



# App adoption campaign: Targeted outreach

**CONFIDENTIAL**

September 2020

## Proposed objectives of this document

- Provide overview of COVID Alert NJ (exposure notification app) and how it works
- Share COVID Alert NJ development and launch timeline
- Seek and align on support for COVID Alert NJ adoption campaign, particularly targeted outreach to key organizations in the next week

# Considerations for COVID Alert NJ and traditional contact tracing

## *Benefits of traditional contact tracing*

Case interviews can provide greater **understanding of context and associated locations**

Community contact tracers may be able to build **deeper trust**

Can better understand and **link relevant support services**

### *However...*

Highly reliant upon incoming **data availability and accuracy**

Depends on the **case's memory and familiarity** with the contacts

Requires a **sizeable workforce** to fully trace all cases and contacts



## *Benefits of COVID Alert NJ*

Can alert **contacts that cases do not know and/or remember**

**Scalable** – lower manual workforce required to support contact tracing efforts

**Empowers users** to participate in contact tracing, particularly younger adults who are less cooperative with traditional tracing

Can **enable better analytics** for outbreak response

**Interoperable** with other exposure notification apps in the region (e.g., NY, PA, DE)

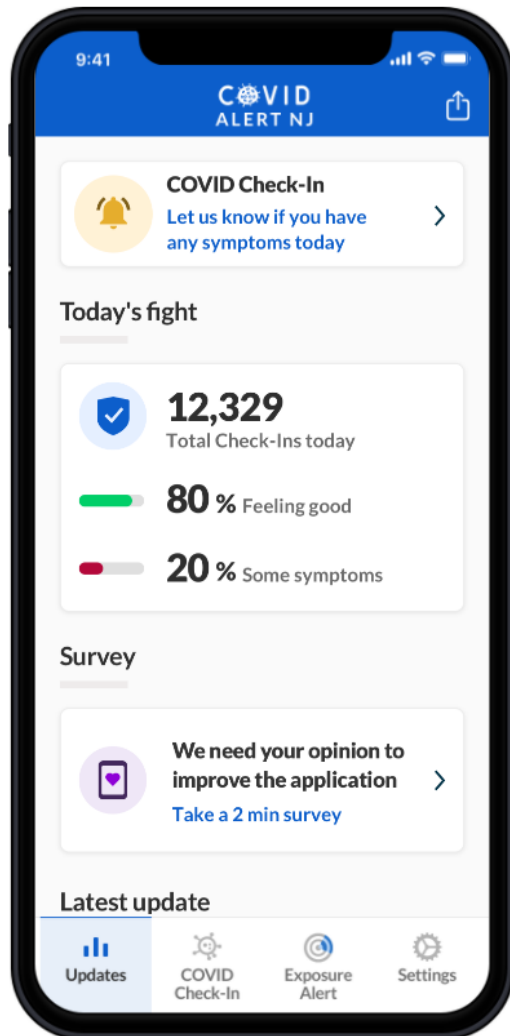
### *However...*

Needs critical mass **download**

May **miss context** for cases

**State's traditional contact tracing, testing and isolation efforts are maintained to collectively contain the spread of COVID-19**

# Overview of COVID Alert NJ



## What is COVID Alert NJ?

- A **free and secure mobile phone app** that **can anonymously alert users if they have been in close contact with someone who has tested positive for COVID-19<sup>1</sup>**
- It will also provide users with up-to-date information on NJ reopening news, key COVID-19 metrics, and a user-friendly symptom tracking tool

## Why should New Jerseyans use COVID Alert NJ?

- To **be alerted** if they have been in close contact with another app user who has tested positive for COVID-19 – **even if that person is a stranger**
- To **track their symptoms** and get guidance on how to protect themselves and others
- To be able to **anonymously warn other app users** they were in close contact with if they tested positive for COVID-19 – especially people they do not know or remember being in close contact with (e.g., during bus/train ride, in public places)
- To monitor the latest **information and statistics** related to the COVID-19 pandemic
- To **reach DOH contact tracers** and be connected with support services (*this feature will be included post-launch*)

<sup>1</sup> If this individual who tested positive also has the COVID Alert NJ app  
Preliminary, pre-decisional, and deliberative. Based on input provided by State agency leaders and staff, to date, and subject to change. Content is descriptive only and is not meant to constitute legal, clinical, or policy advice.

# How COVID Alert NJ's exposure notification works

## 1

**Download** COVID Alert NJ on the App Store or Google Play Store. Opt-in to receive “**Exposure Notifications**”



## 2

As you go about your day, the app will use Bluetooth to sense any “**close contacts**”— other app users who are within 6 feet of you for more than 10 minutes



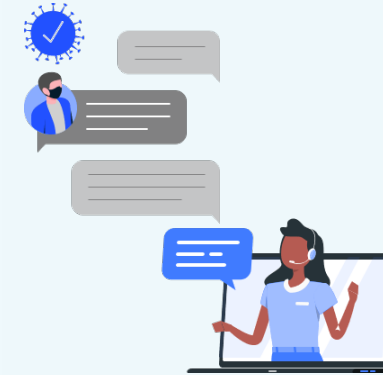
## 3

When your app senses a close contact, your phone will **exchange a secure random code** with the close contact's phone. It's important to note that your location and name are never disclosed



## 4

If you **test positive for COVID-19**, a public health representative will call you and ask if you're willing to anonymously notify your “close contacts” by uploading your app's close contact codes



## 5

Each day, the app will compare your list of close contact codes to the list of codes associated with positive COVID-19 app users. **If there's a match you will get an Exposure Alert**, along with appropriate next steps



# NJ DOH will provide marketing toolkit to partnering organizations – *non-exhaustive*

## Sample campaign assets/materials (*under development*)

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- Social media posts, tiles and cut outs (e.g., Facebook profile photo frames, Instagram panels, etc.)
- Vertical display (e.g., infographic posters, flyers)
- Horizontal display (e.g., in-store banner, internal newsletter banner)
- Online video, audio/radio clip

**Materials can be accessed at:**  
**[covid19.nj.gov/apptoolkit](https://covid19.nj.gov/apptoolkit)**

Organizations can **select best version** of the materials **and customize** for their audience/ members/ employees/ consumers

Organizations can also **consider creating their own endorsement posts/ads for COVID Alert NJ**

## Potential next steps for organizations – *for discussion*

- Indicate if you / your organization is interested to support by emailing [COVIDapp@doh.nj.gov](mailto:COVIDapp@doh.nj.gov)
- Once COVID Alert NJ community toolkit is ready, please adapt, customize, and distribute the materials to your organization's audience/ members/ employees/ consumers
  - Access the community toolkit via [covid19.nj.gov/apptoolkit](https://covid19.nj.gov/apptoolkit)
- Provide NJ DOH with feedback / input to help drive COVID Alert NJ adoption among New Jerseyans and contribute to containing the spread of COVID-19

