



Let's Get Vaccinated

Decision Journey

Awareness

Not Sure ... Need More Info?



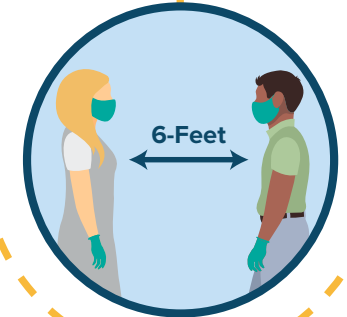
Intent

Register Now. Be Ready.



Follow-Through

Don't Forget. It's Not Over Yet.



Motivation

Saving Community.
Saving Family. Saving Self.



Action

Go On. Show Off.
#Vaccinated



www.covid19.nj.gov/vaccine

General COVID-19 Questions: **2-1-1** | Vaccine Appointment Support: **855-568-0545**

**NJ DEPARTMENT OF HEALTH
STATEWIDE COVID-19 VACCINATION CAMPAIGN
Outreach Messages by Decision Stage**

DECISION STAGE	COMMUNICATION GOALS	CALL-TO-ACTION
Awareness	<ul style="list-style-type: none"> • Educate the public about the involvement of people of color in developing the vaccine. • Explain the involvement of Black and other people of color in the test trials for the vaccine. • Educate the population around the efficacy of the vaccine in people who look like them and have similar healthcare issues, i.e., diabetes, high blood pressure, gout, mental illness • Build on the awareness that COVID vaccines are rolling out on a phased schedule • Generate awareness and traffic to the NJ DOH vaccine landing page: (http://bit.ly/NJCV19Info) 	<ul style="list-style-type: none"> • Recognize the name of Kizzmekia Corbett, PhD from the NIH. • Understand that the Moderna trials included nearly 40% minorities • Produce video piece with Mildred Crump getting vaccinated • Understand when you are eligible • Download the fact sheet • Visit the website
Motivation	<ul style="list-style-type: none"> • Encourage family members to keep each other safe. • Encourage community support and trust your faith leader • Build trust with validators, including those who have already been vaccinated • Raise health literacy through emphasis on facts to help reduce hesitancy • Project “anticipated regret” of potentially missing the opportunity to be vaccinated when your turn comes 	<ul style="list-style-type: none"> • Share social posts on personal networks and use the hashtag #staysafe • Provide leaders with fact sheets and tool kits to share with their congregants • Download the fact sheet • Visit the website

DECISION STAGE	COMMUNICATION GOALS	CALL-TO-ACTION
Intention-Setting	<ul style="list-style-type: none"> • Have family registration sessions where younger members help older members sign up for the vaccine • Have group, church, organization registration sessions led by leaders • Make clear the possible affects of the vaccine • Drive registrations, planning, and appointments • Communicate vaccination logistics, and update with any changes • Provide reminders • Encourage residents to share their plans with others 	<ul style="list-style-type: none"> • Pre-register • Pre-register • Download and share the infographic • Pre-register at the website • Make a plan • Share your plan • Visit the website
Action	<ul style="list-style-type: none"> • Establish vaccine circles to check on each other after getting the first and second doses of the vaccine • Take video of vaccination and share with friends and family members • Truth in vaccination • Demonstrate the growing number of people vaccinated • Address side effects as a normal and expected occurrence • Address lingering concerns of late adopters • Encourage those who are vaccinated to share their experiences 	<ul style="list-style-type: none"> • Set up family chat groups and closed circles • Share video with hashtag #vaccinated • Factoids are shared • Don't miss your appointment • Know the normal symptoms of the vaccine • Visit the website
Follow-Through	<ul style="list-style-type: none"> • Reinforce importance of the second dose • Reinforce continued need for public health measures such as masking and distancing • Share success stories • Prepare for reintegration into post-COVID life 	<ul style="list-style-type: none"> • Get your second dose • Continue to practice public health measures • Visit the website