

# Reducing Health Disparities by Connecting New Jersey Communities with Testing/Vaccination Services



New Jersey Department of Health

## Strategy 1 Testing/Vaccination Services

### Strategy 1 Activities

- Expanded site hours
- Coordinate appointments and transportation to testing/vaccination services
- Implement mobile units and/or pop-up sites
- Offer hygiene kit incentives
- Partner with faith-based and community-based organizations

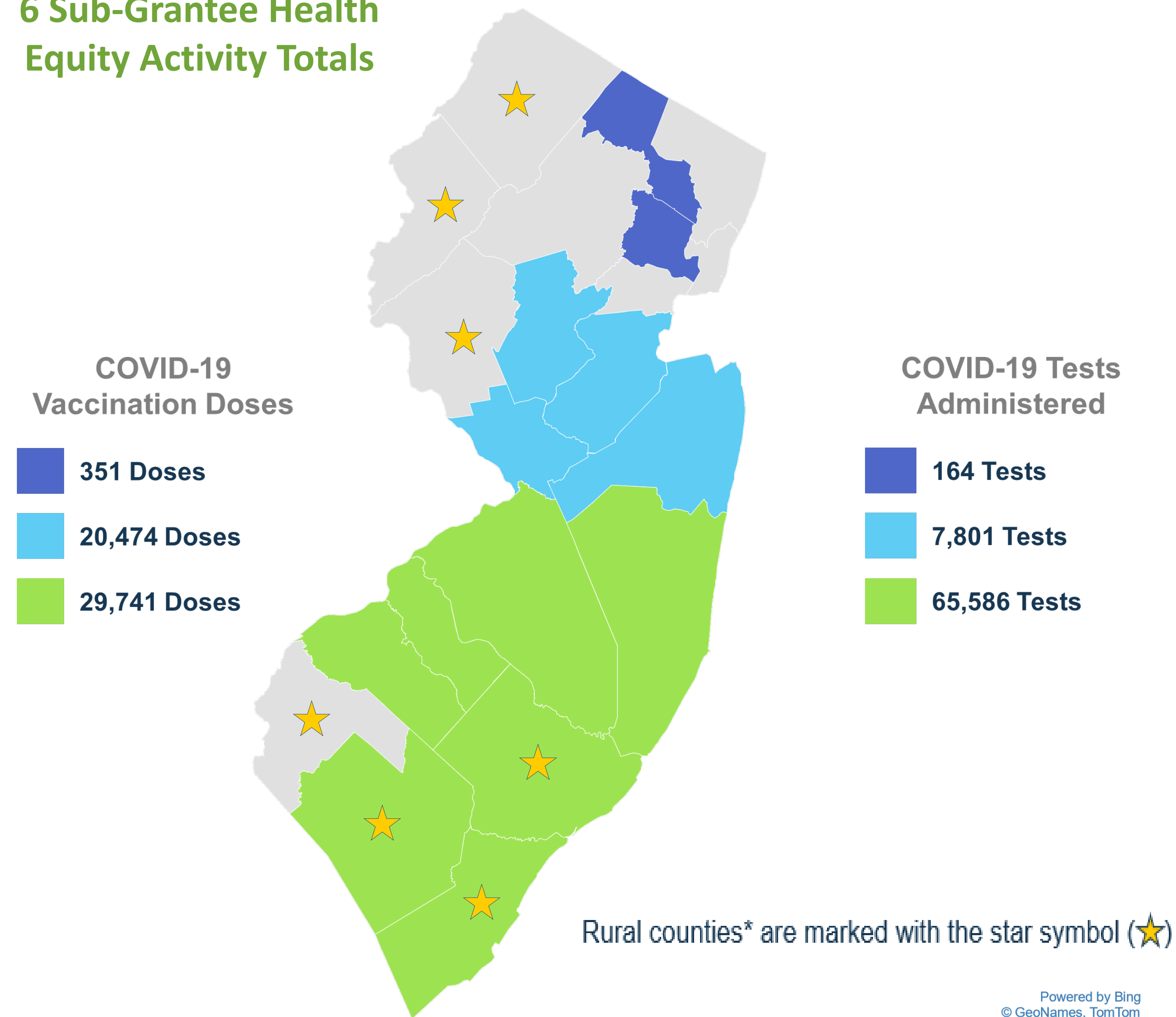
### Successes

- Expanded hours improves access to services
- Canvass prior to events
- Utilize bilingual staff
- Create culturally appropriate educational materials
- Distribute flyers, social media post, mass emails/test messages, phone calls
- Integrate other health-related services and screenings
- Develop sub-grantee data profiles for program evaluation
- Timely hiring of staff: shifting designation of staff positions; sign-on and retention bonuses; per-diem staff

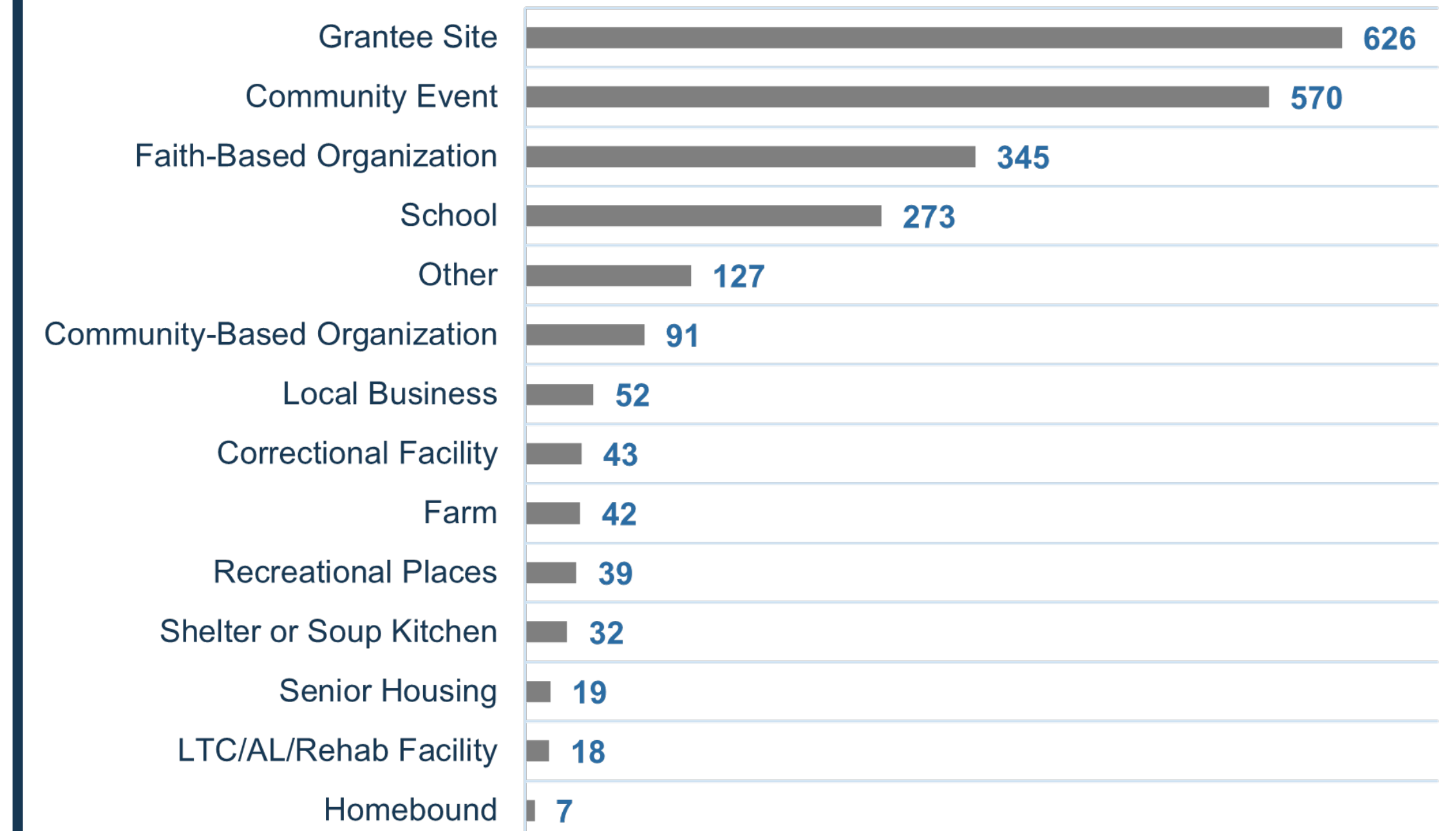
### Barriers

- Hiring staff
- Vaccine hesitancy/misinformation
- Reduced demand for COVID-19 vaccine/testing services (availability of OTC tests)
- Demographic data collection: NJ does not require demographics for testing
- Commercialization: limited access to COVID-19 vaccines
- Low community engagement due to COVID-19 fatigue

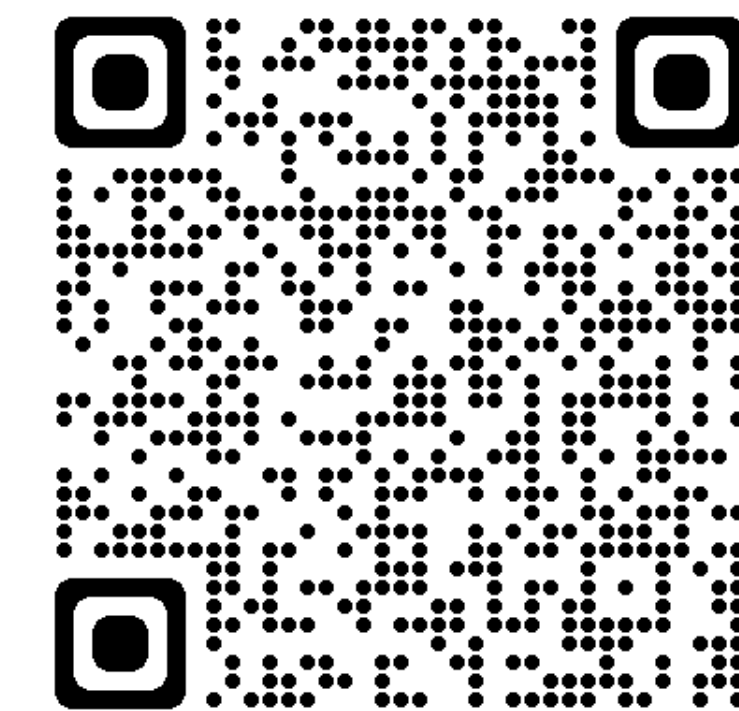
### 6 Sub-Grantee Health Equity Activity Totals



### Total Events\* by location (N=2,284) for all sub-grantees



Scan here to view a vaccine education video



### Rural Activities

