

NJ Employer COVID-19 Vaccine promotion toolkit: How to promote the COVID-19 vaccine among your NJ-based employees

May 2021

Context

Stopping a pandemic requires using all the tools we have available, and now we have a powerful new tool—vaccines

COVID-19 vaccines are a key enabler of the **new normal** and New Jersey’s **economic recovery** from the pandemic

As of April 19th **all New Jersey residents 16+ are eligible** to receive a COVID-19 vaccine

Studies suggest that people **trust their employers** more than their governments and religious leaders **to deliver safe and accurate information** regarding vaccines¹

Because of this, **the State is asking for your help to promote the vaccine** among the New Jersey workforce

1. [CIVIS Analytics](#)

Table of contents

Pg. 3	Template letter to be sent to employees
Pg. 4	How to host a no cost pop-up clinic
Pg. 5	How to promote the State call center
Pg. 6-7	Additional vaccine promotion actions to consider
Pg. 8-14	Appendix - Additional resources

Draft letter to employees/ workers

This letter can adapted to your organization and sent to your employees

Employer checklist:

- Ensure all employees have information on how to access the vaccine**

- If interested, [sign-up](#) to host a no cost vaccine clinic

- Promote the usage of the State call center

- Implement additional vaccine promotion actions appropriate for your organization

Based on input provided by State agency leaders and staff, to date, and subject to change. Content is descriptive only and is not meant to constitute legal, clinical, or policy advice.

Dear **Employee**,

As of April 19th, all 16+ people who live, work, or go to school in New Jersey are eligible to receive a COVID-19 vaccine. We are emailing you to provide you with some facts about the vaccine and how to access it. Getting the COVID-19 vaccine gives you an added layer of protection against COVID-19 and could also protect your coworkers and your family.

- All COVID-19 vaccines available in the United States are very effective at preventing the disease and [authorized by the CDC and FDA as safe](#); they have gone through extensive clinical trials involving more than 30,000 participants where they produced similar efficacy findings within each trial across different genders, racial and ethnic groups and underlying diseases
- There are many [benefits of getting vaccinated](#) including gathering indoors without masks with other people who are fully vaccinated; [common side effects](#) include: pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and getting vaccinated
- **{INSERT YOUR COMPANY'S VACCINE-RELATED POLICIES AND INCENTIVES}**

Visit covid19.nj.gov/pages/finder to find the nearest vaccination site to you and schedule an appointment. Many sites now offer walk ups: call sites directly to ask for walk up hours. **Or call 855-568-0545** (numerous languages available) to make an appointment, locate the nearest vaccine provider, or learn more about getting a vaccine.

Sincerely,

{INSERT SIGNATURE OF COMPANY LEADER}

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The New Jersey Department of Health is pairing vaccine providers with employers to create no-cost, on-site vaccine pop-up clinics to help employees and their families access the vaccine



You will be asked to offer a space where the vaccines could be administered and space for waiting and rest areas

The clinic staff and vaccine doses will be provided by the identified vaccine provider partner

Please complete the [On-site Vaccine Clinic Interest Survey](#) if you would like to be considered to host a pop-up clinic on-site at no cost (Note: the form will request information about how many employees you have and other logistical questions)

Completing this survey is the first step to notify NJ Department of Health and its partners of your interest; the NJ Department of Health will be in touch to discuss how to help fulfill your request

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The State has created the NJ Vaccine Call Center (**855-568-0545**) to support New Jerseyans access the vaccine



Call center functions include:

- **Referring callers** to open vaccination sites
- **Addressing frequently asked questions** (e.g., navigating the vaccination journey, eligibility, vaccination site locations etc.)
- **Scheduling and re-scheduling** first and second dose appointments

Please ensure all employees are aware of the call center as a resource and encourage employees to call the hotline (**855-568-0545**)

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Uptake of public health interventions is generally correlated with three conditions



Conviction

- A committed, deeply held belief in the effectiveness and safety of a public health measure
- Typically created and/or deepened through education, influence, and peer-based normalization



Convenience

- Minimizing time, effort and inconveniences that may reduce uptake
- Offering diversity of options to address heterogeneity of views on inconvenience



Costlessness (or better)

- Mitigating direct and indirect costs associated with the public health measure
- Providing incentives – financial and non-financial - to encourage adoption

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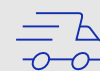
Potential actions NJ employers could take to encourage employee vaccinations

Non-exhaustive



Build conviction

- Share vaccine educational information**, provide FAQs, and acknowledge concerns via targeted communication channels e.g., emails, flyers/posters
- Host discussions with State experts** to share scientific information, answer questions, and acknowledge concerns
- Internally highlight employee role models** who received the vaccine and can discuss their experience
- Publicly pledge** to help employees get vaccinated and encourage other NJ employers to do the same



Amplify convenience

- Inform employees about how to access the vaccine** e.g., location of local sites, hours for walk-in appointments
- Subsidize out-of-pocket costs** such as transportation or offer free rides to and from vaccination sites



Provide costlessness (or better)

- Offer rewards** for vaccination e.g., cash bonuses, recognition, wellness program reward points
- Provide incremental sick days or paid time off (PTO)** for vaccination and any needed recovery time
- Offer **extended lunch hours / breaks** for employers to get vaccinated

Appendix

Contents

[Outreach materials](#)

[Employer vaccine promotion examples](#)

[Other resources and toolkits](#)

General COVID-19 Digital Resource Toolkit

Description of contents

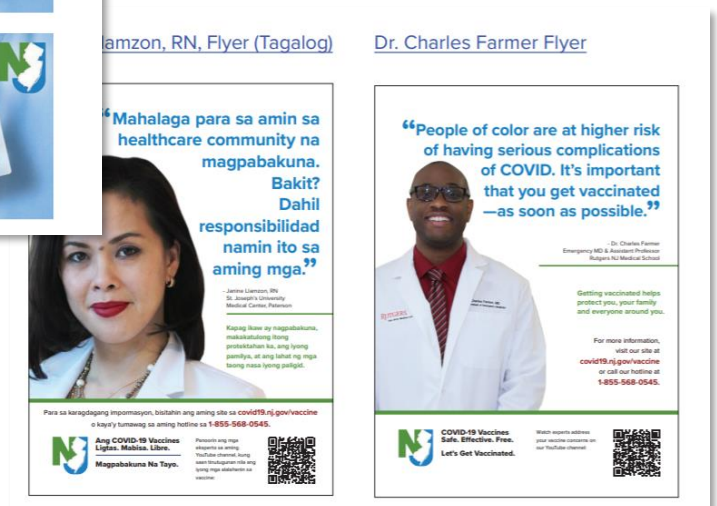
- Links to TV/social media videos from health care professionals in English and Spanish
- Social media ads and resources including flyers
- Frequently asked questions and answers
- One-pagers addressing myths and recommended communications for employers to provide to employees

Link

https://www.nj.gov/health/documents/COVID19_Awareness_Campaign_Digital_Resource_Toolkit.pdf



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](#)



Department of Health (DOH) YouTube Channel



Maritza Beniquez, RN - The



Dr. Charles Farmer urges



Dr Jubril Oyeyemi - A Doctor



Dr. Harold LaRoche -



Nurse Janine Llamzon -



Dr. Shereef Elnahal - The

DOH YouTube Page:

https://www.youtube.com/channel/UCOXWk66_cfq2MCIHHv4AAxA/videos

Contains 30 videos of physicians, nurses, hospital CEOs, a medical lab technologist, the Commissioner and physician leaders at DOH:

Top Performing Video: University Hospital CEO Dr. Shereef Elnahal addressing questions about vaccine safety.

Top Performing Video targeting LTC staff: Dr. Janine Llamzon, Director of Nursing at St. Joseph's Medical Center explaining why it's important for health care workers to get vaccinated. She also has a version in her native Filipino language, Tagalog.

For more information click [here](#)

Examples for illustration purposes only



Employer examples - Build conviction

Source: [Tyson](#), [Verizon](#), [MPR News \(Episcopal Homes\)](#), [Rutgers](#)



Tyson Foods is partnering with Matrix (clinical services company) to support vaccine communications, administration and counseling



Verizon launched an online FAQ providing resources to frequently asked questions (e.g., number of vaccines available, dosing regimen)



At Episcopal Homes, staff members walk by a video playing on a loop showing leaders at the nonprofit saying they got their vaccinations



Rutgers created a COVID vaccine website with information on their related policies and general frequently asked questions on the vaccines

Examples for illustration purposes only



Employer examples - Amplify convenience



Verizon provides online state-specific resources for scheduling appointments



Ford employees interested in being vaccinated against COVID-19 can now receive an on-site vaccination at manufacturing facilities in three states



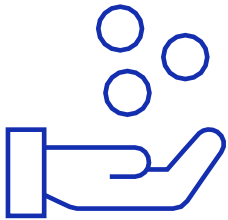
Casino workers have received a code to help them sign up for vaccine appointments as a result of Unite Here Local 54 and the Casino Association of New Jersey partnership with AlantiCare to promote Casino worker vaccinations



Target will reimburse up to \$15 each way for its workers who take Lyft to their vaccination appointments

Source: [Verizon](#), [Ford](#), [Casino.org](#) and [Bloomberg](#) (Casino workers), [AARP](#) (Target)

Examples for illustration purposes only



Employer examples - Provide costlessness (or better)



Amtrak is providing employees with a bonus of two hours of pay when they show proof of their vaccination, as well as excusing absences for those who get vaccinated during work hours

DOLLAR GENERAL

Dollar General will provide 4 hours of paid time off for employees who self-report receiving vaccine dose



Chobani will cover up to six hours of time for hourly Chobani employees to get vaccinated



Lidl will will give \$200 of extra pay to its US employees who choose to get the vaccine

Source: [CNN \(Dollar General and Amtrak\)](#), [AARP \(Chobani and Lidl\)](#)

Other resources and toolkits

Title	Link	Source
NJ vaccination homepage	https://www.state.nj.us/health/cd/topics/covid2019_vaccination.shtml	NJ DOH
Vaccine information for specific groups	https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/specific-groups.html	CDC
CDC Vaccination Toolkits	https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits.html	CDC
CDC Workplace vaccination program resources	https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/essentialworker/workplace-vaccination-program.html	CDC
Customizable COVID-19 Vaccine Content for Essential Workers	https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/essential-workers/newsletters.html#employers	CDC

For more information, visit
covid19.nj.gov/vaccine