



# COVID Vaccination Outreach Toolkit

*With Resources for Vaccine-Hesitant Groups*

April 2021

**N**ew Jersey rolled out its vaccination effort in December 2020, and initial demand for the vaccine far outpaced the available supply. But even with widespread acceptance among initial vaccine recipients, barriers remain in reaching those who have avoided vaccination for an array of reasons including science skepticism, worries about vaccine safety, systemic racism, language barriers and more. In fact, the outreach challenges will only intensify as the willing have received their vaccinations and only the hesitant groups remain unprotected.

This toolkit, developed in partnership with the Vaccination Communication Work Group established by NJHA's Road Ahead Steering Committee, compiles resources for ongoing vaccination outreach and awareness across New Jersey's communities, including tools focused on vaccine-hesitant groups. In addition to resources from NJHA and public health agencies, this toolkit includes an addendum linking to materials developed and shared by NJHA members in their commitment to advancing COVID-19 vaccination in their communities.

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## Survey data shows vaccine hesitancy both among healthcare workers and the general public.

### EAGLETON POLL

In an October 2020 poll, about four in 10 New Jerseyans say they will probably not get the COVID-19 vaccine, according to a survey conducted by the Eagleton Center for Public Interest Polling at Rutgers. Among individuals reluctant to get vaccinated, 80 percent cite a concern about side effects, and 82 percent cite the need for more information about how the vaccine works as “major reasons” for their resistance. Read the full findings:

[Rutgers-Eagleton-Poll-COVID-Vaccine-November-17-2020.pdf](#).

### KAISER FAMILY FOUNDATION

KFF has conducted a series of polls about consumer acceptance of the vaccines. In a February 2021 poll, a majority (55%) of U.S. adults said they have received at least one dose of the vaccine (18%) or that they will get it as soon as they can (37%), up from 47 percent in January and 34 percent in December. The share that wants to “wait and see” how the vaccine is working for others before getting vaccinated themselves decreased from 31 percent in January to 22 percent in February, while a persistent one in five say they will get the vaccine “only if required for work, school, or other activities” (7%) or will “definitely not” get vaccinated (15%). While the share that is most enthusiastic to get vaccinated increased across racial and ethnic groups, Black and Hispanic adults continue to be more likely than White adults to say they will “wait and see” before getting vaccinated. In addition, nearly four in 10 Republicans and three in 10 rural residents said they will either “definitely not” get vaccinated or will do so “only if required,” as do one-third (32%) of those who have been deemed essential workers in fields other than health care.

In a separate poll of healthcare workers conducted in March 2021, KFF reported that just over half (52%) of

frontline healthcare workers say they have received at least one dose of a COVID-19 vaccine. Hospitals (66%) and outpatient clinics (64%) had the highest vaccination rate among care settings, followed by doctors’ offices (52%), nursing homes or assisted living facilities (50%) and home health care workers. Access KFF poll results here: [Polling | KFF](#).

In another consumer survey, KFF tested a variety of messages and pieces of information that might be used to increase vaccination uptake. Among the pieces of information tested, the most impactful was that the vaccines are nearly 100 percent effective at preventing hospitalization and death from COVID-19. (Two-thirds of those in the “wait and see” group said hearing this would make them more likely to get vaccinated). Other messages that were effective for about 40 percent of those in the “wait and see” group include that scientists have been working on the technology used in the new COVID-19 vaccines for 20 years, that more than 100,000 people from diverse backgrounds took part in the vaccine trials, that the vast majority of doctors who have been offered the vaccine have taken it, and that there is no cost to get the vaccine. The full survey report provides more information on consumer reactions and attitudes: [KFF COVID-19 Vaccine Monitor: March 2021 | KFF](#).

### JAMDA, SKILLED NURSING FACILITIES

Skilling nursing facility staff have among the lowest vaccination rates, and a group of researchers recently conducted a series of focus groups for SNF staff. The research paper for the Journal of the American Medical Directors Association found hesitancy to receive the vaccine was based on beliefs that the vaccine has been developed too fast and without sufficient testing; personal fears about pre-existing medical conditions; and more general distrust of the government. Focus group

participants said it was more reassuring for them to see “someone like me” get vaccinated, opposed to public figures. Read the pre-print journal article: [“Somebody like me”: Understanding COVID-19 Vaccine Hesitancy among Staff in Skilled Nursing Facilities \(jamda.com\)](#)

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## AD COUNCIL

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The Ad Council has partnered with the American Hospital Association and a broad coalition of national organizations to promote vaccination awareness and information. Its research identified three key drivers of vaccine hesitancy:

- Concerns about safety and side effects
- Lack of knowledge
- Distrust of policy and economic motivation of government and corporations.

The Ad Council provides additional information on research-supported messaging to hesitant groups:

Messaging recommendations

FactSheet\_1 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#)

Vaccine hesitancy in the general population

FactSheet\_2 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#)

Vaccine hesitancy in Black communities

FactSheet\_3 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#)

Vaccine hesitancy in Hispanic communities

FactSheet\_4 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#)

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## CDC NATIONAL FORUM ON COVID-19 VACCINE

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The CDC National Forum on COVID-19 Vaccine convened a three-day conference to explore several issues related to vaccination and highlight promising practices. Day one of this event was devoted to vaccine hesitancy, with panels and plenary sessions spanning topics such as empowering healthcare personnel, combatting misinformation and engaging the community. Recordings and recaps of the program are available from the CDC: [Forum Videos and Session Resources | CDC](#)

The CDC forum also provided a tip sheet for building vaccine confidence in reluctant communities. Its key points include:

1. Acknowledge the role of longstanding systemic health and social inequities.
2. Make vaccine confidence visible to help build social norms.
3. Use trusted messengers to share clear, credible communication.
4. Develop frequent community engagement activities.
5. Engage people across multiple channels.
6. Build new partnerships.
7. Think about other community spaces.
8. Reach out to media outlets that serve specific communities.
9. Consider how vaccine access and demand issues intersect.

Download the full tip sheet:

[National Forum on COVID-19 Vaccine TIP SHEET Increasing Vaccine Confidence Through Communication and Community Engagement \(cdc.gov\)](#)



## 2.

# General Information and Messaging

The framework for COVID-19 vaccination in New Jersey is the state’s vaccination plan, which establishes a phased approach for various populations based on the risk of transmission and poor outcomes. **Beginning April 19, New Jersey is opening up vaccination for all residents ages 16 and older.**

Phase 1: Limited Doses Available	Phase 2: Large Amount Available	Phase 3: Sufficient Supply, Slowing Demand	
<ul style="list-style-type: none"> <li>■ Healthcare workers who may have contact with infected patients or infectious materials</li> <li>■ Other essential workers</li> <li>■ People at higher risk of severe COVID-19 illness (over age 65, underlying health conditions, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>■ First responders</li> <li>■ Food and agriculture</li> <li>■ Transportation</li> <li>■ Education/childcare</li> <li>■ Energy</li> <li>■ Water/sanitation</li> <li>■ Law enforcement</li> <li>■ Government</li> </ul>	<ul style="list-style-type: none"> <li>■ Long term care residents</li> <li>■ 65 years and older</li> <li>■ Underlying medical conditions</li> <li>■ Immunocompromised</li> <li>■ Incarcerated</li> <li>■ Homeless shelters</li> <li>■ Group homes</li> </ul>	
Healthcare Workers	Other Essential Workers	Surgical, Diagnostic, and Procedural COVID Teams	Other Specialty Teams
<ul style="list-style-type: none"> <li>■ Hospital</li> <li>■ Long term care</li> <li>■ Home care</li> <li>■ Urgent care, clinics</li> <li>■ Dialysis centers</li> <li>■ Dental offices</li> <li>■ Funeral homes</li> <li>■ Pharmacies</li> <li>■ Public health</li> <li>■ Group homes</li> <li>■ EMS</li> </ul>	<ul style="list-style-type: none"> <li>■ First responders</li> <li>■ Food and agriculture</li> <li>■ Transportation</li> <li>■ Education/childcare</li> <li>■ Energy</li> <li>■ Water/sanitation</li> <li>■ Law enforcement</li> <li>■ Government</li> </ul>	<ul style="list-style-type: none"> <li>■ Long term care residents</li> <li>■ 65 years and older</li> <li>■ Underlying medical conditions</li> <li>■ Immunocompromised</li> <li>■ Incarcerated</li> <li>■ Homeless shelters</li> <li>■ Group homes</li> <li>■ Other congregate settings such as psychiatric facilities, seasonal migrant farm workers, etc.</li> </ul>	<ul style="list-style-type: none"> <li>■ Communities that have disproportionately acquired and/or died from COVID-19</li> <li>■ Tribal communities</li> <li>■ Colleges/universities</li> <li>■ Rural communities</li> <li>■ People with disabilities</li> <li>■ People who are under- or uninsured</li> </ul>

Source: N.J. Department of Health

Other essential information about COVID vaccination in New Jersey is found on the state’s COVID Information Hub [COVID-19 Vaccine \(nj.gov\)](https://www.nj.gov/health/covid-19/vaccine/), which provides up-to-date details on eligibility, registration via the NJ Vaccine Scheduling System and links to additional vaccination sites and their scheduling systems. The state recently unveiled a beta-site still under development to help N.J. residents find locations with available vaccine appointments: [NJ Vaccine Appointment Finder \(Beta Version\)](#).

## GENERAL COVID VACCINE KEY MESSAGES

- The COVID-19 vaccine is a safe and effective way to protect you, your loved ones, co-workers, patients and residents against the virus.
- It's also our best hope to help our communities, schools and economy emerge from the pandemic and allow us to move forward.
- Getting vaccinated is an individual decision – each individual is important in helping New Jersey conquer COVID-19.
- With the toll of the pandemic mounting in New Jersey and nationwide, the vaccines have been fast-tracked to bring protection as soon as possible, but there have been no shortcuts in the review process for safety and efficiency.
- The vaccines have shown to be close to 100 percent effective in protecting against severe COVID disease and hospitalization.
- The science used to develop the COVID vaccines has existed for more than 20 years, and more than 100,000 people participated in the clinical trials to test their safety and effectiveness.
- The rollout of the COVID-19 vaccine is evolving rapidly. Initial demand for the vaccine exceeds supply, and we understand that people may be frustrated trying to get a vaccination appointment. The supply of vaccine is gradually improving and will continue to increase in the weeks and months ahead.
- There has been a great deal of anticipation – and some apprehension – about the COVID vaccines. It's understandable to have questions and concerns. We encourage you to follow the facts to learn how the COVID-19 vaccines protect against the virus. We also urge you to talk with others who have already received the vaccine to hear about their experience and their reasons why they decided to be vaccinated.

### 3.

## I'm a Big Shot Campaign

NJHA's **"I'm a Big Shot" campaign** is designed to engage key messengers to promote information and awareness of COVID vaccination. Phase 1 of the campaign began in December 2020 as vaccination launched among healthcare workers. NJHA distributed more than 600,000 I'm a Big Shot stickers to healthcare workers as they were vaccinated, and the stickers, selfies and #ImaBigShot hashtag were shared prominently on social media, achieving a reach of more than 200,000. Phase 2, rolled out in early March, included the launch of the COVID Big Shot website at [www.njha.com/covid-bigshot](http://www.njha.com/covid-bigshot) and a partnership with several other statewide organizations to spread vaccination awareness and information to their constituencies. These partners include the New Jersey NAACP, Salvation and Social Justice, New Jersey Chamber of Commerce, New Jersey Business and Industry Association, New Jersey Policy Perspective and HealthCare Institute of New Jersey.

The website provides information on the state's vaccination plan, links to fact sheets for the available vaccines, FAQs, updated vaccination news and the [I'm a Big Shot photo wall](#) featuring healthcare workers who received the vaccine.

I'm a Big Shot tools are available for download at [www.njha.com/covid-bigshot-downloads](http://www.njha.com/covid-bigshot-downloads).

They include:

I'm a Big Shot sticker

I'm a Big Shot x2 sticker

I Got the Shot fillable sign

COVID Big Shot poster

COVID Big Shot sample social media graphics

NJHA's monthly Nurse Talk column, which appears on NJ.com and the Newark Star-Ledger, features the I'm a Big Shot campaign and other columns about vaccination from Sandy Cayo, RN, DNP.

- COVID vaccination questions? This partnership wants to help, March 2021. <http://www.njha.com/nurse-talk/2021-nurse-talk-articles/covid-vaccination-questions-this-partnership-wants-to-help/>
- 5 Ways to Take Back Your Health, February 2021. <http://www.njha.com/nurse-talk/2021-nurse-talk-articles/5-ways-to-take-back-your-health/>
- Should you get the COVID-19 vaccine?, December 2020. <http://www.njha.com/nurse-talk/2020-nurse-talk-articles/should-you-get-the-covid-19-vaccine/>



## SAMPLE COVID BIG SHOT INTRODUCTORY MESSAGE FOR NEWSLETTERS OR CONSTITUENT EMAILS

COVID-19 vaccination is well under way in New Jersey. While the demand for vaccine currently outpaces supply, vaccine allocations are increasing and we want to be ready to support you as the vaccination process is rolled out to more eligible groups. We have joined with the New Jersey Hospital Association to share its resources to raise awareness and deliver reliable information on vaccination. NJHA has been engaged in this effort from the initial launch of vaccination when healthcare workers were the first group to receive the vaccine.

The I'm a Big Shot vaccination website at [www.njha.com/covid-bigshot](http://www.njha.com/covid-bigshot) provides information on the vac-

cines, the state's vaccination phases, FAQs and links to additional resources on COVID-19 vaccination. To register for the vaccine, go to the state's online registration system at Home [www.nj.gov](http://www.nj.gov) or call 855-568-0545. The state also provides a list of vaccination locations at [NJ COVID-19 Vaccine Locations for Eligible Recipients](#).

The COVID-19 vaccine is a safe and effective way to protect you, your loved ones and co-workers against the virus. It's also our best hope to help our communities, schools and economy emerge from the pandemic. Getting vaccinated is an individual decision, but each person plays an important role in helping New Jersey move forward from COVID-19.

## SAMPLE SOCIAL MEDIA POSTS

### TWITTER

Have questions about the COVID vaccines? You're not alone. The COVID Big Shot website at [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot) provides reliable info and links on COVID vaccination in NJ. Check it out. #ImaBigShot.

#HealthcareHeroes were the first to get vaccinated against COVID-19. Check out their #ImaBigShot photo wall and watch their video as they share why they made the choice to be COVID vaccinated. [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot).

We've partnered with @NJhospitals and other NJ groups to provide information on COVID vaccination, because each of us is important in protecting ourselves, our loved ones & our community through vaccination. #ImaBigShot [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot).

NJ is expanding COVID-19 vaccination to more groups. Keep up to date on the different vaccines, the latest news and more at the COVID Big Shot website. #ImaBigShot [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot).

### FACEBOOK/INSTAGRAM

The COVID Big Shot website provides reliable information and links on COVID vaccination in NJ. It's a partnership of NJ groups spanning healthcare, business, policy and faith-based organizations because it will take us all, working together, to help our state emerge from the pandemic. Each individual is important in protecting our community through vaccination. #ImaBigShot Visit the site: [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot).

Getting vaccinated against COVID protects ourselves and our communities. Right now the demand for vaccine exceeds supply, and we know it can be frustrating trying to find an appointment. As supplies gradually increase in NJ, be prepared and informed through the COVID Big Shot website which provides reliable information and links to answer your vaccination questions. #ImaBigShot [www.njha.com/COVID-bigshot](http://www.njha.com/COVID-bigshot).

## 4.

# Toolkits from Public Health

**There are numerous tools and resources from public health agencies and other state and national organizations to support outreach by vaccination providers and other healthcare stakeholders:**

### STATE RESOURCES

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The [New Jersey COVID-19 Vaccine Distribution Toolkit](#) is designed to help healthcare and frontline workers talk about vaccination within the workplace as well as with patients, family and community members. It includes a rounding guide, social media tools, videos, infographics and more.

The [New Jersey Long-Term Care and Home Healthcare Providers COVID-19 Employee Communications Digital Resource Kit](#) provides resources designed for employer-to-employee communications, including sample emails, graphics in English and Spanish and videos featuring N.J. clinicians.

The [New Jersey COVID19 Awareness Campaign - Digital Resource Toolkit](#), designed for employers and employees, includes videos, flyers and graphics in English and Spanish.

### NATIONAL RESOURCES

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The [We Can Do This Campaign](#) is an initiative of the U.S. Department of Health and Human Services to increase vaccine awareness across underserved groups. It provides a number of resources targeting underserved and vulnerable populations. It also includes the COVID-19 Community Corps, a partnership of national groups spanning healthcare, business, faith organizations, sports, entertainment and others to spread vaccine messages.

The [CDC's COVID-19 Vaccination Toolkit](#) is designed for use by health systems, hospitals, clinicians and pharmacies. Tools include ready-made fact sheets, posters, slides and videos to educate staff and community members about vaccination.

The [CDC's Long-Term Care Facility Toolkit](#) provides long-term care facility administrators and clinical leadership with information and resources to help build vaccine confidence among healthcare personnel and residents.

The [CDC's COVID-19 Community-Based Organization Vaccine Toolkit](#) is designed for organizations serving the community, such as faith-based organizations, social service organizations, school groups, senior centers, YMCAs/YWCAs and others.

[Resources for Sharing Real-Time Vaccine Information](#), from the CDC, provides tips for hosting virtual town halls, livestreams and other events.

The [American Hospital Association's COVID-19 Vaccine Communications Resources](#) include talking points, graphics and videos for reaching both healthcare workers and consumers.

# 5.

# Specific Audiences

**Many groups remain underrepresented in the totals of those who have received the vaccine, or have demonstrated concerns about receiving the vaccine.** They include healthcare workers (primarily in nursing homes and other post-acute care settings where vaccination rates have typically trailed behind hospital settings); communities of color; people of child-bearing age who may have concerns about whether the vaccines could impact fertility; and other groups that may have language or other barriers to being vaccinated. This section provides links to tools designed specifically to address the needs and concerns of these populations.

**Note:** *Some resources shared via You Tube have a short ad inserted at the beginning. Click “Skip Ads” to go to the resource.*

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## HEALTHCARE WORKERS

NJDOH Understanding the COVID-19 Vaccine for Healthcare Workers.  
[Understanding\\_covidvax-HCWs-2pager.pdf \(state.nj.us\)](#)

How to Build Healthcare Personnel’s Confidence in COVID-19 Vaccines?  
<https://www.cdc.gov/vaccines/covid-19/downloads/Build-Healthcare-Personnel-Confidence.pdf>.

NJDOH Video: Let’s Get Vaccinated. [Dr. Shereef Elnahal - Healthcare workers should get the COVID-19 vaccine YouTube](#).

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## COMMUNITIES OF COLOR

Vaccine hesitancy in Black communities.  
FactSheet\_3 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#)).

Vaccine hesitancy in Hispanic communities.  
FactSheet\_4 [adcouncil-covid-vaccine-education-initiative.s3.amazonaws.com](#).

NJDOH Virtual Town Hall: Saving Lives with the COVID-19 Vaccine in NJ Latinx Communities [YouTube](#).

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## PEOPLE OF CHILD-BEARING AGE

CDC Information about COVID-10 Vaccines for People Who Are Pregnant or Breastfeeding [CDC](#).

Questions on Fertility: Separating Fact from Fiction, NJ-DOH [Covid19\\_vaccines\\_fertility\\_flyer.pdf \(state.nj.us\)](#).

No Evidence Vaccines Affect Fertility, [FactCheck.org](#).

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## NON-ENGLISH SPEAKERS

NJDOH Vaccine Scheduling Instructions, English and Spanish. [Dedicated COVID Vaccine appointments Flyer](#)

Multilingual COVID-19 Resources and Vaccine Fact Sheets, FDA. [Multilingual COVID-19 Resources | FDA](#)

CDC COVID-19 Toolkit for Migrants, Refugees and Other Limited-English-Proficient Populations.  
[Info for Limited-English-Proficient Populations | CDC](#)

NJDOH Town Hall Recording: Salvando Vidas en Las Comunidades Latinas de NJ con le Vacune Contra COVID-19. ( Reuniones Públicas) [YouTube](#)

NJDOH Video: Let’s Get Vaccinated, Vacunemonos. [Dr. Juan Rojas - \(Spanish\) - YouTube](#)

NJDOH Infographics and Fact Sheets in multiple languages. [COVID-19 Vaccination \(state.nj.us\)](#)

FDA COVID-19 Vaccine Information in Spanish, Chinese, Korean, Tagalog and Vietnamese [Learn More About COVID-19 Vaccines From the FDA | FDA](#)

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## OTHER VULNERABLE GROUPS

Vaccination Telephone Hotline for Senior Citizens (in English and Spanish).  
[Dedicated COVID Vaccine appointments FLYER \(English Spanish\).pdf \(middlesexcountynj.gov\)](#)

Novel Coronavirus Information and Tool.  
[Division of the Deaf and Hard of Hearing \(nj.gov\)](#)

COVID-19 Resources: NJ Council on Developmental Disabilities [njcdd.org](#).

The importance of COVID-19 transmission precautions doesn't end with vaccination, and healthcare organizations should reinforce the need for masking, social distancing and other precautions even as a growing number of New Jersey residents are vaccinated. That includes those who have been vaccinated, since it's believed that those who have been vaccinated may still be able to transmit the virus to others. The science is still evolving, but this is the CDC's current guidance on masking and social distancing post-vaccination:

### **ACCORDING TO THE CDC'S VACCINATION FAQs:**

#### ***Do I need to wear a mask and avoid close contact with others if I have gotten two doses of the vaccine?***

It depends. For now, fully vaccinated people can gather indoors without physical distancing or wearing masks with:

- Other people who are fully vaccinated
- Unvaccinated people from one other household, unless any of those people or anyone they live with has an increased risk for severe illness from COVID-19.

Until more is known, fully vaccinated people should continue to wear masks and stay 6 feet apart from other people in other settings, like when they are in public or visiting with unvaccinated people from multiple households.

Find the full resource: [Frequently Asked Questions About COVID-19 Vaccination](#)

The CDC's guidance for vaccinated individual goes on to advise:

- If you've been fully vaccinated:
- You can gather indoors with fully vaccinated people without wearing a mask.
- You can gather indoors with unvaccinated people from one other household (for example, visiting with relatives who all live together) without masks, unless any of those people or anyone they live with has an increased risk for severe illness from COVID-19.

- If you've been around someone who has COVID-19, you do not need to stay away from others or get tested unless you have symptoms.
- However, if you live in a group setting (like a correctional or detention facility or group home) and are around someone who has COVID-19, you should still stay away from others for 14 days and get tested, even if you don't have symptoms.

Find the full resource:

[When You're Been Fully Vaccinated](#)

### **CONTINUED PRECAUTIONS**

Transmission precautions remain important as vaccination continues. The following NJHA resources are available to promote the importance of masking, social distancing and other transmission precautions:

- [Help Us Help You video](#)

This 27-second video features frontline clinicians encouraging the public to continue protecting themselves – along with caregivers and members of the public – with the message, #HelpUsHelpYou.

- [Wear a Mask video](#)

This 30-second animated video encourages individuals to wear a mask “for all the things you love.”

- Don't Get Lax Now graphic

This social media graphic cautions against relaxing tried-and-true precautions like social distancing, masking and hand washing.

Twitter



Facebook/Instagram



# 7.

## Addendum: Shared Resources from NJHA Members

New Jersey hospitals and nursing homes were the state's first vaccination sites, rolling out the vaccines to their staff and residents in December 2020. Many have now opened their points of dispensing, or PODs, to the public to help protect their communities. Hospitals and health systems have also partnered with the state to manage and staff the state's vaccination mega-sites – all as part of their commitment to moving New Jersey closer to reaching the 70 percent penetration that will help achieve herd immunity.

As part of that effort, these provider organizations have developed, and shared, an array of educational and outreach resources to connect with their communities.

**Note:** Some resources shared via You Tube have a short ad inserted at the beginning. Click “Skip Ads” to go to the resource.

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### GENERAL VACCINATION INFORMATION

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Atlantic Health System #Forward Together [video]  
<https://www.youtube.com/watch?v=hYsiGOzNNxA>

Atlantic Health System Community Conversations  
[Facebook Live recordings]  
<https://www.atlantichealth.org/about-us/stay-connected/news/content-central/2020/covid-19-coronavirus/community-conversations.html>

Deborah Heart and Lung Center: COVID-19 Vaccine: True or False [video].  
[COVID-19 Vaccine: TRUE or FALSE - YouTube](#)

Inspira Health Network: Vaccines: What You Need to Know? [video] [YouTube](#)

Inspira Health Network: Vaccine Hesitancy. [video]  
[Do Your Research Right: COVID-19 Vaccines, Safety & Efficacy | Inspira Health \(inspirahealthnetwork.org\)](#)

St. Francis Medical Center Vaccine Guide [web-based guide] [Guide \(stfrancismedical.org\)](#)

Valley Hospital: Are You Hesitant to Take the COVID-19 Vaccine? [video] [YouTube](#)

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### COMMUNITIES OF COLOR

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Atlantic Health System: A Message That Could Save Your Life & the Lives of Those You Love [video]  
<https://www.youtube.com/watch?v=3ZACDk1MaQM>

CentraState: COVID-19 Vaccine for People of Color. [video] [YouTube](#)

CentraState [video]  
[COVID-19 Vaccine for Hispanic and Latino Communities - YouTube](#)

Cooper University Health Care [video]  
[COVID-19 Vaccine Messages - YouTube](#)

Hackensack Meridian *Health*: COVID-19 Vaccines: What You Need to Know, A Virtual Community Form [webinar]  
[COVID 19 VACCINES: What You Need to Know, A Virtual Community Forum - YouTube](#)

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### PEOPLE OF CHILD-BEARING AGE

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Hackensack Meridian *Health*: No Signs COVID-19 Vaccine Causes Infertility [article]  
<https://www.hackensackmeridianhealth.org/HealthU/2020/12/23/no-signs-covid19-vaccine-causes-infertility/>

Hackensack Meridian *Health*: COVID-19 Vaccine: Should Pregnant or Breastfeeding Women Get It? [article] <https://www.hackensackmeridianhealth.org/HealthU/2020/12/22/covid-19-vaccine-should-pregnant-or-breastfeeding-women-get-it/>

RWJBarnabas Health: COVID-19 Parent Resources [web resource] <https://www.rwjbh.org/patients-visitors/what-you-need-to-know-about-covid-19/covid-19-parent-resources/>

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## OTHER LANGUAGES

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Atlantic Health System, La Vacuna Contra La COVID-19 Es Segura Y Fiable [video]

<https://www.youtube.com/watch?v=ijDY9KjI5Xw>

CentraState [video]

[Información de vacunación para la comunidad hispana/latina - YouTube](#)

Hackensack Meridian *Health*: COVID-19 Vaccines: What You Need to Know – Hindu [webinar] [YouTube](#)

Hackensack Meridian *Health*: COVID-19 Vaccines: What You Need to Know – Korean [webinar] [YouTube](#)

Hackensack Meridian *Health*: COVID-19 Vaccines: What You Need to Know – Spanish [Zoom panel] [YouTube](#)

RWJBarnabas Health: Chinese Medical Program COVID-19 Vaccine [webinar]  
<https://www.rwjbh.org/blog/2021/march/chinese-medical-program-covid-19-vaccine-webinar/>