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Dear Faith-Based Organization Leader:

Communities across New Jersey are now gaining access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Faith-Based Organizations was created to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials. The following is a list of the materials included in this toolkit:

- **Introductory letter:** Send this letter to encourage your affiliated faith-based organizations to review and use the toolkit materials.
- **Letter to organizations and community leaders:** Provide this template letter to organization and community leaders to help spread the message about the benefits of COVID-19 vaccination.
- **Letter to members:** Customize this letter with your congregation's letterhead and your signature. Use this letter as a "call to action" for members to learn about the COVID-19 vaccines and to get vaccinated.
- **Frequently Asked Questions:** Provide this information to congregants to help answer their vaccine questions. Consider using this information for an article in your congregation's newsletter or posting it on your website.
- **Sample social media messages:** Use these sample messages for communicating via social media.

The following flyers and infographics can be placed within your congregation or shared electronically.

- **Tips for Faith-Based Communities**
- **COVID-19 Quick Facts**
- **COVID-19 Vaccine Quick Facts**
- **COVID-19 Vaccine Second Dose Information**
- **COVID-19 Are You Fully Vaccinated?**

- COVID-19 Vaccine and Fertility Questions
- Registering for the COVID-19 Vaccine

- COVID-19 Quiz Game Instructions and Discussion Guide *(Use this guide for instructions on how to use the quiz game. The quiz game is a PowerPoint presentation separate from this toolkit.)*
- Resource List

Along with these materials, use these key messages about COVID-19 vaccines to educate your communities:

- COVID-19 vaccines are safe and effective.
- The most common side effects are 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, practicing social/physical distancing, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and **getting vaccinated**.

Learn more about COVID-19 vaccines here: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines.html>.

When you support COVID-19 vaccination, you are helping to protect against COVID-19 in your community. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated. Refer members to <https://covid19.nj.gov/faqs/nj-information/slowing-the-spread/where-how-and-when-can-i-get-vaccinated> to learn more about the vaccine registration process.

The toolkit may be expanded to include more materials in the future, so please check frequently for updates at https://www.state.nj.us/health/cd/topics/covid2019_vaccination.shtml and <https://covid19.nj.gov/pages/vaccine>.

We greatly appreciate your support!