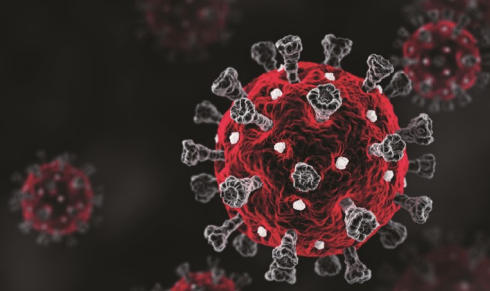


Vax Matters



May 7, 2021



News

Additional Outreach to Serve the Homebound

As efforts continue to vaccinate homebound individuals, anyone who has not yet connected with their local health department or a home health agency and needs an in-home vaccination can make a request at covid19.nj.gov/homeboundvax or can contact the N.J. Vaccine Call Center at 855-568-0545.

The New Jersey Department of Health (NJDOH) will assist in connecting them with a vaccine provider.

Register Ready, a free secure voluntary database for persons with disabilities and functional needs, is another resource for those who may need assistance.

Local offices of emergency management have used this registry to conduct wellness checks on homebound residents throughout this pandemic and many health departments also use it for vaccination planning.

To join Register Ready, text **READYNJ** to 899-211 or call 2-1-1 directly.

United Way, NJ 211 and Lyft Partner on Vaccination Transportation

Through a partnership with Lyft, United Way and NJ 211 are providing free or discounted rides to vaccination sites wherever Lyft services are available.

The transportation program, known as Ride United, is open to all, including people with collapsible wheelchairs and walkers, and personal aides can ride along.

Dial 2-1-1 to schedule a ride to a vaccination site or text your zip code to 898-211 for assistance.

Operation Jersey Summer Launches To Push to Meet Vaccination Goal

With a goal of achieving the state's initial target of 4.7 million vaccinated New Jerseyans by June 30, the Murphy Administration has outlined Operation Jersey Summer, a series of initiatives to help drive vaccinations.

The initiatives range from expanded vaccination hours and locations, to a collaboration with bars, an army of volunteers in underserved communities and more.

Under the Operation Jersey Summer program, the state's mega-sites, which along with other community-based sites, are offering **walk-up vaccinations**, are being used as the center of a "hub-and-spoke" model to move available doses directly into neighboring communities.

The state is also in the midst of a six-month multimedia, vaccine **public awareness campaign**, which includes TV, radio, and cable ads, digital ads, billboards, videos, and print ads among other features. The most recent TV ads feature the Rev. DeForest Soaries Jr. of First Baptist Church of Lincoln Gardens in Somerset and Let's Get Back to It.

The program also will include additional partnerships with the state's faith leaders as trusted community voices for "**Grateful for the Shot**," an effort that will make it possible for congregants to go directly from religious services to vaccination sites.

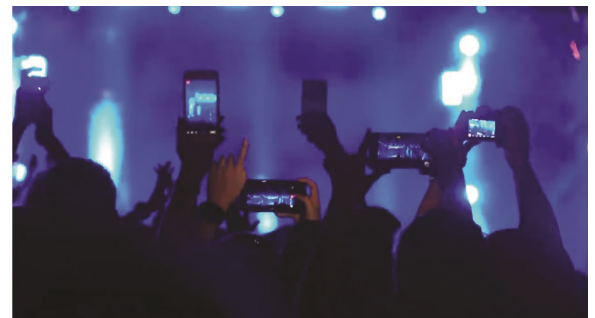
In addition, the state will make vaccination numbers more localized and more widely available to give local officials and community leaders a clear look into what's happening in their neighborhoods so they can work with the state to focus on lagging areas.

The **COVID Community Corps** (*see more on page 2*) is putting boots on the ground to safely knock on doors in communities throughout the state and will work directly in underserved communities, reaching out to residents with information and resources necessary to help them get vaccinated.

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TV ads featuring the Rev. DeForest Soaries Jr. and the *Let's Get Back to It* theme are currently airing.



Vaccination Progress

- ◆ 7.4M+ total vaccine doses administered in N.J.
- ◆ 3.4M+ fully vaccinated people



Check out all of NJDOH's vaccine public awareness videos on our [YouTube channel](#).

COVID Community Corps, Mobile Vaccination Unit Taking to the Streets

NJDOH's COVID Community Corps are rolling out into communities, with participation in vaccination events at churches in Perth Amboy and Elizabeth, and at University Hospital's Health and Wellness Festival in Newark during the past week.

One of NJDOH's Mobile Command Centers also made its debut in Newark, and the three units will be deployed regionally to provide vaccinations in underserved communities.

In addition to earlier ongoing social media and virtual outreach, corps members are fanning out to communities to answer questions about the vaccines, and help people register and make appointments.

In the next several weeks, in addition to Perth Amboy, the Corps also will be in Trenton, Newark, East Orange, Orange, Irvington, Camden, New Brunswick and Passaic.

The goal of the COVID Community Corps is to increase public confidence in and uptake of the COVID-19 vaccines in underserved communities across New Jersey. Member recruitment began in March and, since then, over 900 members have been trained. They also will help combat misinformation and vaccine hesitancy, and assist those with limited English proficiency or limited technology access with the vaccination process.

In advance of rolling out the three mobile units, the Department has identified 40 municipalities that can benefit from mobile or community vaccination efforts based on the percent of racial and ethnic minorities, the percent of those living in poverty, COVID-19 mortality rates, and vaccination rates.

Ten of the 40 municipalities have already benefitted from community vaccination engagements in partnership with FEMA and faith-based organizations.



Members of the COVID Community Corps and NJDOH's Mobile Command Center outside University Hospital in Newark on Saturday, May 1.



The command centers will provide mobile vaccine events to the remaining 30 identified municipalities. The COVID Community Corps and the mobile units will be vital in helping New Jersey meet its vaccination goal.

Georgian Court, Walmart Partner for Vaccine Event

Georgian Court University and Walmart have teamed up for a vaccination event on Monday, May 10.

Free vaccinations will take place at the university's Casino Auditorium, 900 Lakewood Ave. [Click here](#) to register.

Both the Johnson and Johnson (1 dose) and Moderna (two doses) vaccines will be available.

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The **Vaccine Call Center** has been proactively reaching out to residents who preregistered for vaccinations on the New Jersey Vaccine Scheduling System but have not yet made an appointment to help them schedule one. To date, the call center has received 2.3 million calls, including nearly 1 million handled by operators, and overall has registered 64,000 people and made 91,000 vaccination appointments.

The state also put out a [call for individuals to send in videos](#) on why they are getting

vaccinated and that encourage others to do the same. Select videos will be chosen as finalists to be voted on by the public. The winning video will be used in the state's public awareness campaign. Submissions are currently being accepted.

Your Voice, Your Shot Video Contest!
Share why you are getting vaccinated

Submit your video by May 11*

Learn more at covid19.nj.gov/YourVoice

Tag @NJGov

#YourVoiceYourShotNJ

To help drive vaccinations among young adults – especially as many New Jersey colleges are requiring it for fall on-campus students – the state in partnership with the Brewers Guild of New Jersey have teamed up for a **“Shot and a Beer”** to encourage New Jerseyans ages 21+ to get vaccinated. Any New Jerseyan who gets their first vaccine dose in May can take their vaccination card to a participating brewery for a free beer.

Sign up for Vax Matters