

*for each other*  
*for us all.*



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Community Toolkit for COVID-19 Testing and Contact Tracing Education Campaign  
V2: Winter 2020/2021

# Welcome

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WHENEVER POSSIBLE,  
WHEN SHARING  
THIS CONTENT, PLEASE  
LINK TO THIS  
NJ DOH LANDING PAGE:

ENGLISH

SPANISH



**This is a community toolkit developed for the New Jersey Department of Health as part of the State's effort to educate New Jerseyans about the importance of COVID-19 testing, contact tracing, and other safe behaviors.**

We're pleased to provide you with this digital toolkit that contains shareable content local departments of health and other community leaders can distribute to their networks and in their communities. This toolkit includes static images, videos, and audio ads, including assets translated to Spanish, Simplified Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, Arabic, and Marathi. This content is formatted so it is easily sharable via digital means.

We hope that this toolkit provides to you and your community the assets you need to ensure our entire state learns how testing and contact tracing are critical in the fight against COVID-19.

# Video Ad Set – Take it From Us

## Take it From Us

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

## English



## Spanish



# Video Ad Set – Testing and Tracing (Local Leaders)

## Testing and Tracing (Local Leaders)

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**



**Javier Robles • English**



**Javier Robles • Spanish**



**Rev. Melvin Wilson • English**

# Video Ad Set – Testing Explainers

## Get Tested and Testing Explainer

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**



**Get Tested • English**



**Get Tested • Spanish**



**Testing Explainer • English**

# Digital Ad Set – App Message

## Get Updates

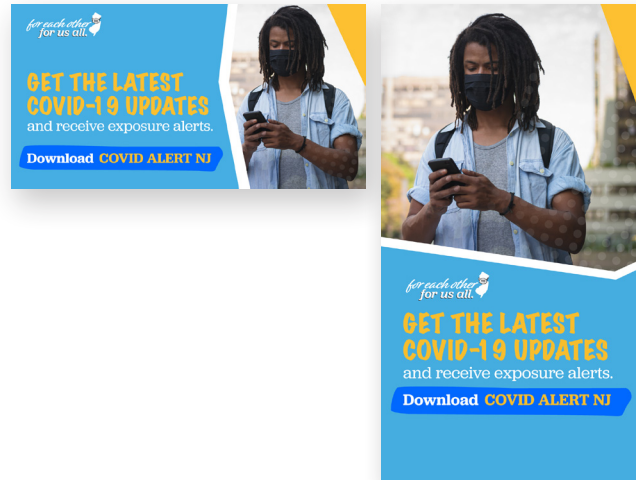
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

### AVAILABLE IN:

English    Portuguese  
Arabic    Simplified Chinese  
Gujarati    Spanish  
Hindi    Tagalog  
Italian  
Korean  
Polish

## English



## Translation



# Digital Ad Set – App Message

## Exposed

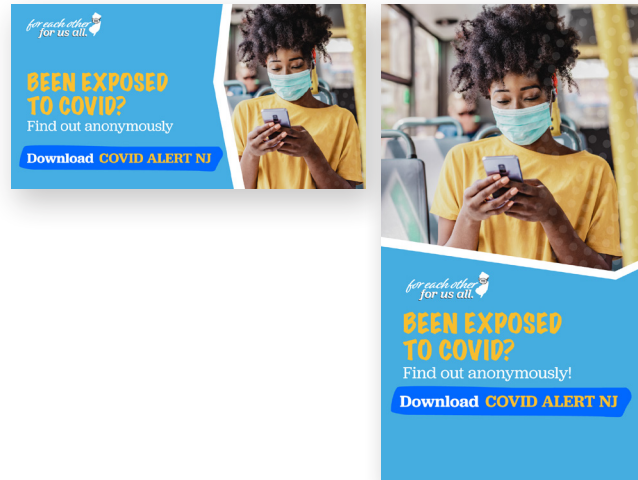
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

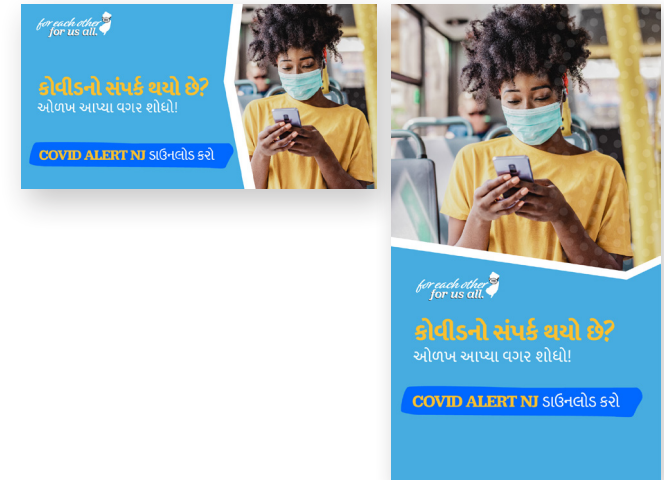
### AVAILABLE IN:

English    Portuguese  
Arabic    Simplified Chinese  
Gujarati    Spanish  
Hindi    Tagalog  
Italian  
Korean  
Polish

## English



## Translation





# Digital Ad Set – Testing Message

## No Symptoms

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

AVAILABLE IN:

English

English





# Digital Ad Set – Testing Message

## Community

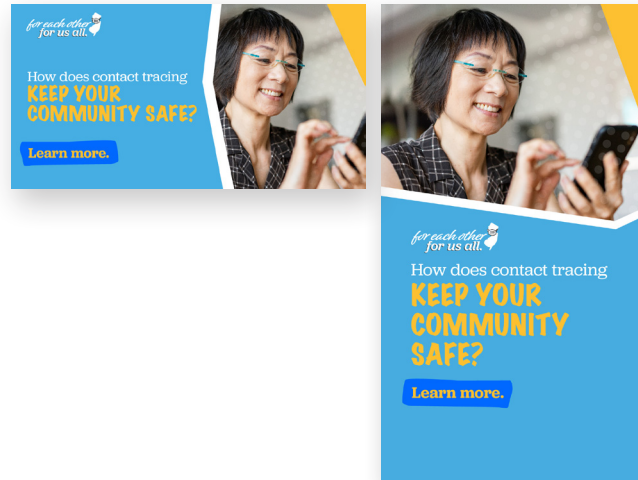
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

### AVAILABLE IN:

English  
Gujarati  
Hindi  
Korean  
Simplified Chinese  
Tagalog

## English



## Translation



# Digital Ad Set – Testing Message

## Seeing People Outside

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

AVAILABLE IN:

English

English



# Digital Ad Set – Testing Message

## End of COVID

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

AVAILABLE IN:

English

English



# Digital Ad Set – Contact Tracing Message

## Exposed

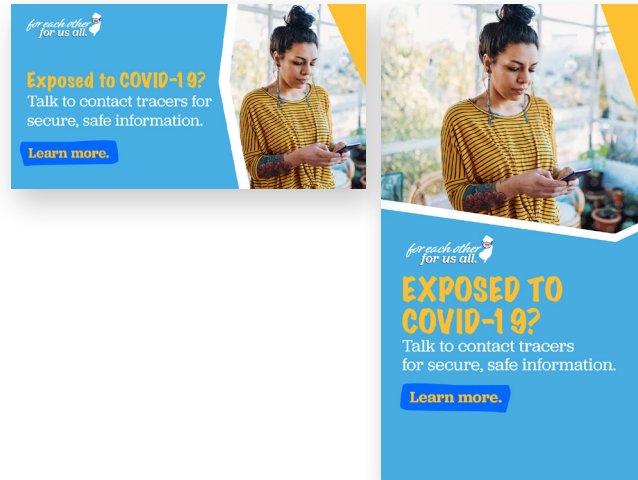
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

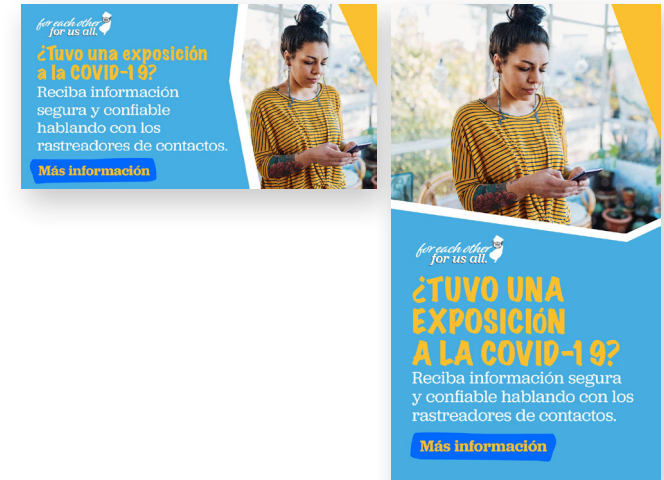
AVAILABLE IN:

English  
Spanish

## English



## Translation



# Digital Ad Set – Contact Tracing Message

## Community

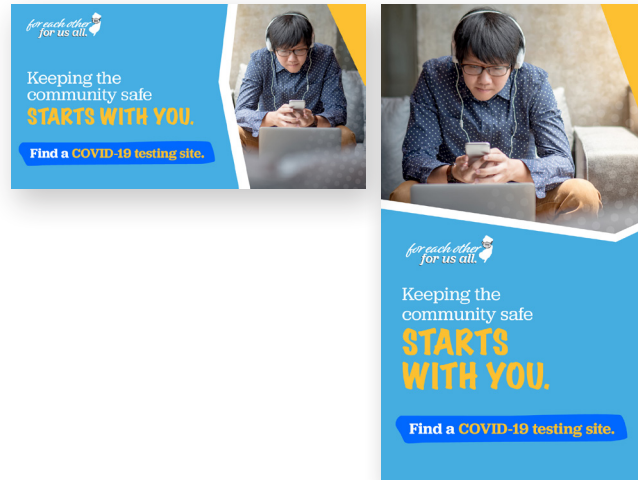
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

### AVAILABLE IN:

English  
Gujarati  
Hindi  
Korean  
Simplified Chinese  
Tagalog

## English



## Translation



# Digital Ad Set – Contact Tracing Message

## Not Spam

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

AVAILABLE IN:

English

## English





# Digital Ad Set – Safe Behaviors Message

## Mask Up

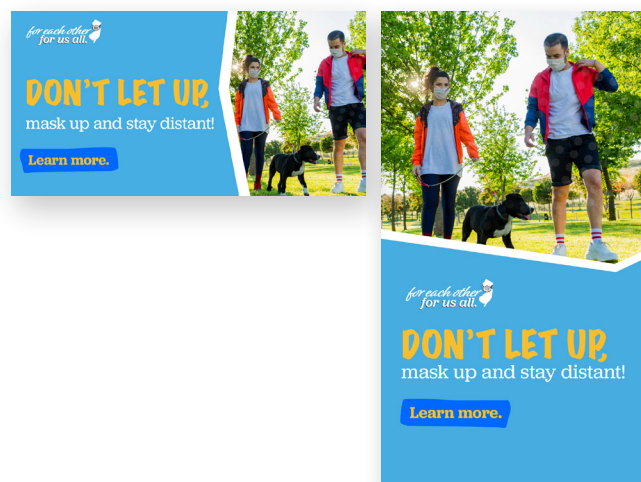
USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

### AVAILABLE IN:

English    Portuguese  
Arabic    Simplified Chinese  
Gujarati    Spanish  
Hindi    Tagalog  
Italian  
Korean  
Polish

## English



## Translation



# Digital Ad Set – Safe Behaviors Message

## Vaccines

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

**CLICK TO  
ACCESS AD SET**

AVAILABLE IN:

English

English



# Banner Ad Set

## Testing and App Messages

USE THE BUTTON BELOW  
TO ACCESS ADS SIZED  
FOR SOCIAL MEDIA FEEDS  
AND STORIES.

CLICK TO  
ACCESS AD SET



# Radio Ad Set

Take it From Us

USE THE BUTTON BELOW  
TO ACCESS RADIO.

**CLICK TO  
ACCESS AD SET**

English

Spanish

Marathi

Cantonese

Korean

Hindi

Gujarati

Mandarin

# Thank You!

*for each other*  
*for us all.*

