



## COVID19 Awareness Campaign - Digital Resource Toolkit

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# 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](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](#)

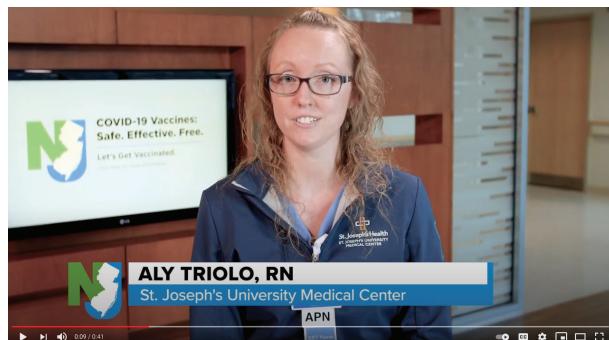
All about the messenger RNA vaccines and how they work.

[Understanding mRNA COVID-19 Vaccines](#)

## Video Resources From Healthcare Professionals

All videos can be accessed with this link:

<https://www.youtube.com/playlist?list=PLKkbJEe5VHUkdGS8rh6gmcE9ROwpQUv6K>



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



Dr. Meg Fisher - Trust the science, the COVID-19 vaccines are safe and effective:  
<https://youtu.be/CzQWhZ48tM4>



Dr. Meg Fisher - Infectious disease expert urges New Jersey residents to get vaccinated for COVID-19:  
[https://youtu.be/yeeeNfS\\_7fE](https://youtu.be/yeeeNfS_7fE)



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](https://youtu.be/RZ4U9QpWn_8)

## 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

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](#)



## 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](https://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](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.<sup>1</sup>

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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 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