



COVID19 Awareness Campaign - Digital Resource Toolkit

Information Links	2
Video Resources	
From Healthcare Professionals	3
From Influencers	12
Additional Video Resources	17
In Market Digital Communications Resources	18
Printable Flyers	25
Recommended New Jersey Employer to Employee Communication (FAQs)	30
Suggested Email Messages	
General Population Focus – Email 1	33
General Population Focus – Email 2	34
General Population Focus – Email 3	35
General Population Focus – Email 4	36
General Population Focus – Email 5	37

COVID19 Awareness Campaign - Digital Resource Kit

With the vaccination rollout underway in New Jersey, New Jersey Department of Health is offering this easy-to-use employee communication toolkit with information that will help Employers and Employees like you, 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.

Information Links

Addressing the most frequently asked questions by New Jersey residents:

https://www.state.nj.us/health/cd/documents/topics/NCOV/vaccine_provider_faqs.pdf

Fact Sheet: Phases of Vaccine Distribution [\[English\]](#)

Emergency use authorization fact sheet for COVID-19 vaccine recipients and caregivers

[\[Pfizer/BioNtech\]](#) [\[Moderna\]](#) [\[Janssen \(J&J\)\]](#)

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](#)

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](#)

Information Links

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](#)

Learn more about mandatory earned sick leave in New Jersey and how employees can use paid leave to attend a vaccine appointment

[Earned Sick Leave is the Law in New Jersey](#)

Video Resources From Healthcare Professionals

All videos can be accessed with this link:

<https://www.youtube.com/playlist?list=PLKkbJE5VHUkdGS8rh6gmcE9ROwpQUv6K>



Judy Persichilli - Commissioner,
New Jersey Department of Health:
<https://youtu.be/X9ic3IYbtpM>



Dr. Meg Fisher, Pediatrician,
New Jersey Department of Health:
https://youtu.be/jERbhQEXF_4

Video Resources From Healthcare Professionals



Janine Llamzon, RN - Stresses the importance for healthcare workers to get the vaccine - 30 Seconds:

<https://youtu.be/qZMXOQvr8h4>



Janine Llamzon, RN - Stresses the importance for healthcare workers to get the vaccine - 15 Seconds:

<https://youtu.be/fX1VXRi1MDk>



Dr. Jubril Oyeyemi, Internal Medicine, Cherry Hill Free Clinic:

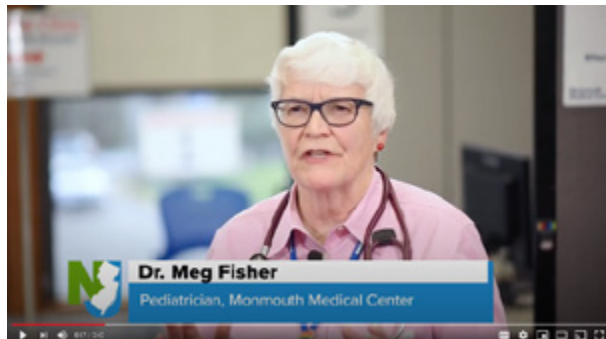
<https://youtu.be/QcjebAu7qtU>



Dr. Meg Fisher - Trust the science, the COVID-19 vaccines are safe and effective:

<https://youtu.be/CzQWhZ48tM4>

Video Resources From Healthcare Professionals



Dr. Meg Fisher - Infectious disease expert urges New Jersey residents to get vaccinated for COVID-19:

https://youtu.be/yeeeNfS_7fE



Dr. Marilyn McArthur - OBGYN:

<https://youtu.be/ywR5QKeXKOW>



Aly Triolo, RN - Trust Your Healthcare Providers:

<https://youtu.be/5USpscaD1nM>



Dr. Juan Rojas - Let's get vaccinated (Spanish):

<https://youtu.be/Av7lwRneXLg>

Video Resources From Healthcare Professionals



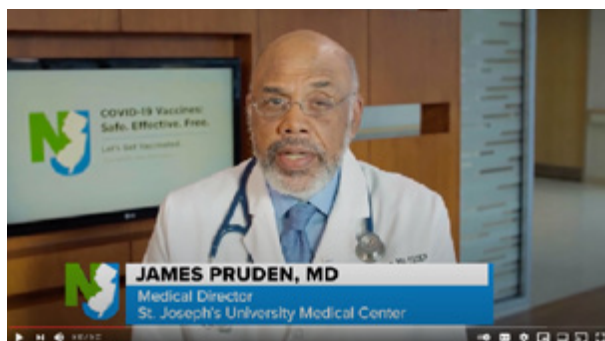
Maritza Beniquez, RN - The first person in NJ to get vaccinated against COVID-19 (English):

<https://youtu.be/StKPZXHDtB0>



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

https://youtu.be/RZ4U9QpWn_8



Dr. James Pruden - The danger of not getting vaccinated:

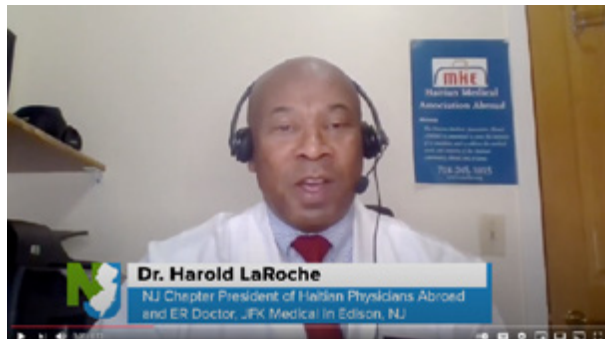
<https://youtu.be/6ksJSv5uliE>



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

<https://youtu.be/NXsZh4pW48g>

Video Resources From Healthcare Professionals



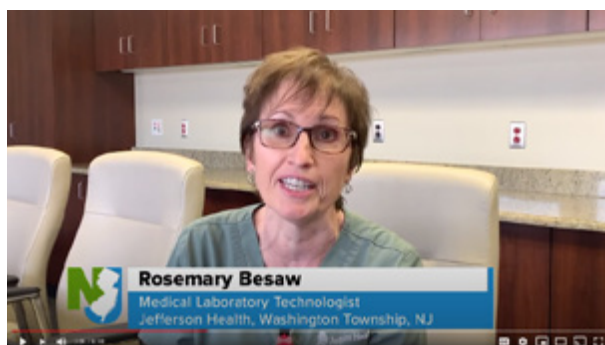
Dr. Harold LaRoche - A message to Haitian community in NJ about the vaccination (English):

<https://youtu.be/200tUDjL-3w>



Dr. Harold LaRoche - A Message to Haitian Community in NJ About the Vaccination (Creole):

<https://youtu.be/wurqDGoDEVE>



Rosemary Besaw - Why I got vaccinated:

<https://youtu.be/msasdFZsnp0>



Dr. Shereef Elnahal - The importance of everyone getting the COVID-19 vaccine:

<https://youtu.be/XR8H08g6Q6Q>

Video Resources From Healthcare Professionals



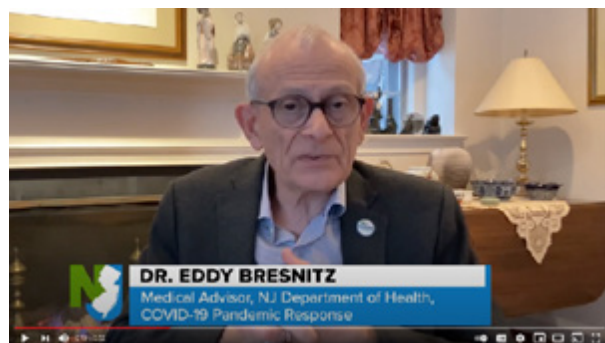
Dr. Amesika Nyaku - Addressing concerns within communities of color about the COVID-19 vaccines:

<https://youtu.be/ppeAaG6YtUc>



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

<https://youtu.be/ENe9rk8XA4M>



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

<https://youtu.be/z8bP0kYB4XE>



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

https://youtu.be/n_7mcJP4jY

Video Resources From Healthcare Professionals



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>



Saving Lives in NJ: COVID 19 Vaccine - Guest: Dr Eddy Bresnitz Talks COVID- 19 Vaccine Safety - Episode 2. A podcast with Dr. Meg Fisher:
<https://youtu.be/j3irXiU2DSk>

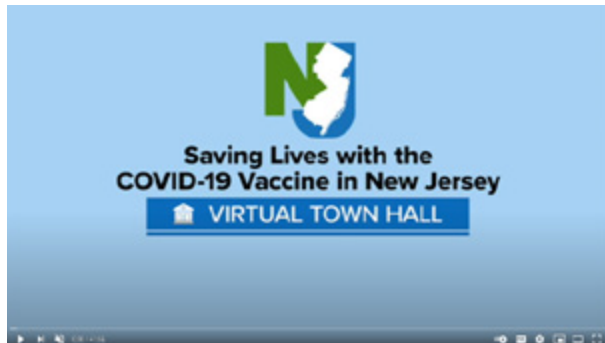


Saving Lives in NJ Podcast #3 Dr. Whitley-Williams Shares Vaccine Info for Those Over 65 Years Old:
<https://youtu.be/6i3Mw1P9P8I>



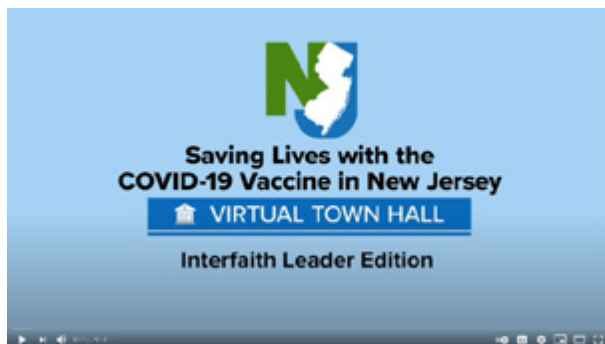
Saving Lives Podcast 4 Adinaro Fearon NJ Vaccine Rollout Information final:
<https://youtu.be/UxF76LkYCZA>

Video Resources From Healthcare Professionals



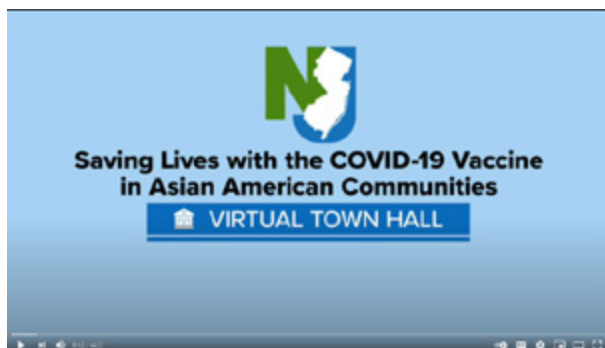
Saving Lives with COVID-19 Vaccine in New Jersey
(NJ Dept. of Health Virtual Town Hall Series):

https://youtu.be/W7y8_aJCKSU



NJ Department of Health Presents - Saving Lives in
NJ w/ COVID-19 Vaccine Interfaith Town Hall:

<https://youtu.be/QfMXQUGMyso>



Saving Lives w/ the COVID-19 Vaccine in
Asian American Communities Presented By
NJ Dept of Health:

<https://youtu.be/L-Pui08eaOM>



Saving Lives w/ COVID-19 Vaccine in NJ Latinx
Communities (An NJ Dept. of Health Virtual Town Hall):

<https://youtu.be/FR2xdrBtNhw>

Video Resources From Healthcare Professionals



Saving Lives w/ the COVID-19 Vaccine in NJ Black & Caribbean Communities (Dept. of Health Town Hall):
<https://youtu.be/D4Us6H4WbCI>



Salvando Vidas en Las Comunidades Latinas de NJ con la Vacuna Contra COVID-19 (Reuniones Públicas):
<https://youtu.be/7dz4SdJjBc0>

Video Resources from Influencers



U.S. Senator Bob Menendez, New Jersey
(Spanish - 60 Seconds):

<https://youtu.be/uEguEKcqlAY>



U.S. Senator Bob Menendez, New Jersey
(Spanish - 30 Seconds):

<https://youtu.be/a45jgl4cTE>



U.S. Senator Bob Menendez, New Jersey
(English - 30 Seconds):

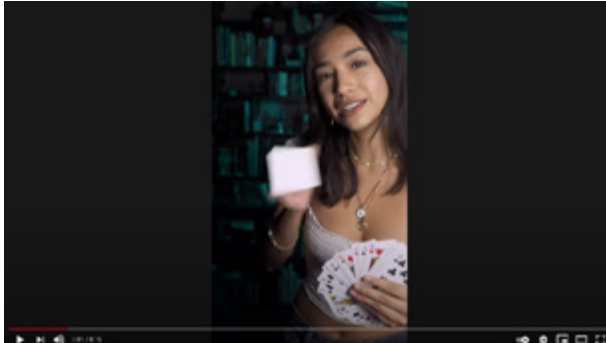
<https://youtu.be/9WPYkNIhbHw>



U.S. Senator Bob Menendez, New Jersey
(English - 15 Seconds):

<https://youtu.be/FBDfDJth-6M>

Video Resources from Influencers



Ana DeGuzman - Magician:
<https://youtu.be/cbBM-4T1H7s>



Scott Chesney - Motivational Speaker and Life Coach:
<https://youtu.be/RInbvVEPhmI>



Girls Youth Soccer Team:
<https://youtu.be/Pl9z5mmvwmU>

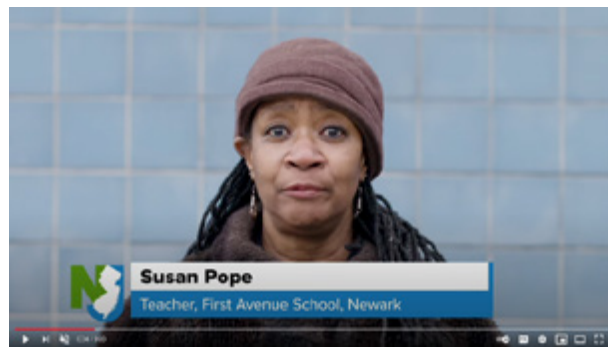


Carlos Figueroa - Soccer Coach (Spanish - 30 Seconds):
<https://youtu.be/6qwVRSCn6Mg>

Video Resources from Influencers



Carlos Figueroa - Soccer Coach (Spanish - 15 Seconds):
<https://youtu.be/727nhHTzDy4>



Susan Pope, Teacher, First Avenue School,
Newark, NJ:
<https://youtu.be/YluDPHqOyqY>



Tania Ray - Mother of young daughter who
had COVID-19:
<https://youtu.be/6TCf6F1ivRM>

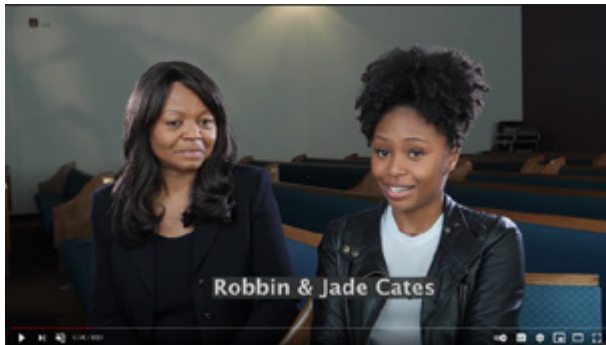


Lisa Cronin - Mother who had her children
vaccinated against COVID-19:
<https://youtu.be/2u7GxF219lw>

Video Resources from Influencers



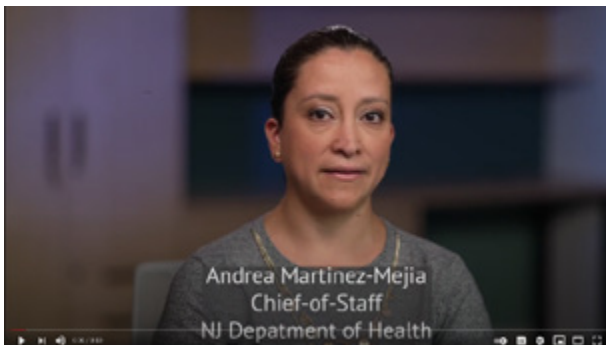
Coach Sullivan - Soccer Coach and Father:
<https://youtu.be/KLveSc-D4gl>



Robbin and Jade Cates - A mother and daughter
share their COVID-19 experience:
<https://youtu.be/VYJvzql5br8>



The Reverend DeForest Soaries, Jr.:
<https://youtu.be/AqwlJud-wDg>



Andrea Martinez, Department of Health -
J&J Vaccine 05.10.21:
<https://youtu.be/9Tzql1Nkb2w>

Video Resources from Influencers



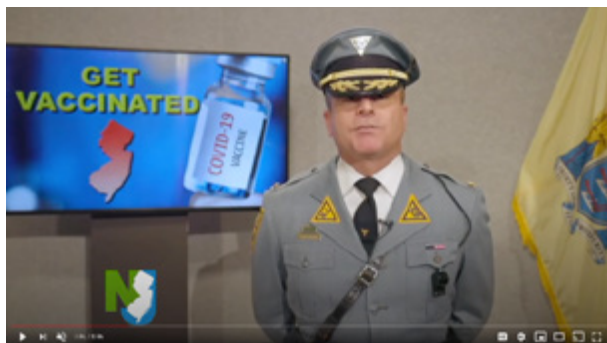
Sam Lawrence - Staff Assistant -
The Department of Health:

<https://youtu.be/F6XILHKd3Ik>



Tanya and Danny Hopson - Share their experience
with COVID-19 - 30 Seconds:

<https://youtu.be/FJVkMzr2rcU>



Colonel Patrick Callahan - COVID-19 vaccine
information for Law Enforcement:

<https://youtu.be/k6tQeHF6yng>



Richard Mitutsky - NJ Division of Fire Safety, COVID-19
vaccine information for fire service

https://youtu.be/vJxpRD_Xcvc

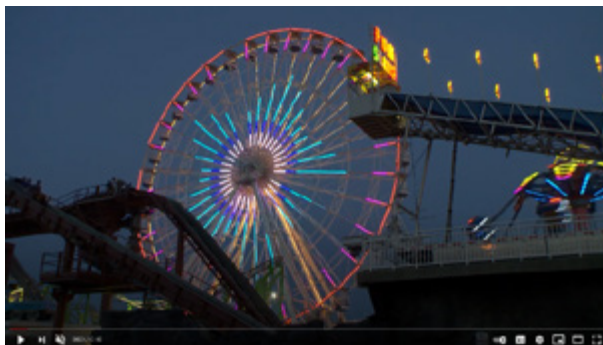
Video Resources from Influencers



Dr. Terry Clancy - Office of Emergency Medical Services, COVID-19 vaccine information for EMS:

<https://youtu.be/dHvvMghI9tM>

Additional Video Resources



"Let's Get Back to It" Television Spot:

<https://youtu.be/dVGx0BxqtIU>



Let's Get Back to Kids Being Kids:

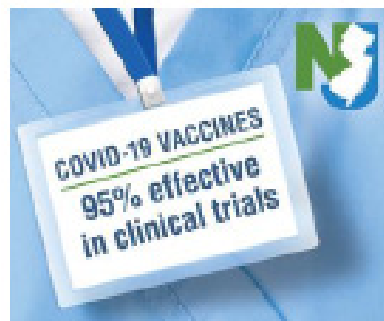
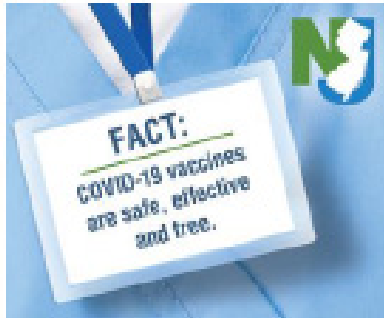
<https://youtu.be/cwHHHRGnx3w>

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

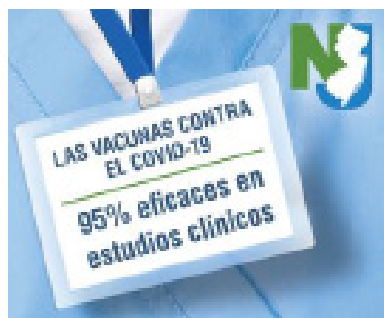
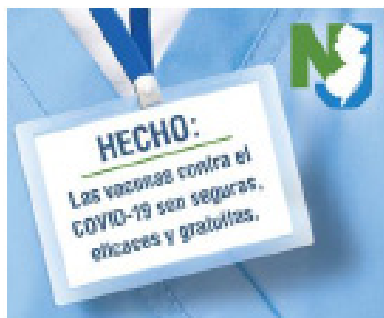
[Link](#)



Spanish language banners available for download:

300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628

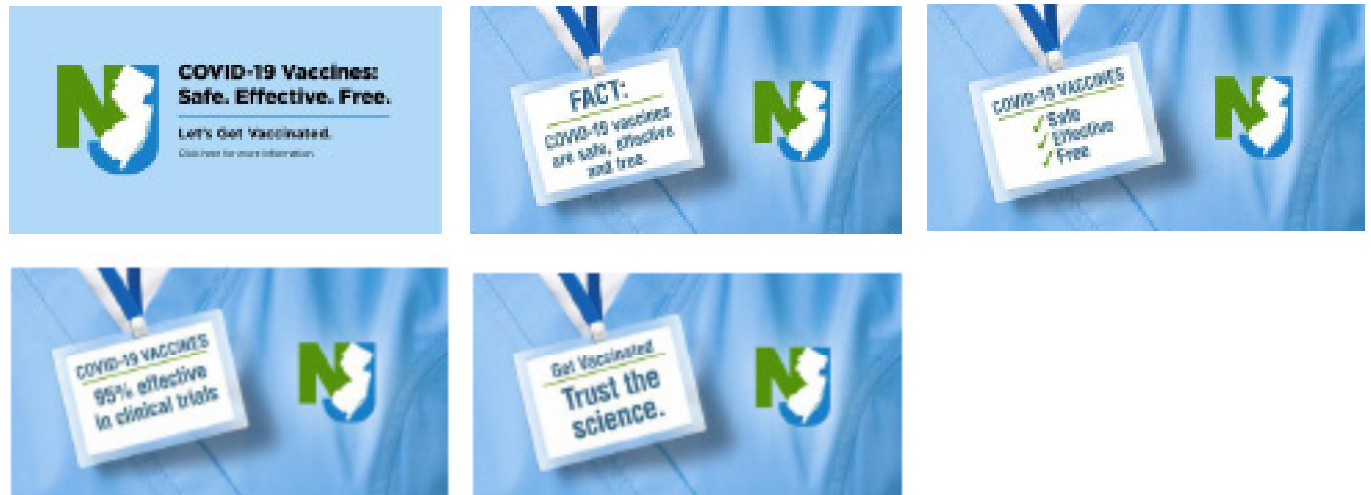
[Link](#)



In Market Digital Communications Resources

English language LinkedIn banners available for download 1200 x 628

[Link](#)



Spanish language LinkedIn banners available for download 1200 x 628

[Link](#)



In Market Digital Communications Resources

Pull Quote Banners

English language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628

[Link](#)



Spanish language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628

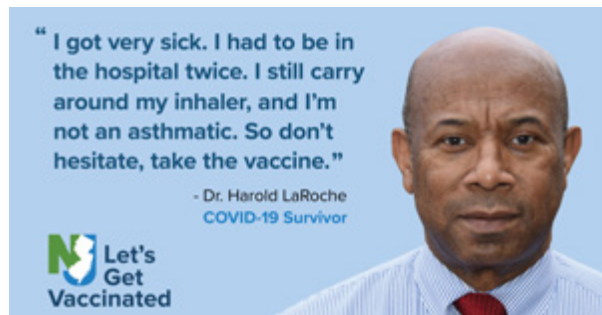
[Link](#)



In Market Digital Communications Resources

English language LinkedIn banners available for download 1200 x 628

[Link](#)



Spanish language LinkedIn banners available for download 1200 x 628

[Link](#)



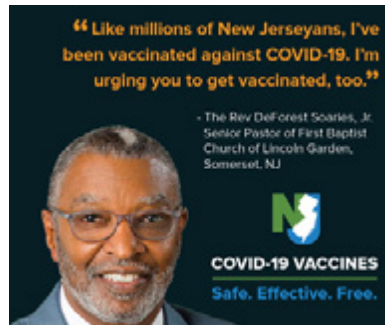
In Market Digital Communications Resources

Pull Quote Banners Cont.

English language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250

[Link](#)



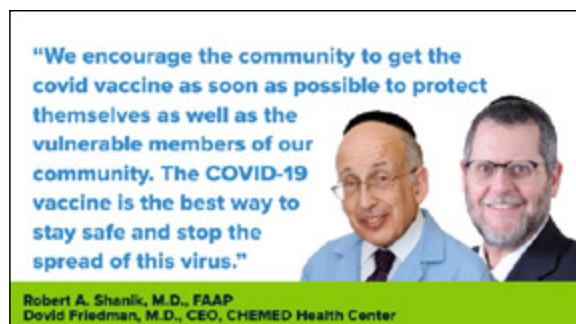
In Market Digital Communications Resources

Lakewood Pull Quote Programmatic

English language banners available for download:

160 x 600, 200 x 200, 250 x 250, 250 x 500, 280 x 480, 300 x 250, 300 x 600, 320 x 50, 320 x 100, 320 x 320, 336 x 280, 425 x 200, 480 x 320, 728 x 90, 900 x 500, 970 x 90, 970 x 250, 1030 x 60

[Link](#)



Lakewood Pull Quote Social

English language social banners available for download:

1080x1080

[Link](#)



In Market Digital Communications Resources

Let's Get Back To It Banners

English language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628, 1920x1080, 1080x1920

[Link](#)



Spanish language banners available for download:

300 x 250, 300 x 600, 728 x 90, 970 x 250, 1200 x 628, 1920x1080, 1080x1920

[Link](#)



Printable Flyers

[Maritza Beniquez Flyer](#)

“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, RN
First NJ Resident to Get
Vaccinated Against COVID-19**



Getting vaccinated helps protect you, your family 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 Flyers

[Maritza Beniquez Flyer \(Spanish\)](#)

“No podía esperar a que llegara este momento a New Jersey. No podía esperar a que llegara a Estados Unidos; a que tuviéramos esta vacuna.”



Maritza Beniquez, Enfermera Registrada Primera Asistente de Nurse, Jersey is today vaccinated against COVID-19.

¡Vacunarse ayuda a protegerla, a proteger a su familia y a todos los que la rodean. Para obtener más información, visite nuestro sitio en covid19.nj.gov/vaccine o llame a nuestra línea directa al 1-855-868-0545.

La vacuna contra el COVID-19. Segura. Eficaz. Gratis. **Vacunémonos.**

¡Ver a expertos abordar a las preocupaciones sobre la vacuna en su YouTube channel!



[Dr. Amesika Nyaku Flyer](#)

“We are here, we are fighting for you, to help stop the disproportionate burden that our communities are suffering because of the pandemic.”



Amesika Nyaku, MD, MS Assistant Professor, Division of Infectious Diseases, Department of Medicine Rutgers Health, Newark.

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

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-868-0545.


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

Watch experts address your vaccine concerns on our YouTube channel!



[Dr. Harold LaRoche Flyer](#)

“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 MD, Chief, President of Harlem Physicians Board, 18 Doctor, JPS Medical Center, Harlem, COVID-19 ICU, NYU.

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

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-868-0545.

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

Watch experts address your vaccine concerns on our YouTube channel!



[Dr. Juan Rojas Flyer](#)

“This vaccine has given us hope. There is a light at the end of the tunnel.”



Dr. Juan Rojas, MD Monmouth Medical Center, Long Branch.

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

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-868-0545.

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

Watch experts address your vaccine concerns on our YouTube channel!



[Dr. Juan Rojas Flyer \(Spanish\)](#)

“Esta vacuna nos ha dado esperanza. Hay una luz al final del túnel.”



Dr. Juan Rojas, MD Monmouth Medical Center, Long Branch.

Vacunarse ayuda a protegerla, a proteger a su familia y a todos los que la rodean.

Para obtener más información, visite nuestro sitio en covid19.nj.gov/vaccine o llame a nuestra línea directa al 1-855-868-0545.

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

¡Ver a expertos abordar a las preocupaciones sobre la vacuna en nuestro canal de YouTube!



[Dr. Meg Fisher Flyer](#)

“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 Disease Expert, Monmouth Medical Center.

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

For more information, visit our site at covid19.nj.gov/vaccine or call our hotline at 1-855-868-0545.

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

Watch experts address your vaccine concerns on our YouTube channel!



Printable Flyers

[Dr. Shereef Elnahal Flyer](#)

"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 Hospitals, Newark

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

For more information, visit our site at
covid19.nj.gov/vaccine
or call our hotline at 1-855-868-0545.

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

Watch experts address
your vaccine concerns on
our YouTube channel.



[Dr. Shereef Elnahal Flyer \(Alternate\)](#)

"To all of my Muslim brothers and sisters in New Jersey, I'm urging you to get vaccinated."


— Dr. Shereef Elnahal
President and CEO of
University Hospitals, Newark

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

For more information, visit our site at
covid19.nj.gov/vaccine
or call our hotline at 1-855-868-0545.

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

Watch experts address
your vaccine concerns on
our YouTube channel.



[Dr. James Pruden Flyer](#)

"I survived COVID-19, barely. Too many have not. Get valid information from reliable sources and get the vaccine."


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

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

For more information, visit our site at covid19.nj.gov/vaccine
or call our hotline at 1-855-868-0545.

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

Watch experts address
your vaccine concerns on
our YouTube channel.



[Janine Llamzon, RN, Flyer](#)

"It is important for us in the healthcare community to get the vaccine. Why? Because it is our responsibility to our patients."

— Janine Llamzon, RN
St. Joseph's University
Medical Center, Paterson

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

For more information, visit our site at covid19.nj.gov/vaccine
or call our hotline at 1-855-868-0545.

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

Watch experts address
your vaccine concerns on
our YouTube channel.



[Janine Llamzon, RN, Flyer \(Tagalog\)](#)

"Mahalaga para sa amin sa healthcare community na magpabakuna. Bakit? Dahil responsibilidad namin ito sa aming mga."

— Janine Llamzon, RN
St. Joseph's University
Medical Center, Paterson

Keeping them my magpabakuna,
maitataguyod itong
responsibilidad na, ang isang
pamilya, at ang lahat ng mga
taong may ibang paglalit.

Para sa kagandang impormasyon, bisitahin ang aming site sa covid19.nj.gov/vaccine
o kanyang tumawag sa aming hotline sa 1-855-868-0545.

**Ang COVID-19 Vaccines
Ligtas, Makasig, Libre.
Magpabakuna Na Tayo.**

Para sa kagandang
impormasyon, bisitahin ang
aming site sa covid19.nj.gov/vaccine
o kanyang tumawag sa
aming hotline sa 1-855-868-0545.



[Dr. Charles Farmer Flyer](#)

"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 family
and everyone around you.

For more information,
visit our site at
covid19.nj.gov/vaccine
or call our hotline at
1-855-868-0545.

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

Watch experts address
your vaccine concerns on
our YouTube channel.



Printable Flyers

[The Reverend Buster Soaries Flyer](#)

“Like millions of New Jerseyans, I've been vaccinated against COVID-19. I'm urging you to get vaccinated, too.”


The Reverend Dr. Buster Soaries, Sr.
Senior Pastor of First Baptist Church
of Newark, NJ

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

For more information, visit our site at covid19.nj.gov/vaccine

NJ COVID-19 Vaccines
Safe. Effective. Free.

Watch experts address your vaccine concerns on our YouTube channel.



[Susan Pope Flyer](#)

“When educators are in the school, we are with our children and we are really with everybody they have been with. Getting vaccinated is what is going to help our schools open safely.”

Susan Pope, Teacher
First Avenue School, Newark

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

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

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

Watch experts address your vaccine concerns on our YouTube channel.



[Dr. Oyeyemi Flyer](#)

“It's been jarring to see young people suffer debilitating effects of COVID. You realize that you cannot underestimate the damage this virus can do, which is why we should all get vaccinated.”


Dr. J. Oye Oyeyemi, Internal Medicine,
Cherry Hill Free Clinic

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

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

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

Watch experts address your vaccine concerns on our YouTube channel.



[Dr. Meg Fisher Pediatric Flyer](#)

“Getting kids 12 to 15 vaccinated will keep them safe, stop the spread, and help us all get back to normal.”


Dr. Meg Fisher, Pediatrician
New Jersey Department of Health

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

For more information, visit our site at covid19.nj.gov/vaccine

NJ COVID-19 Vaccines
Safe. Effective. Free.

Watch experts address your vaccine concerns on our YouTube channel.



[Dr. Eddy Bresnitz Flyer](#)

“We had independent scientific reviews from a data safety monitoring board, a vaccine advisory committee to the FDA, and an advisory committee to the CDC, all looking at the data and evaluating it for safety and efficacy.”

Dr. Eddy Bresnitz
Medical Advisor, NJ Department of Health,
COVID-19 Pediatric Response

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

For more information, visit our site at covid19.nj.gov/vaccine

NJ COVID-19 Vaccines
Safe. Effective. Free.

Watch experts address your vaccine concerns on our YouTube channel.



[Dr.'s Friedman and Shanik](#)

“We encourage the community to get the covid vaccine as soon as possible to protect themselves as well as the vulnerable members of our community. The COVID-19 vaccine is the best way to stay safe and stop the spread of this virus.”

Dr. David Friedman, M.D., M.Sc.,
David Friedman, M.D., M.Sc., CHS Health Center

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

For more information, visit our site at covid19.nj.gov/vaccine

NJ COVID-19 Vaccines
Safe. Effective. Free.

Watch experts address your vaccine concerns on our YouTube channel.



Printable Flyers

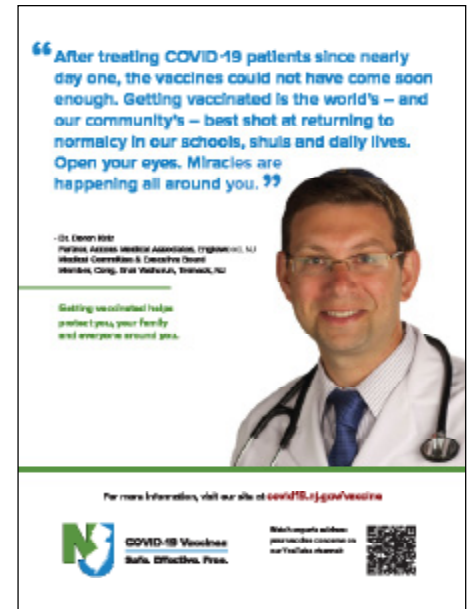
[Dr. Shimshi Zimmerman Flyer](#)



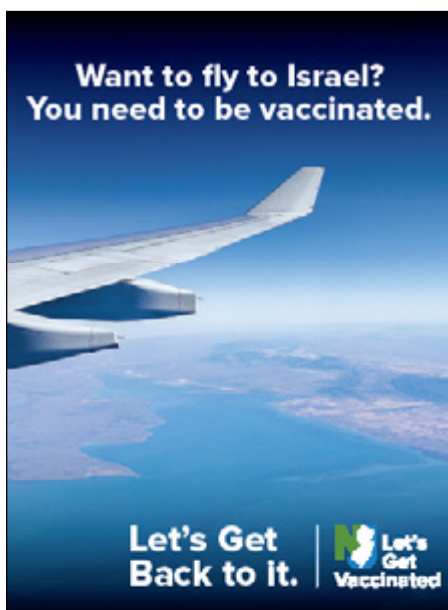
[Dr. Dora Suldan Flyer](#)



[Dr. Doron Katz Flyer](#)



[Fly to Israel Flyer](#)



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 percent 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 also visit <https://covid19.nj.gov/vaccine> to pre-register in the state scheduling system 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: Can I use my NJ Earned Sick Leave to get my vaccine?

A: Yes, employees can use their NJ Earned Sick Leave to get their COVID-19 vaccine, including for travel to and from their appointment and recovery from side effects. Under NJ state law, employers must provide up to 40 hours of paid earned sick leave per year to most full- and part-time employees, including migrant and seasonal employees. To learn more, see mysickdays.nj.gov.

Q: I'm worried it will take too long to receive my pay if I use my NJ Earned Sick Leave to get the COVID-19 vaccine. How do I receive it and how long does it take?

A: Your employer must pay you when you use any NJ Earned Sick Leave to which you are entitled. They are required to pay you in the same or next pay period, and the pay must come with your regular pay check or another method that can be deposited or cashed easily. To learn more or file a complaint, see mysickdays.nj.gov.

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.

Q: What is the update on the Johnson & Johnson's Janssen COVID-19 Vaccine?

A: CDC and FDA have recommended that use of Johnson & Johnson's Janssen (J&J/Janssen) COVID-19 Vaccine resume in the United States, effective April 23, 2021. However, women younger than 50 years old especially should be aware of the rare risk of blood clots with low platelets after vaccination, and that other COVID-19 vaccines are available where this risk has not been seen. If you received a J&J/Janssen vaccine, [here is what you need to know](#). Read the [CDC/FDA statement](#).

Suggested Email Messages

Suggested Email Messages: General Population Focus – Email 1

[Download document](#)

Dear [Residents] [Members] [Students],

As you may have heard, the COVID-19 vaccine is now available to everyone who lives, works, or attends school in New Jersey. If you were eligible earlier but did not vaccinate, you can get shots now too.

Registering is the first step. Four options are available; use whichever is easiest for you:

- Online through the New Jersey Vaccine Scheduling System at covidvaccine.nj.gov
- By phone with the New Jersey Vaccine Call Center at [855-568-0545](tel:855-568-0545)
- Online directly with one of the vaccination sites: bit.ly/NJVaccineSites
- Through your county's vaccination scheduling site (check with your county for details)

Once you register, you'll be notified when and how to make an appointment.

The vaccine is safe, effective, and free. Here is a [fact sheet](#) with information about how the vaccine works. To give you maximum protection, the vaccine requires two shots given a few weeks apart. Help is always available at the phone number above or online at covid19.nj.gov/vaccinehelp.

News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

Earned Sick Leave is the law in New Jersey, and employees can use it to get their COVID-19 vaccine and recover from side effects. Learn more or file a complaint at mysickdays.nj.gov.

The health and wellbeing of our community are our highest priority. The COVID-19 vaccine is an important step in helping us protect ourselves and our families, along with wearing masks and keeping a safe distance. Let's get vaccinated.

Sincerely,

[Name, Title]

Suggested Email Messages

Suggested Email Messages: General Population Focus – Email 2

[Download document](#)

Dear [Residents] [Members] [Students],

As you may have heard, the COVID-19 vaccine is now available to everyone who lives, works, or attends school in New Jersey (including those who were eligible earlier but did not get vaccinated).

Now that we all can be vaccinated, we want to help you make your plan. Registering is the first step. Four options are available; use which ever is easiest for you:

- Online through the New Jersey Vaccine Scheduling System at covidvaccine.nj.gov
- By phone with the New Jersey Vaccine Call Center at [855-568-0545](tel:855-568-0545)
- Online directly with one of the vaccination sites: bit.ly/NJVaccineSites
- Through your county's vaccination scheduling site (check with your county for details)

Once you register, you'll be notified when and how to make an appointment.

The vaccine is safe, effective, and free. It also prevents you from becoming seriously ill. Here is a [fact sheet](#) with information about how the vaccine works. To give you maximum protection, the vaccine requires two shots given a few weeks apart. Help is always available at the phone number above or online at covid19.nj.gov/vaccinehelp.

News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

Earned Sick Leave is the law in New Jersey, and employees can use it to get their COVID-19 vaccine and recover from side effects. Learn more or file a complaint at mysickdays.nj.gov.

The health and wellbeing of our community are our highest priority. Along with wearing masks, washing hands, and keeping safe distance, the COVID-19 vaccine is 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

Suggested Email Messages: General Population Focus – Email 3

[Download document](#)

Dear [Residents] [Members] [Students],

As you may have heard, the COVID-19 vaccine is now available to everyone who lives, works, or attends school in New Jersey (including those who were eligible earlier but did not get vaccinated).

Now that we all can be vaccinated, we want to help you make your plan. Registering is the first step. Four options are available; use which ever is easiest for you:

- Online through the New Jersey Vaccine Scheduling System at covidvaccine.nj.gov
- By phone with the New Jersey Vaccine Call Center at [855-568-0545](tel:855-568-0545)
- Online directly with one of the vaccination sites: bit.ly/NJVaccineSites
- Through your county's vaccination scheduling site (check with your county for details)

Once you register, you'll be notified when and how to make an appointment. To give you maximum protection, the vaccine requires two shots given a few weeks apart. Help is always available at the phone number above or online at covid19.nj.gov/vaccinehelp.

Our local public health experts and medical professionals are guiding New Jersey residents, workers, and students through this process. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

Earned Sick Leave is the law in New Jersey, and employees can use it to get their COVID-19 vaccine and recover from side effects. Learn more or file a complaint at mysickdays.nj.gov.

The health and wellbeing of our community are our highest priority. Along with wearing masks, washing hands, and keeping safe distance, the COVID-19 vaccine is 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

Suggested Email Messages: General Population Focus – Email 4

[Download document](#)

Dear [Residents] [Members] [Students],

Now is the time to get your COVID-19 vaccine. As you may have heard, everyone who lives, works, or attends school in New Jersey can get vaccinated. If you were eligible earlier but did not vaccinate, you can get shots now too.

Registering is the first step. Four options are available; use whichever is easiest for you:

- Online through the New Jersey Vaccine Scheduling System at covidvaccine.nj.gov
- By phone with the New Jersey Vaccine Call Center at [855-568-0545](tel:855-568-0545)
- Online directly with one of the vaccination sites: bit.ly/NJVaccineSites
- Through your county's vaccination scheduling site (check with your county for details)

Once you register, you'll be notified when and how to make an appointment.

You may experience fatigue or even a fever after you get a COVID-19 vaccine. Mild side effects like these are normal and signal that your immune system is responding properly. Be sure to get the second dose when you're scheduled. Both doses are required 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.

Earned Sick Leave is the law in New Jersey, and employees can use it to get their COVID-19 vaccine and recover from side effects. Learn more or file a complaint at mysickdays.nj.gov.

The health and wellbeing of our community are our highest priority. Along with wearing masks, washing hands, and keeping safe distance, the COVID-19 vaccine is 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

Suggested Email Messages: General Population Focus – Email 5

[Download document](#)

Dear [Residents] [Members] [Students],

Many people across the state have been safely and successfully vaccinated against COVID-19. If you haven't signed up, now is the time to get your COVID-19 vaccine.

Registering is the first step. Four options are available; use whichever is easiest for you:

- Online through the New Jersey Vaccine Scheduling System at covidvaccine.nj.gov
- By phone with the New Jersey Vaccine Call Center at [855-568-0545](tel:855-568-0545)
- Online directly with one of the vaccination sites: bit.ly/NJVaccineSites
- Through your county's vaccination scheduling site (check with your county for details)

Once you register, you'll be notified when and how to make an appointment. Help is always available at the phone number above or online at covid19.nj.gov/vaccinehelp.

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, two vaccine doses are required to fully protect yourself, your co-workers, family, and friends from COVID-19. News and information about the vaccine is continuously updated at the New Jersey Department of Health's COVID-19 website at bit.ly/NJVaccine.

Earned Sick Leave is the law in New Jersey, and employees can use it to get their COVID-19 vaccine and recover from side effects. Learn more or file a complaint at mysickdays.nj.gov.

The health and wellbeing of our community are our highest priority. Let's get vaccinated.

Sincerely,

[Name, Title]