



Let's Get Vaccinated

New Jersey Healthcare Workers COVID-19 Employee Communications Digital Resource Kit

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New Jersey Healthcare Workers COVID-19 Employee Communications Digital Resource Kit

With the vaccination rollout underway in New Jersey, the New Jersey Department of Health is offering this easy-to-use employee communication toolkit with information that will help NJ healthcare Employers and Employees like you, continue to educate, inform, and raise awareness about the COVID-19 vaccine. Please download the materials on this page to help you communicate with your staff regarding the COVID-19 vaccine as necessary.

Addressing the most frequently asked questions by New Jersey residents:

Information Links

Emergency use authorization fact sheet for COVID-19 vaccine recipients and caregivers
[\[Pfizer/BioNtech\]](#) [\[Moderna\]](#)

COVID-19 vaccines: know the facts [Download the pdf](#)
[\[English\]](#) [\[Spanish\]](#) [\[Arabic\]](#) [\[Chinese.-Simplified\]](#) [\[Creole\]](#) [\[Gujarati\]](#) [\[Hindi\]](#) [\[Korean\]](#) [\[Polish\]](#)
[\[Portuguese\]](#) [\[Tagalog\]](#)

The 8 things you need to know about the new COVID-19 vaccination program and COVID-19 vaccines.

[8 Things to Know about Vaccine Planning](#)

Read about the rigorous process the Centers for Disease Control has gone through to recommend the COVID-19 vaccine.

[How CDC is Making COVID-19 Vaccine Recommendations](#)

See the steps taken to be as certain as possible that the COVID-19 vaccine is safe and effective.

[Ensuring the Safety of COVID-19 Vaccines in the United States](#)

Questions answered about the vaccine, getting vaccinated, vaccine distribution and vaccine safety.

[Frequently Asked Questions about COVID-19 Vaccination](#)

Information Links

Learn about the various benefits of getting the COVID-19 vaccine as soon as it's made available.

[Benefits of Getting a COVID-19 Vaccine](#)

Learn about how the vaccines help our bodies develop immunity to the virus that causes COVID-19 without us having to get the illness and so much more.

[Understanding How COVID-19 Vaccines Work](#)

Some common misconceptions about the COVID-19 vaccine are addressed.

[Myths and Misconceptions about COVID-19 Vaccination](#)

All about the messenger RNA vaccines and how they work.

[Understanding mRNA COVID-19 Vaccines](#)

Video Resources From Healthcare Professionals

All videos can be accessed with this link:

https://youtube.com/playlist?list=PLKkbJEe5VHUmYsi5IPCh2RinJ_yu-zZgq



Nurse Janine Llamzon - Stresses the importance for healthcare workers to get the COVID-19 vaccine:

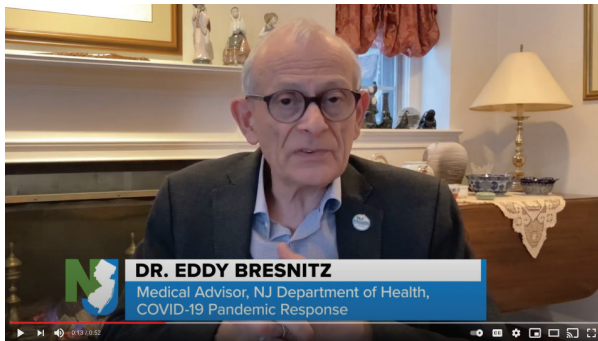
English: <https://youtu.be/gGkjPd4jdps>



Nurse Janine Llamzon - Stresses the importance for healthcare workers to get the COVID-19 vaccine:

Tagalog: <https://youtu.be/mkvgToFEzsk>

Video Resources From Healthcare Professionals



Dr. Eddy Bresnitz, Medical Advisor to the NJDOH, on the safety and efficacy of COVID-19 vaccines:

<https://youtu.be/z8bP0kYB4XE>



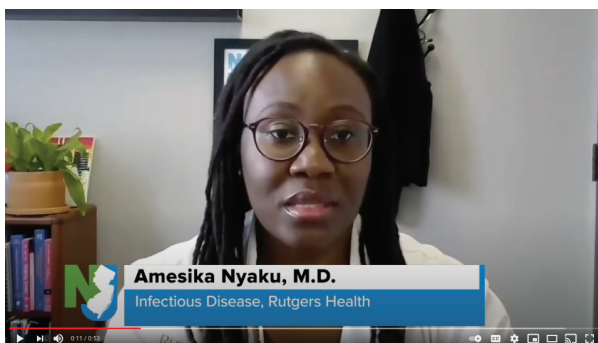
Dr. Amesika Nyaku - How safe, effective COVID-19 vaccines were developed quickly:

<https://youtu.be/ENe9rk8XA4M>



Dr. Harold LaRoche - A doctor's experience as a COVID-19 survivor:

<https://youtu.be/NXsZh4pW48g>



Dr. Amesika Nyaku - Addressing concerns within communities of color about the COVID-19 vaccines:

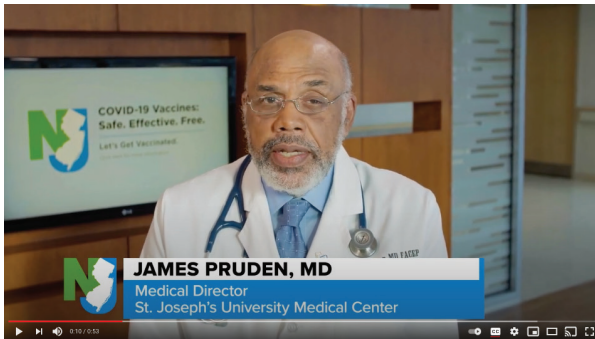
<https://youtu.be/ppeAaG6YtUc>

Video Resources From Healthcare Professionals



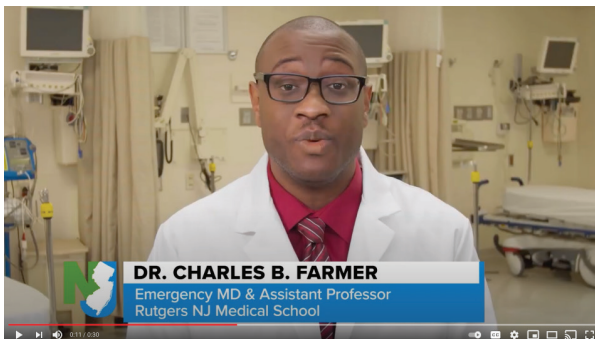
Dr. Tamara Green - A doctor's experience getting vaccinated:

https://youtu.be/n_7mcJPe4jY



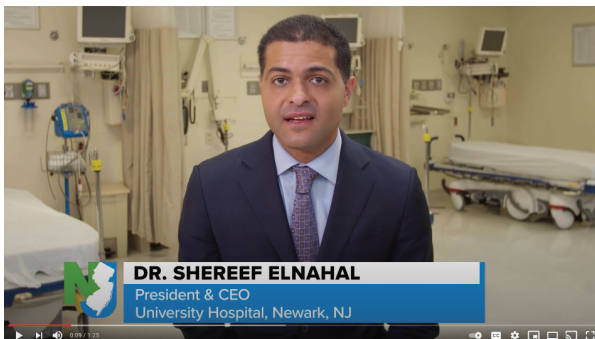
Dr. James Pruden had COVID-19 and urges healthcare workers to get vaccinated:

<https://youtu.be/5KqLC2msAT0>



Dr. Charles Farmer urges healthcare workers to get the COVID-19 vaccine:

<https://youtu.be/LnbdSxMr32Q>



Dr. Shereef Elnahal - Healthcare workers should get the COVID-19 vaccine:

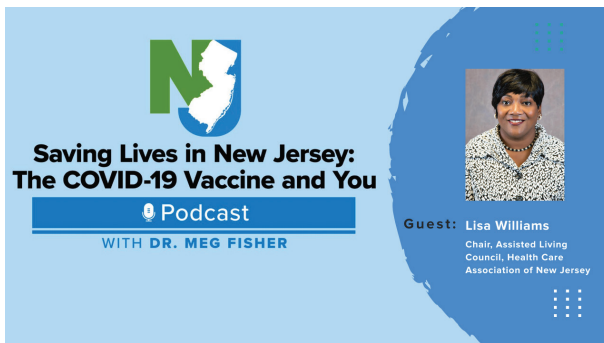
<https://youtu.be/Jr0Zm5luR1A>

Video Resources From Healthcare Professionals



Maritza Beniquez, RN - The first person in NJ to get vaccinated against COVID-19:

<https://youtu.be/StKPZXHDtB0>



Saving Lives in NJ: COVID 19 Vaccine - Guest: Lisa Williams, Health Care Association of NJ Episode 1. A podcast with Dr. Meg Fisher:

<https://youtu.be/YTymg9PcTkg>

In Market Digital Communications Resources

LinkedIn banners available for download 1200 x 628

[Link](#)



In Market Digital Communications Resources

English language banners available for download:
300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628
[Link](#)



Spanish language banners available for download:
300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628
[Link](#)



In Market Digital Communications Resources

Pull Quote Banners

English language banners available for download:
300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628

[Link](#)



LinkedIn banners available for download 1200 x 628

[Link](#)



Printable Posters

[Maritza Beniquez Poster](#)

“I couldn’t wait for this moment to hit New Jersey. I couldn’t wait for it to hit the U.S., for us to have this vaccine.”

- Maritza Beniquez, R.N.
First NJ Resident to Get
Vaccinated Against COVID-19



Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine
or call our hotline at **1-855-568-0545**.



**COVID-19 Vaccines
Safe. Effective. Free.**
Let’s Get Vaccinated.


Watch experts address
your vaccine concerns on
our YouTube channel:



Printable Posters

[Dr. Shereef Elnahal Poster](#)


“I’m grateful that safe, effective vaccines are now available to help us end this crisis. I’m urging everyone to get vaccinated.”



- Dr. Shereef Elnahal
President and CEO of
University Hospital Newark


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.




COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. Meg Fisher Poster](#)


“The COVID-19 vaccines were developed and tested within stringent guidelines from the U.S. Food and Drug Administration. That this happened faster than usual is due to the urgency of this pandemic and the extraordinary collaboration of scientists around the world. I got vaccinated. I hope you'll do the same.”



- Dr. Meg Fisher
Pediatric Infectious Diseases Expert,
Monmouth Medical Center


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.




COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. Harold LaRoche Poster](#)


“I got very sick. I had to be in the hospital twice. I still carry around my inhaler, and I’m not an asthmatic. So don’t hesitate, take the vaccine.”



- Dr. Harold LaRoche
NJ Chapter President of Haitian Physicians Abroad; ER Doctor
JFK Medical Center, Edison, NJ
COVID-19 Survivor


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.



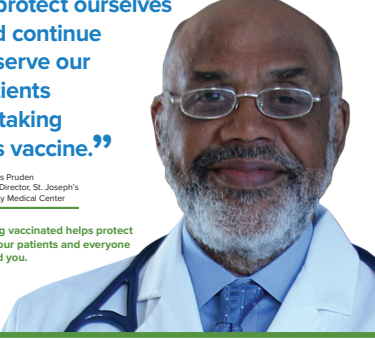
COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. James Pruden Poster](#)


“I survived COVID, barely. Too many have not. We now have an opportunity to protect ourselves and continue to serve our patients by taking this vaccine.”



- Dr. James Pruden
Medical Director, St. Joseph's
University Medical Center


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.




COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. Charles Farmer Poster](#)


“People of color are at higher risk of having serious complications of COVID. It’s important that you get vaccinated as soon as possible.”



- Dr. Charles Farmer
Emergency MD & Assistant Professor
Rutgers NJ Medical School


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.




COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



[Dr. Charles Farmer 2 Poster](#)


“If we don’t keep ourselves safe, then we cannot do a good job of treating those patients when they need it the most. So it’s imperative that we get vaccinated.”



- Dr. Charles Farmer
Emergency MD & Assistant Professor
Rutgers NJ Medical School


Getting vaccinated helps protect you, your patients and everyone around you.

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-568-0545.



COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

Watch experts address your vaccine concerns on our YouTube channel:



Recommended New Jersey Employer to Employee Communication

Frequently Asked Questions Regarding the COVID-19 Vaccines

[Download document](#)

Q: How do COVID-19 vaccines work?

A: Vaccines work by triggering a person's immune system to develop protection against a disease.

Q: Are COVID-19 vaccines safe and effective? How were they tested and approved?

A: COVID-19 vaccines that are authorized for use have gone through clinical trials involving tens of thousands of participants to determine their safety and efficacy. The known and potential benefits of approved vaccines outweigh the known and potential harms of becoming infected with COVID-19. The U.S. Food and Drug Administration (FDA) has granted Emergency Use Authorizations (EUAs) for COVID-19 vaccines which have been shown to be safe and effective as determined by data from the manufacturers and findings from clinical trials. Get more information here: https://www.state.nj.us/health/cd/topics/covid2019_vaccination.shtml

Q: Why would a vaccine be needed if we can do other things, like social distancing and wearing masks, to prevent the virus that causes COVID-19 from spreading?

A: Stopping a pandemic requires using all the tools available. Vaccines work with your immune system so your body will be ready to fight the virus if you are exposed. Other steps, like covering your mouth and nose with a mask and staying at least six feet away from others, help reduce your chance of being exposed to the virus or spreading it to others. Together, COVID-19 vaccination and following the Centers for Disease Control and Prevention's recommendations to protect yourself and others will offer the best protection from COVID-19.¹

1 <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

**Q: How will New Jersey distribute a COVID-19 vaccine?
Is there a plan?**

A: New Jersey is following a phased approach for rolling out COVID-19 vaccines to serve all adults who live, work, or are being educated in the state. The State’s goal is to vaccinate 70 per cent of the adult population – or 4.7 million adults – within six months. Find specifics about the phased rollout approach here: <https://covid19.nj.gov/faqs/nj-information/slowing-the-spread/how-will-new-jersey-distribute-a-covid-19-vaccine-is-there-a-plan>

Q: Will the [insert your company name] pay for the vaccine?

A: No one will have to pay for the vaccine itself. The COVID-19 vaccine is available without cost-sharing barriers. Based on the CDC COVID-19 Vaccination Program Provider Agreement, all providers must vaccinate individuals regardless of whether they have health insurance coverage or what type of coverage they have, and are prohibited from balance billing or otherwise charging vaccine recipients. New Jersey Department of Health has more information here: <https://covid19.nj.gov/faqs/nj-information/assistance-and-benefits/is-the-covid-19-vaccine-free-what-if-i-dont-have-insurance#direct-link>

Q: If I decide to get the vaccine, how do I sign up?

A: Individuals can visit covid19.nj.gov/vaccine to register or find designated vaccination sites.

Q: Is the [your company name] tracking employees who get vaccinated (and those who do not)?

A: [company answer]

Q: Will [your company name] grant comp time for employees to get vaccinated?

A: [company answer]

Q: Should I get vaccinated if I've already had COVID-19?

A: Getting COVID-19 might offer some natural protection or immunity from reinfection with the virus that causes COVID-19. But it's not clear how long this protection lasts. Because reinfection is possible and COVID-19 can cause severe medical complications, it's recommended that people who have already had COVID-19 get a COVID-19 vaccine. If you've had COVID-19, wait until 90 days after your diagnosis to get a COVID-19 vaccine.

Q: Is there someone at the company I can speak with about getting the vaccine?

A: [company answer]

Q: How can employees learn more about the vaccine?

A: For more information visit <https://covid19.nj.gov/vaccine>
Brought to you by NJ Department of Health

Suggested Email Messages

Decision Stage: AWARENESS

[Download document](#)

Dear [Staff],

As you know, COVID-19 vaccination is available to all priority groups in New Jersey, including healthcare workers in any setting such as hospitals, labs, offices, clinics, and home-based providers. With the vaccine becoming more widely available, anyone who was eligible earlier but did not get vaccinated can still get shots now.

Follow these steps to get vaccinated:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]
- You can also find out how to get vaccinated at the NJ COVID 19 information website at bit.ly/NJVaccineSites, or call the NJ COVID Vaccine call center at 855-568-0545, available from 8:00 am to 8:00 pm, 7 days a week.

Here is a [fact sheet](http://bit.ly/NJDOH-VaccineFactSheet) (link: <http://bit.ly/NJDOH-VaccineFactSheet>) about the vaccine that may help with any questions you have. More details are available at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

As always, the health and wellbeing of our staff and community are our highest priority. The COVID-19 vaccine is an important step in helping us protect ourselves and our families. Let's get vaccinated.

Sincerely,

[Name, Title]

Suggested Email Messages

Decision Stage: MOTIVATION

[Download document](#)

Dear [Staff],

As you know, COVID-19 vaccination is available to all priority groups in New Jersey, including healthcare workers in any setting such as hospitals, labs, offices, clinics, and home-based providers. With the vaccine becoming more widely available, anyone who was eligible earlier but did not get vaccinated can still get shots now.

Because you are in a priority group and have the opportunity to be vaccinated, it's important to make your plan. [Additional message from validator can be added here.]

Follow these steps to get vaccinated:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]
- You can also find out how to get vaccinated at the NJ COVID 19 information website at bit.ly/NJVaccineSites, or call the NJ COVID Vaccine call center at 855-568-0545, available from 8:00 am to 8:00 pm, 7 days a week.

The vaccine is safe, effective, and free. Here is a [fact sheet](http://bit.ly/NJDOH-Vaccine-FactSheet) (link: <http://bit.ly/NJDOH-Vaccine-FactSheet>) about the vaccine that may help with any questions you have. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

The vaccine is an important step toward a wide and sustainable recovery from COVID-19 and an important step in helping us protect ourselves, our families, our coworkers, and our community. Let's get vaccinated.

Sincerely,

[Name, Title]

Suggested Email Messages

Decision Stage: INTENTION-SETTING

[Download document](#)

Dear [Staff],

As you know, COVID-19 vaccination is available to all priority groups in New Jersey, including healthcare workers in any setting such as hospitals, labs, offices, clinics, and home-based providers. With the vaccine becoming more widely available, anyone who was eligible earlier but did not get vaccinated can still get shots now.

Because you are in a priority group and have the opportunity to be vaccinated, it's important to make your plan. [Additional message from validator can be added here.]

Follow these steps to get vaccinated:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]
- You can also find out how to get vaccinated at the NJ COVID 19 information website at bit.ly/NJVaccineSites, or call the NJ COVID Vaccine call center at 855-568-0545, available from 8:00 am to 8:00 pm, 7 days a week.

Our local public health experts and medical professionals are guiding New Jersey residents, workers, and students through this process and will continue to do so through the vaccine rollout. While vaccination is an important step in helping to prevent this illness, we must also continue to wear masks, stay at least six feet away from others, and wash hands often. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

The vaccine is an important step toward a wide and sustainable recovery from COVID-19 and an important step in helping us protect ourselves, our families, [our coworkers], and our community. Let's get vaccinated.

Sincerely,

[Name, Title]

Suggested Email Messages

Decision Stage: ACTION

[Download document](#)

Dear [Staff],

As you know, COVID-19 vaccination is available to all priority groups in New Jersey, including healthcare workers in any setting such as hospitals, labs, offices, clinics, and home-based providers. With the vaccine becoming more widely available, anyone who was eligible earlier but did not get vaccinated can still get shots now.

If you have not yet signed up, now is the time to ensure you get vaccinated. Follow these steps to get vaccinated:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]
- You can also find out how to get vaccinated at the NJ COVID 19 information website at bit.ly/NJVaccineSites, or call the NJ COVID Vaccine call center at 855-568-0545, available from 8:00 am to 8:00 pm, 7 days a week.

You may have symptoms like a fever or fatigue after you get a COVID-19 vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus. If you received the Moderna or Pfizer vaccines, it's important to follow-through on your second dose of the COVID-19 vaccine when you're scheduled. Both doses are needed to fully protect yourself, [your co-workers], family, and friends. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

The vaccine is an important step toward a wide and sustainable recovery from COVID-19 and an important step in helping us protect ourselves, our families, our coworkers, and our community. Let's get vaccinated.

Sincerely,

[Name, Title]

Suggested Email Messages

Decision Stage: FOLLOW-THROUGH

[Download document](#)

Dear [Staff],

As you know, COVID-19 vaccination is available to all priority groups in New Jersey, including healthcare workers in any setting such as hospitals, labs, offices, clinics, and home-based providers. With the vaccine becoming more widely available, anyone who was eligible earlier but did not get vaccinated can still get shots now.

Millions of people in New Jersey have been successfully vaccinated. If you have not yet signed up, now is the time to ensure you get the vaccine. Follow these steps to get vaccinated:

- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]
- You can also find out how to get vaccinated at the NJ COVID 19 information website at bit.ly/NJVaccineSites, or call the NJ COVID Vaccine call center at 855-568-0545, available from 8:00 am to 8:00 pm, 7 days a week.

We all have a responsibility to slow the spread of COVID-19. Even after you're vaccinated, follow guidance from public health experts and wear a mask, practice social distancing, and wash your hands frequently. And remember, if you received the Moderna or Pfizer vaccines, both of the two vaccine doses are needed to fully protect yourself, your co-workers, family, and friends. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

The vaccine is an important step toward a wide and sustainable recovery from COVID-19 and an important step in helping us protect ourselves, our families, [our coworkers], and our community. Let's get vaccinated.

Sincerely,

[Name, Title]