



Let's Get Vaccinated

New Jersey Long-Term Care and Home Healthcare Providers COVID-19 Employee Communications Digital Resource Kit

Information Links	2
Video Resources From Healthcare Professionals	3
In Market Digital Communications Resources	6
Printable Posters	9
Recommended New Jersey Employer to Employee Communication (FAQs)	11
Suggested Email Messages	
Decision Stage: AWARENESS	14
Decision Stage: MOTIVATION	15
Decision Stage: INTENTION-SETTING	16
Decision Stage: ACTION	17
Decision Stage: FOLLOW-THROUGH	18

New Jersey Long-Term Care and Home Healthcare Providers COVID-19 Employee Communications 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 NJ Long-Term Care 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](#)]

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:

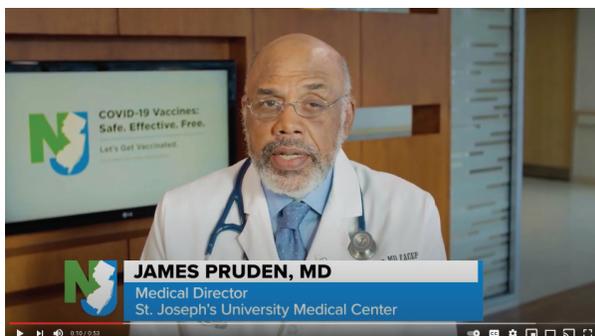
<https://youtu.be/ppeAaG6YtUc>

Video Resources From Healthcare Professionals



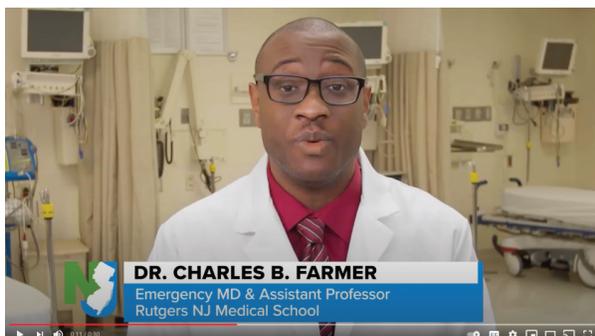
Dr. Tamara Green - A doctor's experience getting vaccinated:

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:

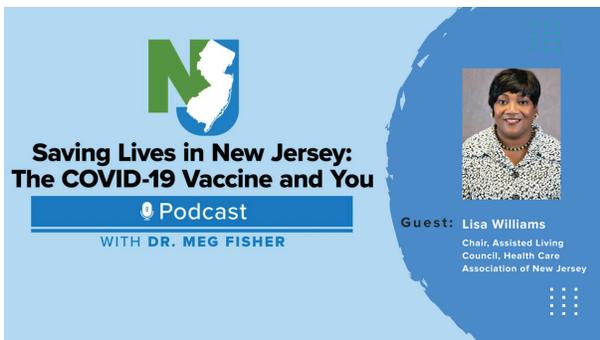
<https://youtu.be/Jr0Zm5luR1A>

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](#)

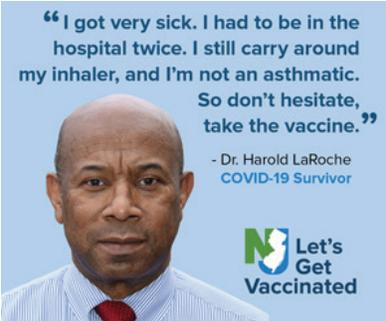


In Market Digital Communications Resources

Pull Quote Banners

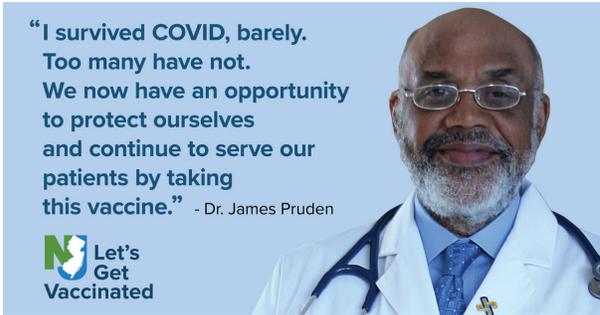
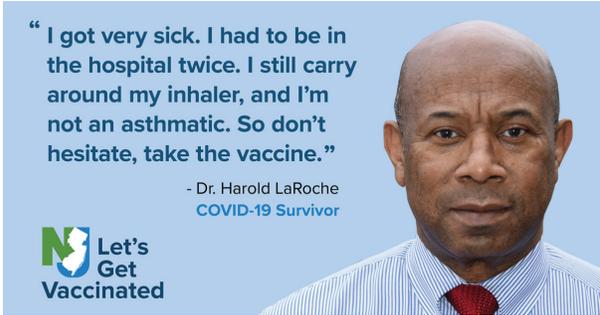
English language banners available for download:
300 x 250, 300 x 600, 320 x 50, 728 x 90, 970 x 250, 1200 x 628

[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.



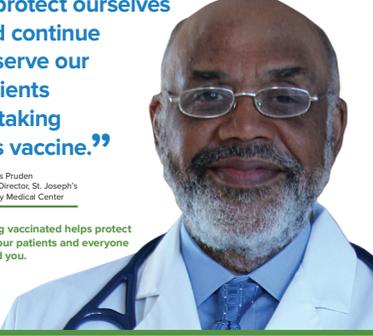
COVID-19 Vaccines Safe. Effective. Free. Let's Get Vaccinated.

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: Will [insert your company name] distribute the COVID-19 vaccines on-site?

A: Long-term care facility residents and staff are being vaccinated through the [Federal Pharmacy Partnership for Long-term Care](#). (add specific info on clinic times)

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

A: Long-term care facility residents and staff are being vaccinated through the [Federal Pharmacy Partnership for Long-term Care](#). (add specific info on clinic times)
Individuals can also visit 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: 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 have heard, COVID-19 vaccination has been expanded to all Phase 1A priority groups in New Jersey, including [staff of long-term care facilities] [healthcare workers in any setting, including hospitals, labs, offices, clinics, and home-based providers].

Follow these steps to get vaccinated:

- [Detail of any prioritization within the group, e.g. long-term care staff and then residents]
- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

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] [staff and residents] 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 have heard, COVID-19 vaccination has been expanded to all Phase 1A priority groups in New Jersey, including [staff of long-term care facilities] [healthcare workers in any setting, including hospitals, labs, offices, clinics, and home-based providers]. Vaccination of other groups will follow soon. 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.]

Here's what you need to know:

- [Detail of any prioritization within the group, e.g. long-term care staff and then residents]
- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

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 have heard, COVID-19 vaccination has expanded to all Phase 1A priority groups in New Jersey, including [staff of long-term care facilities] [healthcare workers in any setting, including hospitals, labs, offices, clinics, and home-based providers]. Vaccination of other groups will follow soon. 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.]

Here's what you need to know:

- [Detail of any prioritization within the group, e.g. long-term care staff and then residents]
- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

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 have heard, all Phase 1A priority groups in New Jersey – including [staff of long-term care facilities] [healthcare workers in any setting, including hospitals, labs, offices, clinics, and home-based providers] – can now get vaccinated against COVID-19. If you have not yet signed up, now is the time to ensure you get vaccinated.

Here's what you need to know:

- [Detail of any prioritization within the group, e.g. long-term care staff and then residents]
- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

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. It's also 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 have heard, all Phase 1A priority groups in New Jersey – including [staff of long-term care facilities] [healthcare workers in any setting, including hospitals, labs, offices, clinics, and home-based providers] – can now get vaccinated against COVID-19. A substantial number of people in Phase 1A have been successfully vaccinated. If you have not yet signed up, now is the time to ensure you get the vaccine.

Here's what you need to know:

- [Detail of any prioritization within the group, e.g. long-term care staff and then residents]
- [Detail the dates, times, and places where vaccines will be given and how to sign up for a slot]

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, 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]