandy C.	McCarthy	Professional Faculty, Librarian	mccarthy@wccnet.edu	Jan 8	
Public Libraries of Saginaw	Maria	McCarville	Director	mmccarville@saginawlibrary.org	Jan 8	
Detroit Public Library	Mary	Kordyban	Manager	mkordyban@detroitpubliclibrary.org	Jan 8	
Western Michigan University	Liz	Lorbeer	Chair and Associate Professor, Department of the Medical Library Director	elizabeth.lorbeer@med.wmich.edu	Jan 8	
Wayne State University	LaVentra E.	Danquah	Library Director, Interim Vera P. Shiffman Medical Library	laventra@wayne.edu	Jan 8	
University of Michigan	Nancy	Allee	Director, Taubman Health Sciences Library & STEM, University Library	nallee@umich.edu	Jan 8	

Institution	Title	Contact name	Email	Date of contact	Response
Detroit Institute of Arts			marketing@dia.org	Jan 12	
Flint Institute of Arts	Public & Community Relations Coordinator	Marissa Pierce	mpierce@flintarts.org	Jan 12	
UMMA	Director, Marketing and Public Relations	Christopher Ankney	umma-press@umich.edu	Jan 12	




A few responses




-- Library Response --

Hi Jordan, thanks for sharing! We'll be sure to promote this on our social channels in the next few days. This looks really cool.

Richard Retyi
Communications and Marketing Manager at AADL rich@aadl.org

 Sawani, Jina | Poll, Jordan; Hershey, Elizabeth; Piechowski, Tricia; Bottomley, Edward -

RE: Take the Mic: U-M Crowdsourcing Contest on COVID Messaging

 Follow up. Start by Tuesday, January 12, 2021. Due by Tuesday, January 12, 2021.
You replied to this message on 1/13/2021 2:02 PM.

Hello Jordan!

Thanks for your patience with this one. I chatted with Ed today, and we decided that the best way to help promote your contest is by RT'ing your original posts from the MICHHR account. This way, we can help bolster the MICHHR account while promoting your content. Ed went ahead and RT'ed your post from today. We will continue watching for future posts and share them up until the deadline.

Please let me know if you need anything additional.


Thanks!

Jina Sawani Musto
Senior Public Relations Representative
Department of Communication
Michigan Medicine
(248) 840-8078
Pronouns: she/her/hers


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[Michigan Health](#)
[Michigan Health Lab](#)



 Melanie DelVecchio <meldv@umich.edu> | Poll, Jordan; lsa-marketing@umich.edu; + 1 - Tue 4:18 PM

Re: Take the Mic: A Crowdsourcing Contest on COVID Messaging

 You replied to this message on 1/12/2021 4:29 PM.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Jordan,

Thank you for sharing this initiative with us. I have passed on the information to our social media team and it looks like we'll be able to post once or twice before the submission deadline.

I hope this helps. Thank you again.

MÉLANIE DELVECCHIO


Brand Strategist
p: 734.936.3365 | f: 734.647.3061
(my pronouns are: she/her/hers)



[College of Literature, Science, and the Arts](#) | [University of Michigan](#)
LSA Advancement | 101 North Main Street, Suite 850, Ann Arbor MI 48104

@umichLSA  

To request project assistance from the LSA Marketing Communications team, [please complete this form](#).

 Patricia Turnbull <pawatson@umich.edu> | Poll, Jordan; DBN-Research@umich.edu; Piechowski, Tricia -

Re: Take the Mic: A Crowdsourcing Contest on COVID Messaging

 You replied to this message on 1/8/2021 1:57 PM.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Jordan,
Thanks for forwarding. I will send this up to our campus communications office, which can more broadly share it with the UM-Dearborn community.

All the best,

Pat

Patricia Turnbull, MSA, CRA
Assistant Director for Research Administration
4901 Evergreen, 2070 IAVS
Dearborn, MI 48128-2406
313.593.0515

 Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Hits on social



Michigan Medicine Retweeted

MICHHR @UM_MICHHR · Jan 12

"Take the Mic" extended its submission deadline to Monday, Jan. 25. That's more time for your masterpiece to take shape, and more time to share with your networks! takehemic.org @umichmedicine #COVID19 #Coronavirus #PublicHealth #MaskUpMichigan #SpreadHopeNotCOVID



The graphic features a microphone on the left. Text reads: "VOICE Create messages and media Inspire your community to conquer COVID-19 Give a shout out to the everyday people who are protecting themselves and others from COVID-19. Enter by January 25 Get \$10 for your first entry Prizes up to \$500 TakeTheMic.org". Logos for Michigan Medicine, School of Public Health, and MICHHR are at the bottom.

1 2

Michigan Medicine @umichmedicine · 8h

Got an idea for a song, rap, poem, poster, jingle or photo that could help the public stop the spread of #COVID19 or encourage #COVIDVaccine? See if you qualify for a @umich contest with cash prizes that closes Jan. 25: news.umich.edu/take-the-mic-c...



The graphic has a green, blue, and orange background. It says "RAISE YOUR VOICE" in large white letters next to a microphone illustration.

3 3

ACCESS Community @ACCESS1971 · Jan 8

Get #Creative and #WinMoney with "Take the Mic"! This contest celebrates you, the #EverydayHeroes of our #Community, and the ways you are helping to save lives through #COVID19. You submission may take just about any form: poetry, dance, drawing & more! bit.ly/3s8oEAI



The graphic features a microphone and a QR code. Text reads: "Give a shout out to the everyday people who are protecting themselves and others from COVID-19. TakeTheMic.org Get \$10 for your first entry Prizes up to Enter by".

1

Washtenaw County Health Department Retweeted

Ann Arbor District Library @aadl · Jan 11

Michigan Communities Conquering COVID has launched Take the Mic, a contest celebrating everyday heroes saving lives one precautionary measure at a time.

Submit something written or another form of media to inspire your community and win prizes. Details: takehemic.org



The graphic says "Inspire your community to conquer COVID-19. Get \$10 for your first entry Prizes up to \$500 TakeTheMic.org Enter by January 25". Logos for Michigan Medicine, School of Public Health, and MICHHR are at the bottom.


You and 2 others

6 4

U-M College of LSA Retweeted

University of Michigan @UMich · 11h

Do you have an idea for a song, poem, or photo that could encourage others to help stop the spread of #COVID19? The "Take the Mic" content, funded by @NIH, is part of a larger effort to address misinformation and mistrust around #COVID19 and the vaccines. myumi.ch/0Wd50



The graphic has a green, blue, and orange background. It says "RAISE YOUR VOICE" in large white letters next to a microphone illustration.

2 3 3





Ann Arbor District Library
@aadl

Michigan Communities Conquering COVID has launched Take the Mic, a contest celebrating everyday heroes saving lives one precautionary measure at a time.

Submit something written or another form of media to inspire your community and win prizes. Details: [takethemic.org](https://www.takethemic.org)



You and 2 others

9:09 AM · Jan 11, 2021 · Twitter Web App

3 Retweets 3 Likes



Michigan Medicine

January 13 at 12:07 PM ·

Calling all creative minds in Washtenaw, Wayne, Kent and Genesee county! You could win a cash prize for your catchy song, compelling graphic, persuasive rap or poem or other message to help the public understand the importance of slowing the spread of COVID-19 and getting vaccinated. Learn more: <https://news.umich.edu/take-the-mic-contest-taps.../>

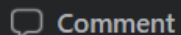


You and 9 others

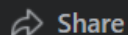
5 Shares



Love



Comment



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Most Relevant



Ypsilanti District Library

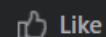
January 8 at 3:50 PM ·

Do you have a catchy song you use to make sure your family washes their hands for 20 seconds? A drawing you use to remember your mask? A person in the community you want to recognize for helping prevent the spread of COVID?

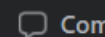
Submit an entry for the Michigan Communities Conquering COVID (MI-CCC) "Take the Mic" contest! Enter in the Written Word or Other Media categories. You can submit raps, dances, sketches, drawings, or songs (or anything similar) that could inspire the community. Submissions are due by January 25.

Get a \$10 Visa gift card for your first entry in each category. Submit as many times as you want. Must be 18+ to enter. Judges will choose the top entries from each category, then the community will vote for the winners. The 1st place winners will receive \$500.

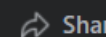
See the flyers below for more info and visit www.takethemic.org to enter your submissions.



Like



Comment



Share

MICHR



umichmedicine • [Follow](#)



umichmedicine Calling all creative minds in Wayne, Genesee, Washtenaw or Kent counties of #Michigan!

These hard-hit counties in the #pandemic need new ways to reach people about the importance of slowing #COVID19 and encouraging vaccination.



Liked by umichlaw and 82 others

2 DAYS AGO

Add a comment...

[Post](#)



News story





VICE PRESIDENT FOR COMMUNICATIONS
MICHIGAN NEWS
UNIVERSITY OF MICHIGAN

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'Take the Mic' contest taps community creativity to fight COVID-19

Funded through a nearly \$1.4 million NIH grant, the contest is part of a larger effort to address misinformation and mistrust around COVID-19 and the vaccine



Español

December 22, 2020

Contact: [Nardy Baeza Bickel](#)
nbbickel@umich.edu

Share on:

Stage 3





WHEN

MONDAY, JAN. 25

6:00 - 7:00 PM

REGISTER

FOR ZOOM LINK:

<http://bit.ly/38HRErr>

JOIN BY PHONE:

(646) 876-9923

WEBINAR ID:

965 3793 8149

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LIVE STREAM ON
MICHR'S FACEBOOK

**SUBMIT
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BEFORE THE EVENT:**

<http://bit.ly/3sqIQis>

or

kwikwi@umich.edu

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MICHR MICHIGAN INSTITUTE FOR
CLINICAL & HEALTH RESEARCH
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MICHIGAN COMMUNITIES CONQUERING COVID

Join our statewide townhall for
community reflections on vaccines
and to get your questions answered
by our experts.

MODERATOR & COMMUNITY EXPERT



E. Yvonne Lewis, BS, BBA

*Co-Director, Healthy Flint Research
Coordinating Center*

*Director of Outreach, Genesee
Health Plan*

*Co-Community Principal Investigator,
Flint Center for Health Equity Solutions*

MEDICAL EXPERT



Sandro Kurt Cinti, MD

*Professor of Internal
Medicine, Infectious Diseases*

*Co-Chair, Michigan Medicine
COVID Vaccine and
Therapeutics Task Force*

This event is sponsored by the Michigan Institute for Clinical
& Health Research (MICHR), NIH CEAL funded Michigan
Communities Conquering COVID, and Michigan Medicine's
Community Health Services.



CUANDO

LUNES, 25 DE ENERO

6:00 - 7:00 PM

REGISTRARSE

ENLACE DE ZOOM:

<http://bit.ly/38HRErr>

UNIRSE POR TELEFONO:

(646) 876-9923

SEMINARIO WEB ID:

965 3793 8149

Ó UNASE A LA
TRANSMISIÓN EN VIVO EN
FACEBOOK DE MICHR

**ENVIE
SUS PREGUNTAS
ANTES DEL EVENTO:**

<http://bit.ly/3sqIQis>

ó
kwikwi@umich.edu

**ACCESO
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EN ESPAÑOL
DISPONIBLE**



MICHR MICHIGAN INSTITUTE FOR
CLINICAL & HEALTH RESEARCH
UNIVERSITY OF MICHIGAN

COMUNIDADES DE MICHIGAN CONQUISTANDO COVID

Unase a nuestro ayuntamiento para
reflecciones sobre la vacuna contra el
COVID y para que sus preguntas sean
contestadas por nuestros expertos.

MODERADORA & EXPERTA COMUNITARIA



E. Yvonne Lewis, BS, BBA

*Codirectora, Centro de
coordinacion de investigaciones
Flint Saludable*

*Directora de alcance, Genesee plan
de salud*

*Co-comunidad investigadora
principal, centro para soluciones de
igualdad de salud*

EXPERTO MEDICO



Sandro Kurt Cinti, MD

*Profesor de medicina interna,
enfermedades infecciosas*

*Copresidente, Medicina de
Michigan grupo de trabajo
terapeuticos y vacuna de
COVID*

Este evento es patrocinado por el instituto de investigaciones
clínicas (MICHR), Comunidades de Michigan Conquistando COVID,
y servicios de salud comunitaria de medicina de Michigan



M
MICHR



EDUCATE / FUND / CONNECT / SUPPORT



Special COVID-19 Edition | Jan. 25, 2021

Dear reader,

Have pressing questions about vaccines? Tune in TONIGHT for our statewide Q&A with community and medical experts. Scroll down for more details.

*You're also invited to join the universities, community organizations, art institutions, and libraries promoting "[Take the Mic](#)," an NIH-funded crowdsourcing initiative. **This effort is as much to inspire creativity and capture the voice of Michigan communities as it is to research the health disparities they are experiencing.***



EDUCATE / FUND / CONNECT / SUPPORT



Vol. 3.7 | Special COVID-19 Edition | January 19, 2021

MICHR and Michigan Medicine Launch Monthly Webinar Series

We've heard your questions, concerns, and the misinformation being circulated about the vaccines. In an effort to bring you answers, we've collaborated with Michigan Medicine's Community Health Services and our NIH-funded project, [Michigan Communities Conquering COVID](#), to host a monthly webinar series.

[View this email](#) | [MICHHR](#) | [Contact Us](#)



EDUCATE / FUND / CONNECT / SUPPORT

Join our Statewide Townhall for Community Reflections on Vaccines

Many community members have raised questions and concerns about the misinformation being circulated about vaccines. In an effort to bring our partners the answers they seek, MICHHR Community Engagement has collaborated with Michigan Medicine's Community Health Services to host a monthly webinar series.

Join us for the first installment on **Monday, Jan. 25 at 6 p.m.** for "Michigan Communities Conquering COVID." Click [here](#) to join in Zoom. You can also call in the day of the event or tune in on [MICHHR's Facebook](#) live stream. Submit questions ahead of time by completing [this form](#) or emailing kwiki@umich.edu.

We'd like to emphasize the accessibility of this event. **Closed captioning and Spanish interpretation will be available.** Future installments will include an interpreter for the deaf and hard of hearing community.

Can't make Monday's event? That's okay! The next installment is scheduled for Tuesday, Feb. 23.





University of Michigan en Español

January 25 at 2:32 PM · 🌐

¿Tienes preguntas acerca de la vacuna contra el COVID? No te pierdas esta oportunidad para aprender acerca de la vacuna y hacer todas las preguntas que quieras. El programa será interpretado en español. Unete por ZOOM aquí: <http://bit.ly/2Y4NbJh>.

Do you have questions about the COVID vaccine? Don't miss this opportunity to learn about vaccine and ask any questions you want. The program will be performed in Spanish. Join by ZOOM here: <http://bit.ly/2Y4NbJh>.

⚙️ · Hide original · Rate this translation



MICHIGAN COMMUNITIES CONVERSATION & COVID

COMUNIDADES MICHIGAN CONQUISTANDO COVID

Join our statewide townhall for community reflections on vaccination and to get your questions answered by our experts.

Unase a nuestro ayuntamiento para reflexiones sobre la vacuna COVID y para que sus preguntas sean contestadas por nuestros expertos.

WEDNESDAY, JAN. 25, 7:00 PM

STRARSE

DE ZOOM:

MODERATOR & COMMUNITY EXPERT

E. Yvonne Lewis, BS, BPH
Co-Director, Healthy Flint Coordinating Center
Director of Outreach, Genesee County Health Plan
Co-Community Principal Investigator, Flint Center for Health Equity

MODERADORA & EXPERTA COMUNITARIA

E. Yvonne Lewis, BS, BPH
Codirectora, Centro de coordinación de investigación Flint Saludable
Directora de alcance, Genesee County Health Plan
Co-comunidad investigadora, Centro de Equidad de Salud Flint



Genesee County Health Department

January 25 at 1:05 PM · 🌐

Check out tonight's "Michigan Communities Conquering COVID" townhall hosted by the [Michigan Institute for Clinical & Health Research \(MICHHR\)](#)!

More details below!



MICHIGAN COMMUNITIES CONVERSATION & COVID

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Directora de alcance, Genesee County Health Plan
Co-comunidad investigadora, Centro de Equidad de Salud Flint



Michigan Institute for Clinical & Health Research (MICHHR) was live.

Published by Jordan Poll · January 25 at 6:04 PM ·

Tune into our statewide town hall on COVID to get your vaccine questions answered. Co-sponsored by [Community Health Services at Michigan Medicine](#).

Tonight is the first installment in our monthly series. Any questions that we aren't able to address tonight will be saved for the next session on Feb. 23 at 6 p.m. EST.



Sharon Lynne · 33:57

The elderly need to be vaccinated!! This is not happening!

Like · Reply · Message · 6d



Sharon Lynne · 32:24

Are the teachers going to get back in the classroom when they are vaccinated?

Like · Reply · Message · 6d



Christine Parker · 25:11

What level of protection does the vaccines protect you against the South Africa variant?

Like · Reply · Message · 6d



Donette L. Mabry · 56:09

Thank you for giving us this informative content!

Like · Reply · Message · 6d



Michelle Warner · 2:08

I have an appointment.

Like · Reply · Message · 2d



Michigan Institute for Clinical & Health Research (MICHHR) · 33:52

Thank you for your question, Sharon. It has been shared with the panelists to address.

Like · Reply · Commented on by Jordan Poll · 6d



Michigan Institute for Clinical & Health Research (MICHHR) · 28:09

Thank you, Christine. We've shared your question with panelists. Hopefully, we'll have time at the end to address it.

Like · Reply · Commented on by Jordan Poll · 6d










Michigan Institute for Clinical & Health Research (MICHHR) · 48:48

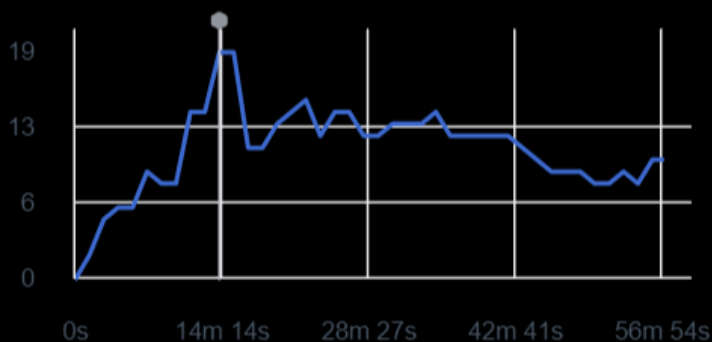
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Like · Reply · Commented on by Jordan Poll · 6d



Total Video Performance		Showing All <input type="checkbox"/>
 Peak Live Viewers	19	>
 Minutes Viewed	852	>
 1-Minute Video Views	60	>
 10-Second Video Views	239	>
 3-Second Video Views	621	>
 Average Video Watch Time	0:39	>
 Audience Retention		>

Viewers During Live Broadcast



 22 Total Reactions - 22 from Shares



14



0



8



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0



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 19 Total Comments - 6 from Shares

 5 Total Shares

Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
● 01/25/2021 6:04 PM	1.1K	621 100%	239 100%	507	46	0:39 / 56:55



WHEN

TUESDAY, FEB. 23
6:00 - 7:00 PM

REGISTER

FOR ZOOM LINK:

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JOIN BY PHONE:

(646) 876-9923

WEBINAR ID:

965 3793 8149

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BEFORE THE EVENT:**

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kwikwi@umich.edu

ACCESS

**SPANISH
INTERPRETATION
AVAILABLE**



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CLINICAL & HEALTH RESEARCH
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MICHIGAN COMMUNITIES CONQUERING COVID

Join our statewide townhall for
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MODERATOR, COMMUNITY & PUBLIC HEALTH EXPERT



Jimena Loveluck, MSW

*Health Officer, Washtenaw County
Health Department*

MEDICAL EXPERT



Sandro Kurt Cinti, MD

*Professor of Internal
Medicine, Infectious Diseases
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COVID Vaccine and
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& Health Research (MICH'R), NIH CEAL funded Michigan
Communities Conquering COVID, and Michigan Medicine's
Community Health Services.



CUANDO

MARTES 23 DE FEB.
6:00 - 7:00 PM

REGISTRARSE

ENLACE DE ZOOM:

<http://bit.ly/38HRErr>

UNIRSE POR

TELEFONO:

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SEMINARIO WEB ID:

965 3793 8149

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TRANSMISIÓN EN
VIVO EN
FACEBOOK DE MICH'R**

ENVIE

**SUS PREGUNTAS
ANTES DEL EVENTO:**

<http://bit.ly/3sqIQis>

ó

kwikwi@umich.edu

ACCESO

**TRADUCCIÓN EN
ESPAÑOL DISPONIBLE**



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UNIVERSITY OF MICHIGAN

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MODERADOR, EXPERTO EN SALUD PÚBLICA Y COMUNITARIA



Jimena Loveluck, MSW

*Oficial de salud, Departamento de
salud del condado de Washtenaw*

EXPERTO MEDICO



Sandro Kurt Cinti, MD

*Profesor de medicina interna,
enfermedades infecciosas*

*Copresidente, Medicina de
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terapeuticos y vacuna de COVID*

Este evento es patrocinado por el instituto de investigaciones
clínicas (MICH'R). Comunidades de Michigan Conquistando
COVID, y servicios de salud comunitaria de medicina de Michigan



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MICH'R