NJDOH Doubles Down on Back to School Vaccination Push

As New Jersey schools get ready to fully reopen next month, efforts have been underway in key communities and counties to boost vaccinations among 12-to-17-year-olds.

For the past weeks, the New Jersey Department of Health’s (NJDOH) county vaccination ambassadors have been working with school districts and local health partners in the state’s target counties to organize vaccination clinics, including dedicated sites over a two-week period in schools in areas with low vaccination numbers.

As the school year approaches, this push has been especially important because to date, the vaccination rate for the 12-17 age group stands at 50.4% with about 350,000 adolescents in that group still unvaccinated.

Building on Strategic Partnerships

Key staff were designated as ambassadors by Health Commissioner Judith Persichilli to help boost vaccination rates in the following counties: Bergen, Burlington, Camden, Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean, Passaic and Union. The ambassadors are building on existing state, county and local infrastructure and partnerships throughout this vaccination effort. As some examples:

In Mercer County, COVID-19 vaccination and testing took place in Trenton across 12 schools and the city’s Board of Education building over four days from August 11-16. Through a partnership with NJDOH, city, health and school officials, and other local health providers, the clinics were open to students, families, school faculty and staff, and the community and featured all three vaccines. During the series, 414 were vaccinated and 209 received a COVID-19 test. Other back-to-school COVID-19 vaccination events are planned in schools, and community-based and faith-based organizations across the county.

In Ocean County, a vaccination clinic on Monday in Lakewood sponsored by Ocean Health Initiatives and All Saints Episcopal Church kicked off additional back to school events and vaccinated 76 people in four hours. Vaccination clinics also have been planned or have taken place at high schools in Toms River, Jackson and Lacey Township, in addition to other ongoing clinics.

In Camden County, the NJDOH ambassador team has partnered with the Camden City School District to host a “VaccinePalooza.”

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In collaboration with local health and community groups, standing vaccine sites are being hosted at different Camden City schools in a combined effort to vaccinate as many students as possible.

In Burlington County, through coordination by county officials, the 12-17 vaccination push is taking place at numerous school clinics, pop-up sites, mobile operations and other locations under the county theme of “Your path to uninterrupted education is vaccination.”

Across the state

The county ambassadors also have worked with local YMCAs, Boys and Girls Clubs, local parks and recreation programs for onsite vaccination events throughout the summer.

In addition, pediatrician and NJDOH special advisor Dr. Meg Fisher has been reaching out to pediatricians.

The state’s Vaccine Call Center is also making targeted outreach calls to parents, and NJDOH’s COVID Community Corps have undertaken a targeted outreach campaign aimed at parents in key communities.

In addition to schools, the county ambassadors have been reaching out to build and expand on partnerships including local and county health departments, hospitals, community groups, interfaith leaders, food banks, businesses, community health centers and other groups.

Residents, top, waiting to register for vaccination in the gym at the Hedgepath-Williams Middle School in Trenton. Below left, people at a Lakewood vaccination site sponsored by Ocean Health Initiatives and All Saints Episcopal Church, and bottom right, residents line a hallway at Trenton High School during a COVID-19 testing and vaccination event.

### NJDOH Hosting Back to School Facebook Live

Join us for a Back to School Facebook Live discussion at 1 p.m. on August 25 on how to keep children safe and healthy in the new school year.

The panel includes: Commissioner Persichilli; pediatrician and NJDOH Special Advisor Dr. Meg Fisher; Eileen Gavin, a high school nurse and president-elect of the N.J. State School Nurses Association; Cynthia Samuel, an elementary school nurse and Education Chair of the N.J. State School Nurses Association; and Colleen Schulz-Eskow, COVID liaison, N.J. Department of Education.

They will be discussing COVID-19 vaccinations for 12-to-17 year-olds and childhood immunizations, screening and testing, and taking questions. For more information, visit: [https://fb.me/e/10tFPOnTg](https://fb.me/e/10tFPOnTg)

Please send your questions for the panel to: communications@doh.nj.gov.

Sign up for Vax Matters

### Resources

- NJ Vaccine Call Center: 855-568-0545
- COVID-19 Vaccine Finder
- 4 Things to Know about the Delta Variant [English] [Spanish] [Creole]
- COVID-19 Third Vaccine Dose FAQs
- COVID-19 Vaccine Information for You & Your Family