



Let's get vaccinated, NJ!

What you need to know about the COVID Community Corp
June 1, 2021



Who are NJ's CCC members?

Corps members are **diverse volunteers** from all walks of life including **students, caretakers, and frontline workers**;

Volunteers come from an array of New Jersey communities, and have an **interest in public and population health and community advocacy**;

Many Corps members have a history of **volunteerism**, and are **members of other community-based and faith-based organizations**;

In addition, many Corps members and their families, friends, and neighbors have **directly experienced the impact of COVID-19**.

Who can join the NJ CCC?

The CCC is open to **18+ individuals** who are excited to learn more about **public and population health, community outreach, and COVID-19 education**.



The COVID Community Corps is committed to matching corps members to communities by geographical location and language preference.

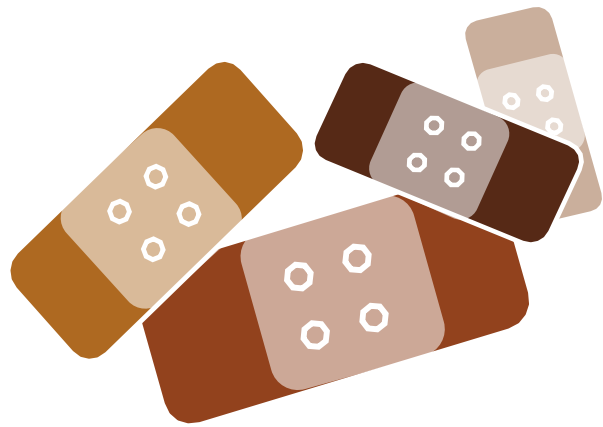
NJ's CCC mission and outreach approach

NJ CCC's mission is to increase public confidence in and uptake of COVID-19 vaccines in underserved communities across NJ.

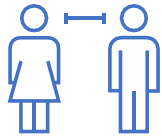
NJ's CCC has a three-prong outreach approach:

- **Education:** Train trusted community members on **COVID-19 disease burden, vaccine updates, and pathways to vaccine registration**.
- **Navigation:** **Assist vulnerable populations** (e.g., minority groups, underserved communities, limited English proficiency populations, and individuals with limited technology and/or low proficiency) **with the vaccination process**.
- **Activation:** **Reduce vaccine hesitancy** among immigrant and minority populations through **meaningful community partnerships and localized virtual and physical outreach**.





Role of the COVID Community Corps



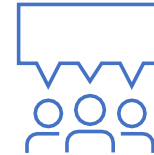
Share COVID information

Educate and address questions related to COVID-19 safety, testing, contact tracing, vaccination and social support



Assist along vaccine journey

Assist community members with registration, scheduling and second dose reminders for COVID-19 vaccination on state online registration system (e.g., NJVSS¹)



Track user experience

Relay community response and concerns to NJ DOH, to continually improve ongoing community initiatives



Conduct proactive outreach

Conduct outreach to disseminate information across communities, particularly hard-to-reach groups

COVID Community Corps outreach

Methods



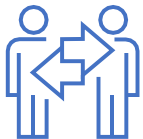
Phone calls
/Texts



Emails



Social media



Face-to-face



Printed materials

Locations



Point of Dispensing



Community
offices or houses
of worship



Local Health
Departments



Food kitchens



Grocery stores



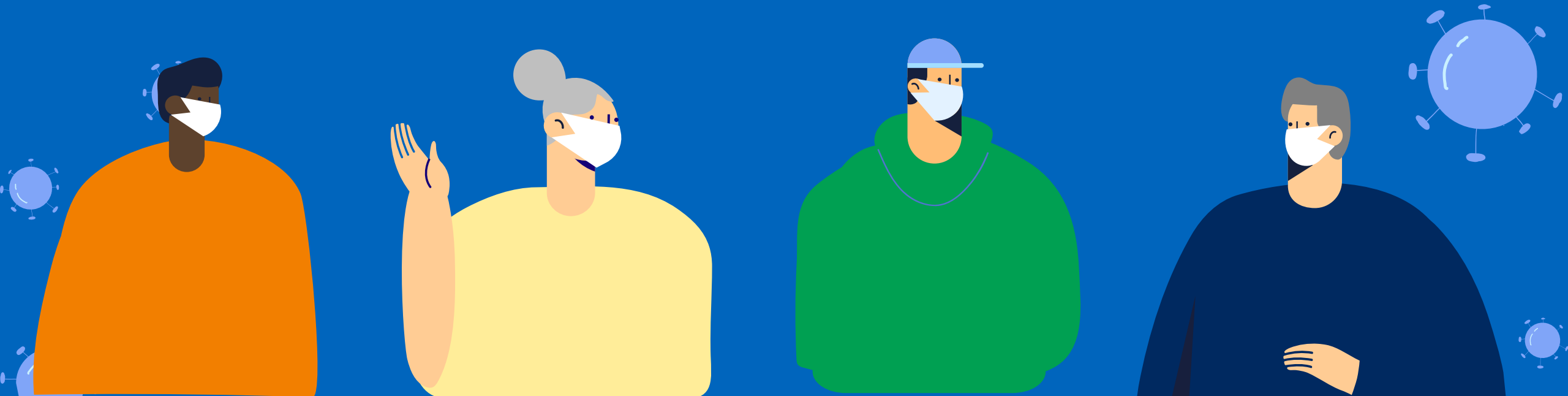
Public transit



- Corps members will **target their outreach methods** and locations to the **needs of their communities**
- The COVID Community Corps is **committed to matching corps members to communities** by geographical location and language preference

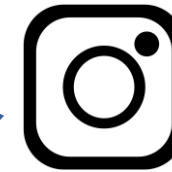
The COVID Community Corps (CCC) trains trusted community members to **educate** and **deliver** COVID-19 vaccination **information** and **navigation** support to underserved communities in the State of New Jersey.

1000 - Registered for Training
800 - Trained for Virtual Outreach & Vaccine Registration
200 - Available for in-person outreach



Join CCC and help us **spread the word!**

The COVID-19
vaccine is **safe,
effective, and free**
for all



@NJDeptofHealth

#VaccinesWork

#LetsGetNJVaccinated

CCC Facebook:

<https://www.facebook.com/COVIDCommunityCorps>

CCC website

<https://covid19.nj.gov/pages/communitycorps>