



# COVID-19 Awareness Campaign

NJDOH toolkit of COVID-19 resources  
supporting vaccines for kids


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## Vaccines Are Proven Safe and Effective for Kids Ages 5 & Up

Vaccinating kids 5 & up can protect your child as well as high-risk family members or children not yet eligible for the vaccine.

### COVID-19 Vaccines

- Are safe and effective for kids 5 & up
- Keep your child and your family healthy
- Help keep kids in school and doing the activities they love




Scan the QR code to find or call the NJ Vaccine Call Center an appointment near you:  
1-855-568-0545

The COVID-19 vaccine is free for everyone 5 & up regardless of insurance or immigration status.

Have questions? Talk to your pediatrician or family doctor today to get the facts about the vaccine and how it can protect your child against COVID-19.


To find a vaccine appointment for your child visit [covid19.nj.gov](https://covid19.nj.gov) or call NJ's Vaccine Call Center at 1-855-568-0545.

 A safer, healthier NJ [covid19.nj.gov](https://covid19.nj.gov)

[Vaccines for Kids Poster PDF](#)


## Get the Facts on COVID-19 Vaccines for Kids

Proven safe & effective for kids ages 5 & up



Getting your child vaccinated is a safe way to build their protection from the virus helping keep them and your family healthy

Book an Appointment Online or Call the NJ Vaccine Call Center

 A safer, healthier NJ 1-855-568-0545  
[covid19.nj.gov](https://covid19.nj.gov)

[Vaccines for Kids Rack Card PDF](#)

## A safer, healthier NJ



safely Build COVID-19 Protection for Kids 5 & up

Schedule a free vaccine appointment today!


[covid19.nj.gov](https://covid19.nj.gov) 1-855-568-0545

[Vaccines for Kids Palm Card PDF](#)

## COVID-19 Vaccines Save Lives

Kids Ages 5 & Up


Vaccines are proven safe and effective for kids ages 5 & up. COVID-19 vaccines help your entire family. Get the facts on how vaccinating your child can help keep them healthy.




- The vaccine is safe and protects children from serious illness, hospitalization and death as well as serious long-term complications such as "Long COVID."
- The vaccine can help keep kids in school and participating in their favorite activities.
- Vaccinating kids 5 & up can help protect high-risk family members or children not yet eligible for the vaccine.
- The vaccine is easy, convenient, and free for everyone 5 & up regardless of insurance or immigration status.

Talk to your pediatrician or family doctor today to answer any questions about the vaccine and how it can protect your child against COVID-19.

To find a vaccine appointment for your child, visit [covid19.nj.gov](https://covid19.nj.gov) or call NJ's Vaccine Call Center at 1-855-568-0545.

Scan the QR code to find an appointment near you:  OR Call the NJ Vaccine Call Center 1-855-568-0545

 A safer, healthier NJ [covid19.nj.gov](https://covid19.nj.gov)

[Vaccines for Kids Flyer PDF](#)

# Toolkit Social Posts for Kids' Vaccines Campaign

## Post 1:

Copy: COVID-19 vaccines are safe and effective and widely available for New Jersey residents ages 5 & up. Talk to your pediatrician and find an appointment near you: [#NJDOH](https://covid19.nj.gov/pages/finder)

## Photo:



## Post 2:

Copy: COVID-19 vaccines are safe and effective and widely available for New Jersey residents ages 5 & up. Talk to your pediatrician and find an appointment near you: [#NJDOH](https://covid19.nj.gov/pages/finder)

## Photo:



[Click here to download images to accompany these posts sized for all social media platforms](#)

# Toolkit Social Posts for Kids' Vaccines Campaign

## Post 3:

Copy: Children ages 5 & up are eligible for a COVID-19 vaccine. Vaccines have proven to be our most effective and important weapons in New Jersey's fight against COVID-19. Get the facts on COVID-19 vaccinations for kids and talk to your pediatrician about any questions or concerns you have and how you can best protect your family.  
[#https://covid19.nj.gov/pages/finder](https://covid19.nj.gov/pages/finder) #NJDOH

## Photo:



## Post 4:

Copy: Kids ages 5 & up are eligible for the COVID-19 vaccine. Help create a safer, healthier New Jersey and talk to your pediatrician to find out how the vaccine can help protect your child. Find an appointment near you: [#https://covid19.nj.gov/pages/finder](https://covid19.nj.gov/pages/finder) #NJDOH

## Photo:



[Click here to download images to accompany these posts sized for all social media platforms](#)



ةيلاتلا ةطحملا:

ةرك ركسع م  
مدقلا  
اي في صلا

نوكب نأ لجا نم  
يثكأ يسري جوين  
ةحصو ان ام



## Arabic

إذا كان عمر أولادك 5 سنوات فأكثر، يحق لهم تلقي لقاح كوفيد-19. نُوصى إدارة الصحة العامة في نيوجيرسي بشدة أن تتحدث مع طبيب الأسرة بخصوص هذا الموضوع أو أن تقوم بحجز موعد لتلقي اللقاح في أقرب عيادة لمنزلك.

<https://covid19.nj.gov/>

下一站:

足球训  
练营!

一个更安全、更健  
康的新泽西州



## Chinese

年龄为 5 岁或以上的儿童目前都有资格接种 COVID-19 疫苗。新泽西州卫生部强烈建议您联系孩子的儿科医生，或预约在您家附近的机构为孩子进行疫苗接种。

<https://covid19.nj.gov/>

આગામી સફળ્યસથાન:

સોફર  
કેમ્પ!



 વધુ સુરક્ષાતે,  
સ્વસ્થ NJ

**Gujarati**

જો તમારા કોઈપણ બાળકની ઉંમર 5 વર્ષ કે તેથી વધુ છે, તો તેઓ COVID-19 વેક્સિન માટે પાત્ર છે. ન્યૂ જર્સી સ્વાસ્થ્ય વિભાગ ભારપૂર્વક ભલામણ કરે છે કે તમે તમારા બાળરોગ ચિકિત્સક સાથે વાત કરો અથવા તમારી આસ-પાસ એપોઇન્ટમેન્ટ લો.

<https://covid19.nj.gov/>

अगली मंजलि:

सॉफर  
कैम्प!



 अघाक सुरक्षात,  
स्वस्थ NJ

**Hindi**

यदि आपका कोई बच्चा 5 वर्ष या उससे अधिक उम्र का है, तो वे COVID-19 वैक्सीन के लिए पत्र हैं। न्यू जर्सी स्वास्थ्य विभाग दृढ़ता से अनुशंसा करता है कि आप अपने बाल रोग विशेषज्ञ से बात करें या अपने आस-पास अपॉइंटमेंट लें।

<https://covid19.nj.gov/>



## Italian

Se hai un figlio che ha almeno 5 anni, questi ha il diritto di potersi sottoporre al vaccino anti-COVID-19. Il Ministero della Salute del New Jersey raccomanda vivamente di parlare con il proprio pediatra o di fissare un appuntamento con un medico della propria zona.

<https://covid19.nj.gov/>



## Korean

Se5세 이상의 자녀가 있는 경우 COVID-19 백신을 접종 받을 수 있습니다. 뉴저지주 보건부는 소아과 의사와 상담하거나 가까운 진료 예약을 찾도록 강력히 권장합니다.

<https://covid19.nj.gov/>



**NASTĘPNY PRZYSTANEK:**

obóz  
pitkarski!



 **Bezpieczniejszy i  
zdrowszy stan NJ**

## Polish

Jeśli masz dziecko w wieku co najmniej 5 lat, kwalifikuje się ono do szczepionki przeciw COVID-19. Departament Zdrowia stanu New Jersey zaleca rozmowę z pediatrą lub umówienie wizyty w Twojej okolicy.

<https://covid19.nj.gov/>

**SUSUNOD NA DADAANAN:**

kampo ng  
soccer!



 **Isang mas ligtas at  
mabuting kalusugan**

## Tagalog

Kung mayroon kang anak na may edad na 5 taong gulang o mas matanda pa, sila ay karapat-dapat para sa bakuna laban sa COVID-19. Lubos na inirerekumenda ng New Jersey Department of Health na kausapin ang iyong pediatrician o maghanap ng matatakdang appointment na malapit sa iyo.

<https://covid19.nj.gov/>

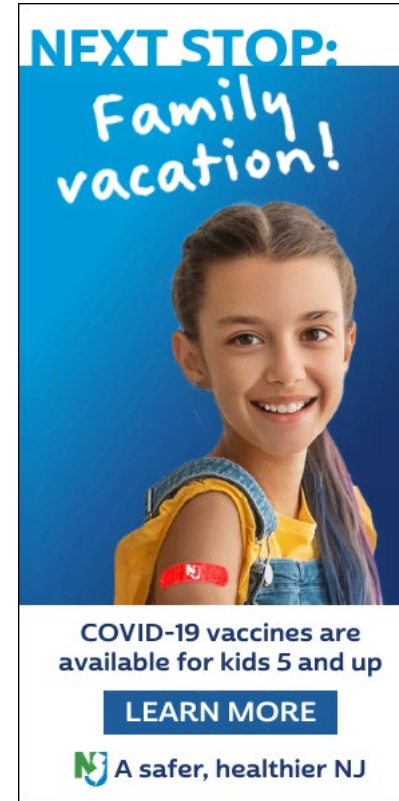


## Portuguese

Caso tenha uma criança com idade igual ou superior a 5 anos, ela está elegível para uma vacina contra a COVID-19. O Departamento de Saúde de Nova Jersey recomenda fortemente que converse com o seu pediatra ou faça um agendamento perto de você.  
<https://covid19.nj.gov/>

Banner ads available in:

[English](#)



# Banner Ads for Kids' Vaccines Campaign

**PRÓXIMA PARADA:** ¡La casa de la abuela!



Las vacunas contra el COVID-19 están disponibles para niños de 5 años en adelante

**MÁS INFORMACIÓN**

 Un NJ más seguro y saludable

Banner ads available in:


[Spanish](#)

**PRÓXIMA PARADA:**

¡Tamales de la tía!



 Un NJ más seguro y saludable

 Un NJ más seguro y saludable

Las vacunas contra el COVID-19 están disponibles para niños de 5 años en adelante

**MÁS INFORMACIÓN**

**PRÓXIMA PARADA:**

¡La casa de la abuela!



Las vacunas contra el COVID-19 están disponibles para niños de 5 años en adelante

**MÁS INFORMACIÓN**






 Un NJ más seguro y saludable




# Town Hall Videos & Excerpts for Kids' Vaccines Campaign

**Kids COVID-19 Vaccine & Booster**  
Facebook Live Discussion

**Featuring:**


 Moderator Meg Fisher, MD, FAAP, Pediatric Infectious Disease expert	 Sanjna Shah, MD, Pediatric Hospitalist
 Anat R. Feingold, MD, MPH, Division Head, Pediatric Infectious Disease	 Patricia Whitley-Williams, MD, FAAP Professor of Pediatrics
 Andrea Martinez-Mejia, MA, MPA, NJDOH Chief of Staff	<a href="mailto:communications@doh.nj.gov">Questions? Submit them to communications@doh.nj.gov</a>

 **A safer, healthier NJ**


Wednesday, February 9<sup>th</sup> at 4:00pm  
on [Facebook.com/NJDeptofHealth](https://www.facebook.com/NJDeptofHealth)

[Kids COVID-19 Vaccine & Booster Facebook Live Discussion, February 9, 2022](https://www.facebook.com/NJDeptofHealth)




 **A safer, healthier NJ** Ask the Experts


Are COVID-19 vaccines safe for children?

  
Patricia Whitley-Williams, MD, FAAP  
Professor of Pediatrics, Rutgers Robert  
Wood Johnson Medical School


Video Clip 01

 **A safer, healthier NJ** COVID-19 Resources


Where should I go to get my child vaccinated for COVID-19 ?

  
Sanjna Shah, MD,  
Pediatric Hospitalist  
The Unterberg Children's Hospital at Monmouth Medical Center


Video Clip 02

 **A safer, healthier NJ** COVID-19 Resources


What can be done to address vaccine hesitancy in communities of color?

  
Patricia Whitley-Williams, MD, FAAP  
Professor of Pediatrics, Rutgers Robert  
Wood Johnson Medical School


Video Clip 03

 **A safer, healthier NJ** COVID-19 Resources


What is multisystem inflammatory syndrome in children (MIS-C) and how is it related to COVID-19?

  
Sanjna Shah, MD,  
Pediatric Hospitalist  
The Unterberg Children's Hospital at Monmouth Medical Center


Video Clip 04

 **A safer, healthier NJ** COVID-19 Resources


Is my child at risk for myocarditis after they get the COVID-19 vaccine ?

  
Anat R. Feingold, MD, MPH,  
Division Head, Pediatric  
Infectious Disease Cooper University Health Care

Video Clip 05

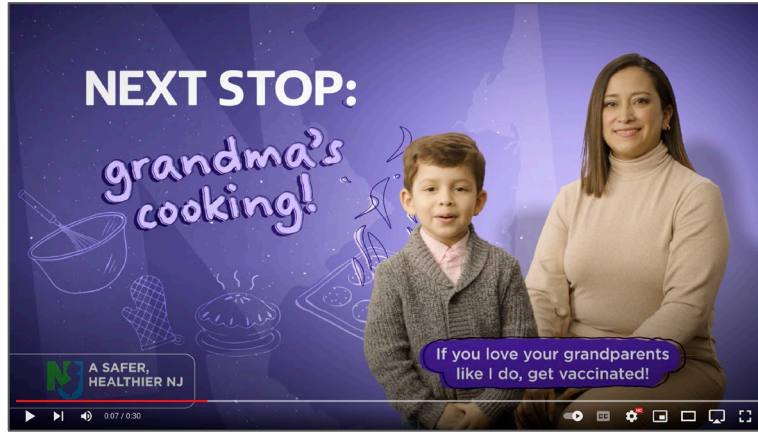
 **A safer, healthier NJ** COVID-19 Resources

As the parent of a young child, what concerns do you have about COVID-19?

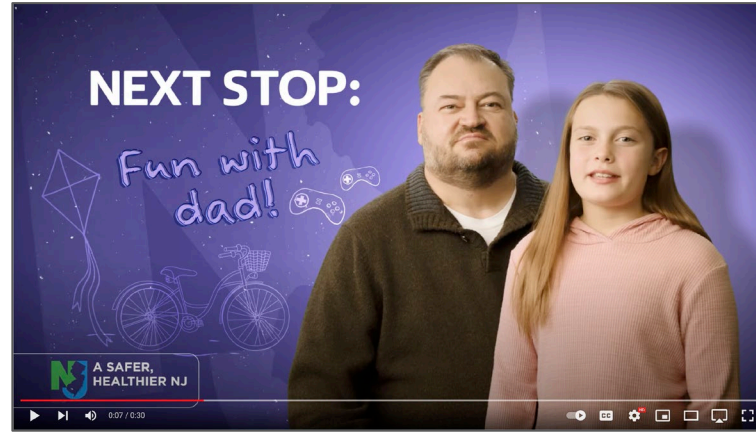
  
Andrea Martinez-Mejia, MA, MPA,  
NJDOH Chief of Staff

Video Clip 06

# TV Commercials for Kids' Vaccines Campaign



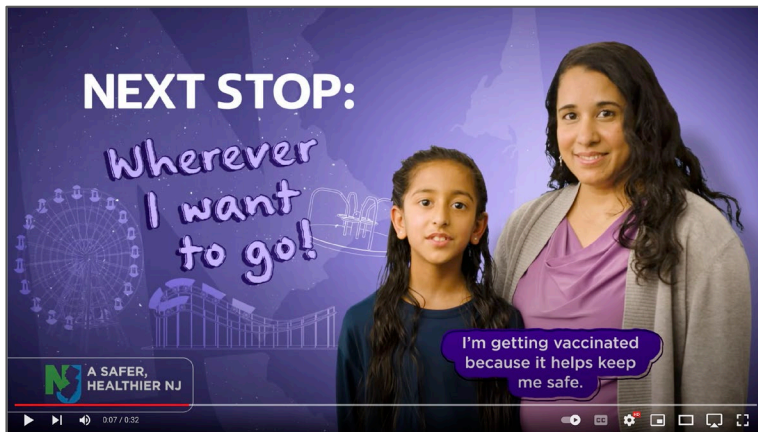
[Next Stop 1](#)



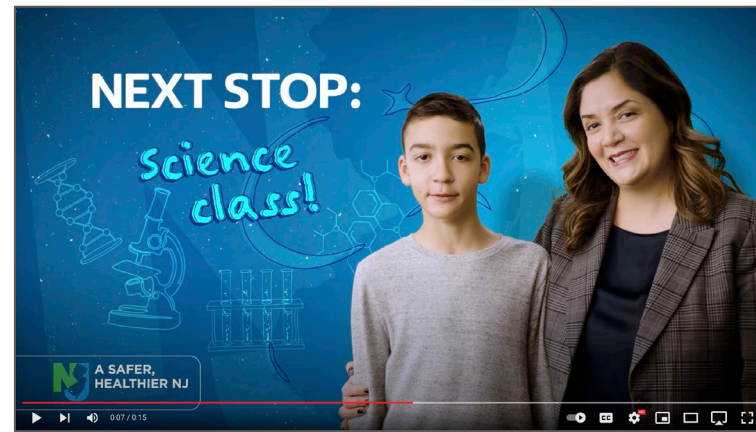
[Next Stop 2](#)



[Next Stop 2](#)



[Next Stop 4](#)



[Next Stop 5](#)



[Next Stop 6](#)



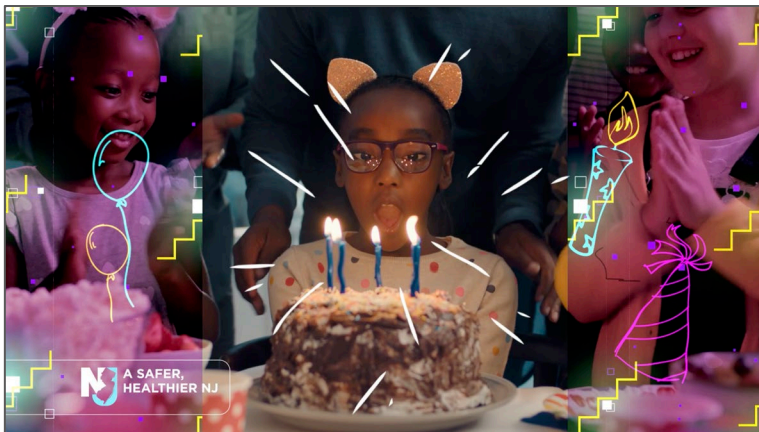
# TV Commercials for Kids' Vaccines Campaign



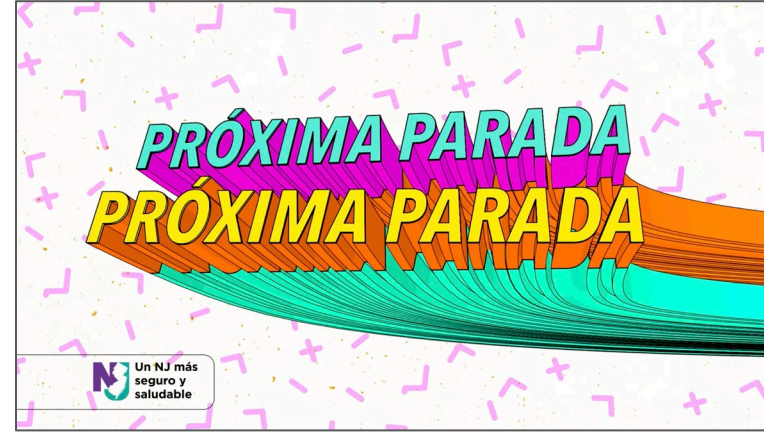
["5 and Up" 15-Second Spot \(English\)](#)



["5 and Up" 15-Second Spot \(Spanish\)](#)



["5 and Up" 30-Second Spot \(English\)](#)



["5 and Up" 30-Second Spot \(Spanish\)](#)

# Website Resources for Kids' Vaccines Campaign

**COVID-19 QUICK FACTS**

**Symptoms of COVID-19**

- fever
- cough
- shortness of breath
- sore throat
- chills, shaking
- muscle pain
- headache
- new loss of taste or smell
- nausea, vomiting
- diarrhea
- stuffy or runny nose

**Prevention of COVID-19**

Prevention is much like preventing other respiratory illnesses like colds and flu.

- stay 6 feet away from others**
- wear a mask**
- stay home**
- wash your hands**
- don't touch your face**
- keep sanitizer close**
- avoid sick people**
- clean and disinfect**

Have questions? Call the 24/7 COVID-19 call center: 1-800-952-1253. You can also visit: COVID19.NJ.GOV

[COVID-19 Brief Quick Facts](#)

**COVID-19 VACCINE Quick Facts**

**PROTECTION**  
Getting vaccinated prevents severe illness, hospitalizations, and death from COVID-19 illness.

**EVALUATION**  
COVID-19 vaccines have been carefully tested and evaluated in large clinical trials. Monitoring and evaluation are ongoing.

**DOSES**  
Complete your primary series and get your booster dose for the best protection against COVID-19.

**SIDE EFFECTS**  
Pain and swelling may occur where you got the shot. Other side effects may feel like the flu, but they should go away in a day or so.

**COMBINATION**  
The combination of this vaccination with other precautions will offer the best protection from COVID-19.

**PRECAUTIONS**  
Before and after vaccination, wear a mask, physical distance from others, avoid crowds, and wash hands often.

[COVID-19 Vaccine Quick Facts](#)

**COVID-19 Vaccines**

COVID-19 vaccines are now widely available for people ages 5 years and older. All COVID-19 vaccines are safe, effective and reduce risk of severe illness.

Vaccine	Age	Primary Series / Starting Dose(s)	Additional (2nd Dose)	Booster*
Pfizer-BioNTech / COMIRNATY	5+ years old <sup>1</sup>	2 doses, 3 weeks apart	Immunoocompetent <sup>2</sup> 5+ years old <sup>1</sup> at least 4 weeks after primary series	12+ years old <sup>1</sup> at least 5 months after primary series
Moderna	18+ years old	2 doses, 4 weeks apart	Immunoocompetent <sup>2</sup> 18+ years old at least 4 weeks after primary series	18+ years old at least 5 months after primary series
Johnson & Johnson's (J&J) Janssen	18+ years old	1 dose	No	18+ years old at least 2 months after first dose

\* For 12-17 year olds must have the consent of a parent or legal guardian to be vaccinated. <sup>1</sup> For immunocompetent except only boosted booster. <sup>2</sup> Immunity after the additional (2nd) dose of Pfizer or Moderna. <sup>3</sup> Only the COVID-19 vaccines can be used for the booster dose.

[COVID-19 Vaccine Infographic Chart](#)

**COVID-19 Vaccine Facts**

**Vaccine Development**

- Multiple teams raced to develop a vaccine for COVID-19.
- Scientists used genetic information from the SARS-CoV-2 virus that causes COVID-19 to create the vaccine.
- All vaccines have gone through the same steps to show safety and effectiveness.
- Many steps occurred at the same time (e.g., vaccines were being made while testing was still going on) to save time.
- Collaboration between medical experts and researchers made the careful testing happen being necessary for the public's safety.

**Vaccine Safety**

- Millions of people have received COVID-19 vaccines.
- The vaccines meet the Food and Drug Administration's (FDA) strict safety standards.
- COVID-19 vaccines are safe, effective and well-tolerated in all age groups and pregnant, breastfeeding, or who want to get pregnant in the future.
- None of the COVID-19 vaccines can change your DNA, genes, or how you look with COVID-19 virus.

COVID-19 disease has unequally affected many racial and ethnic minority groups, putting them more at risk of getting sick and dying from COVID-19.

Getting the COVID-19 vaccine is one of the best ways to protect yourself from this serious disease.

**COVID-19 vaccines:**

- Prevent severe disease, hospitalization, and death.
- Protect you and those around you.
- Help you to start doing more activities like dining with friends and traveling.
- Give us a chance to help and this pandemic.
- Are recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.

Vaccines are available to all New Jerseyans for free, regardless of immigration or insurance status.

[Vaccine Facts on Safety & Development: Addressing Your Top Concerns](#)

**COVID-19 Vaccine Frequently Asked Questions**  
February 28, 2022

New/Updated information is highlighted in yellow.

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[FAQs for the General Public](#)



For Additional Resources, Please Visit the NJ Department of Health website