NJ COVID Community Corps

Call for library outreach

August 18th, 2021
## Progress to vaccinate the Hispanic/Latino population

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Proportion of total NJ population</th>
<th>Proportion of COVID-19 vaccinations in NJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td>48%</td>
</tr>
<tr>
<td>Asian</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Black/African American</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>9%</td>
</tr>
<tr>
<td>Unknown</td>
<td>0%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Hispanic/Latino residents make up 20% of all New Jersey residents and 16% of those vaccinated in NJ.

Source: [https://www.doh.state.nj.us/doh-shad/indicator/complete_profile/Demographics.html](https://www.doh.state.nj.us/doh-shad/indicator/complete_profile/Demographics.html), NJIIS, Vtrcks
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.

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., NJVSS\(^1\))

**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

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1. NJVSS: New Jersey Vaccine Scheduling System
## COVID Community Corps outreach

<table>
<thead>
<tr>
<th>Methods</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone calls /Texts</td>
<td>Point of Dispensing</td>
</tr>
<tr>
<td>Social media</td>
<td>Community offices or houses of worship</td>
</tr>
<tr>
<td>Emails</td>
<td>Community offices or houses of worship</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>Local Health Departments</td>
</tr>
<tr>
<td>Printed materials</td>
<td>Food kitchens</td>
</tr>
<tr>
<td></td>
<td>Grocery stores</td>
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<tr>
<td></td>
<td>Public transit</td>
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</tbody>
</table>

- 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**

Confidential, preliminary, pre-decisional, and deliberative. Content is descriptive only and is not meant to constitute legal, clinical, or policy advice.
**How can libraries participate in community outreach?**

<table>
<thead>
<tr>
<th>Support</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host resource tables</td>
<td><strong>Host a resource table for volunteers at your location</strong> to:</td>
</tr>
<tr>
<td></td>
<td>▪ Raise awareness about nearby vaccination sites, help residents schedule appointments, and answer any questions about the COVID-19 vaccine</td>
</tr>
<tr>
<td>Spread the word</td>
<td><strong>Provide education and awareness to members of your library through:</strong></td>
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<tr>
<td></td>
<td>▪ Prevalent posters and flyers handed out to those visiting your location</td>
</tr>
<tr>
<td>Host information sessions</td>
<td><strong>Host education sessions to spread awareness of CCC:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Encourage others within your community to join the CCC efforts</td>
</tr>
<tr>
<td>Be a volunteer lead</td>
<td><strong>Become a volunteer lead yourself!</strong> Would love to welcome students, staff and parents as volunteer leads!</td>
</tr>
</tbody>
</table>
How can libraries independently provide outreach?

**Resources CCC can provide**

- Potential volunteer outreach verbiage
- Images to share through social media
- Flyers to post and distribute onsite
- Materials for in-person information
- Materials for resource tables

**Library next steps**

- Utilize current listing of emails to recruit more volunteers
- Post to current social media accounts to raise awareness among your members
- Post flyers in high traffic areas onsite and distribute when members check out materials
- Host information sessions and in person sessions using provided materials
- Set up table and chairs to provide area to canvass at
- Print provided materials to distribute

- Libraries can operate independently within COVID community corps to continue outreach to their population
- Independent operation will include support from CCC in terms of materials and direction
Why should you join the cause?

“I was able to make school safer for my child by increasing vaccine coverage rate”

“I was able to add it to my resume for my school application”

“I was able to educate my community on COVID-19”
Questions?

For any follow-ups, contact Nayeli.Salazar@doh.nj.gov

Visit https://covid19.nj.gov/pages/communitycorps for updates and sign-up links
Join CCC and help us spread the word!

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

@NJDeptoHealth
#VaccinesWork
#LetsGetNJVaccinated
CCC Facebook: https://www.facebook.com/COVIDCommunityCorps
CCC website: https://covid19.nj.gov/pages/communitycorps