



MAYORS WELLNESS CAMPAIGN

Vaccination and Immunization:

Information and Resources for Increasing Vaccination Rates in Your Community

In the past year, preventative care rates, including routine vaccinations, have dropped significantly. According to the [2020 America's Health Rankings](#), New Jersey is 45th in the country for influenza vaccination rates. As health emergency restrictions are lifted, it is important that New Jersey residents receive not only the COVID-19 vaccine, but also return to recommended immunizations. Here are resources and information you can use to support and protect your community.

Why Vaccines Are Important:

Vaccines protect against the spread of contagious, dangerous, and deadly diseases. The [World Health Organization](#) explains that when someone is vaccinated, they are very likely to be protected against the targeted disease. But not everyone can be vaccinated. These people can still be protected if they live in and amongst others who are vaccinated. Higher vaccination and immunization rates protect the entire community.

Childhood Immunizations:

As a result of the pandemic, [two-thirds of kids are behind on regular immunizations](#). This becomes an even greater risk as children return to schools. The summer is the perfect time to encourage residents to get their children caught up on preventative care including routine vaccinations. Parents can use this [What to Expect Guide To Well-Baby Visits & Immunizations](#) to see the immunization schedules for children up to two years old and this [guide from the CDC](#) for the adolescent schedule. The Partnership for Maternal & Child Health of Northern New Jersey also has [resources in Spanish](#) to help educate residents, including a [short video](#) from Power to Protect NJ.

COVID-19 Vaccine:

Some people are unsure about whether to receive the COVID-19 vaccine. It's important to help people get accurate information so that they can make an informed decision. Help combat residents' concerns by sharing information from the Centers for Disease Control and Prevention on [myths and facts](#) regarding the COVID-19 vaccine. Information is changing constantly; it is important to get the most up-to-date resources. Help residents access one of the many [locations providing vaccinations](#) without an appointment and ways to get free transportation to their vaccine appointment.

What You Can Do:

- Educate your residents through your Mayors Wellness Campaign by sharing trusted information on why vaccines and immunizations are so important. Partner with your school district and other local organizations. Each organization can spread the word on its website, social media, and newsletters.
- In partnership with your local health departments, schools, senior centers, and local health care systems, primary care offices, and pharmacies hold a vaccination event in your community.
- Contact MWC Program Officer Julie DeSimone at jdesimone@njhcqi.org for assistance implementing these ideas and to let us know about your community events so that we can share them with others, or to get more information.

Additional Resources:

- The de Beaumont Foundation created a resource to help with vaccine education and outreach. Use the [one-pager](#) to identify the most effective language to use in your outreach.
- Check out this comprehensive [Power to Protect Toolkit](#) for resources to share with your community on the importance of the influenza vaccine.
- Encourage residents to keep track of their vaccinations using this [vaccination wallet card](#).