Preventing Mpox Resurgence by Increasing Vaccine Confidence & Community Immunity Through CBO Partnerships

Prospective Applicant Call | June 23, 2023
Agenda

1. Introduction
2. Funding Opportunity Description
3. Eligibility and Evaluation Criteria
4. Application & Submission Information
Housekeeping

• All participants are muted.

• If you have a question, please submit it through the Q&A function. The CDCF team will document the question. All questions and their corresponding answers will be shared after the call on the CDC Foundation RFP webpage under this funding opportunity.
  
  ▪ Questions will not be answered live to ensure the most accurate response is provided.

• If you are unable to submit through the Q&A function, please send your question to mpoxvaccine@cdcfoundation.org.

• The call will be recording for internal purposes; however, only the slides and Q&A document will be shared on the CDC Foundation RFP webpage.
Established by Congress, the CDC Foundation is an independent, 501(c)(3) public charity. The CDC Foundation helps save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations and individuals to protect the health, safety and security of America and the world.

• We have launched more than 1,300 programs and raised over $1.9 billion through partnerships with philanthropies, corporations, organizations, governments and individuals.

• We take on health challenges ranging from cancer to cardiovascular disease, HIV to maternal health, and health equity to emergency responses, like Ebola or COVID-19.

For more information, visit https://www.cdcfoundation.org/our-story
Background and Need

In 2022, there was an outbreak in the United States of a rare disease caused by the mpox virus. This virus is in the same family as smallpox. While the outbreak has since slowed, there is a risk of resurgence, especially without a focus on vaccinating those at risk with the JYNNEOS vaccine, which is a 2-dose vaccine that provides the best protection against mpox with both doses.

- Although approximately 1.2 million vaccine doses have been administered, only 23% of the population at risk has been fully vaccinated nationally.

- During the 2022 mpox outbreak in the US, people from racial and ethnic minority groups accounted for 2/3rds of cases, but only a low proportion of persons receiving vaccines.

- In May 2023, a cluster of mpox cases was reported in the Chicago area which reinforces the need for a focused effort on increasing vaccine confidence and community immunity by sharing JYNNEOS vaccination education and culturally relevant approaches.
Funding Opportunity Description
Community-based organizations (CBOs) who work with at-risk communities, including MSM, trans, HIV+, and LGBTQIA+ individuals/communities, are uniquely situated to ensure meaningful impact on health outcomes by being a trusted resource.

These organizations often are led by people with lived experience and an understanding of the community in which they work and are vital to building local capacity, fostering collaboration, and creating feelings of ownership.

By partnering with CBOs across the country, CDC Foundation seeks to assist in increasing second-dose coverage and closing equity gaps to reduce the risk for mpox resurgence in the United States by supporting efforts to implement a wide range of innovative, culturally appropriate, and situationally sensitive mpox vaccination confidence and prevention education strategies to prevent a resurgence.
• *Increased* availability of accurate information about the safety and effectiveness of the mpox vaccine delivered in innovative and culturally appropriate ways.

• *Increased* mpox vaccine confidence, access, and uptake in at-risk communities including MSM, trans, HIV+, and LGBTQIA+ individuals/communities as well as in Black and Hispanic communities.
Vaccine Confidence Strategies

CDC Foundation is supporting CBOs in this effort to implement strategies including:

- Partnering with trusted messengers
- Building trust in healthcare and health systems
- Ensuring equity and fairness
- Normalizing mpox vaccination with families, friends, and work
- Empowering vaccine recipients
- Building trust in vaccination spaces and providers
- Erasing structural and practical barriers
- Confronting mis/disinformation, rumors, and info gaps
Project Indicators Include:

- Number of communication products developed
- Number of campaigns developed
- Number/types of events held to raise awareness of mpox vaccines
- Number and types of local leaders and community members trained
- Number and types of local leaders and community members reached
- Change in mpox vaccine knowledge by priority audience
- Number of people receiving mpox vaccinations (first and second dose(s))
- Number of mpox vaccination referrals provided
- Demographic information of individuals receiving mpox vaccinations
Roles & Responsibilities: Working Together

**CDC Foundation**
- Executes agreements with subrecipients, consultants and vendors.
- Manages project deliverables, reporting, capacity building efforts and facilitates communication across stakeholders.

**CBOs**
- Implement project activities at the community level.
- Share expertise, lessons learned, & success stories.
Expectations & Deliverables

• Participate in regularly scheduled conferences calls with other awardees and subject matter experts to share progress on activities and discuss lessons learned.

• Submit mid-project narrative report to describe: Project progress, event and activity metrics, lessons learned, successes, challenges, and partnerships built.

• Submit final narrative report to describe: Stakeholder collaboration, successes, challenges, lessons learned, event and activity metrics (i.e., number of event participants, number of partner meetings held, etc.).
Federal Funding Information

The resulting awards will be supported, entirely or in part, by federal funding through a Cooperative Agreement between the CDC Foundation and the CDC. Due to this being federal funding, additional subaward requirements will be communicated to selected applicants.

Budgets should clearly demonstrate how funding will be used to implement proposed project activities and achieve desired impact. The final award amounts will be contingent on the submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.

Please note that:

• Budgets must be between $25,000 - $100,000. **Total budgets cannot exceed $100,000.**

• These agreements will be paid on a cost-reimbursable basis.

• The time period for implementation is up to 8 months (September 1, 2023 – April 29, 2024). Projects may be shorter, if needed, but they cannot go past April 29, 2024.
Allowable Vs. Unallowable Costs

WHAT WE WILL FUND

Funded services may include:
• Social media campaigns
• Radio broadcasts
• Television spots
• Dating app campaigns
• Billboards

Allowable costs may include:
• Gift card incentives ($25 or less incentive threshold)
• Transportation assistance (Uber, Lyft, public transit vouchers)
• Personal protective equipment (masks, gloves, wipes, and gowns)

WHAT WE WILL NOT FUND

• Payments to clinicians for patient care
• Vaccine procurement
• Vaccine administration costs
• Medical Tools/Equipment
• General, ongoing operating costs, unrelated to funding opportunity objectives
• Capital improvements, unrelated to funding opportunity objectives
• Political/lobbying activities
Eligibility and Evaluation Criteria
Eligibility Information

To apply, an organization must:

• Be headquartered in the United States
• Be a nonprofit tax-exempt under section 501(c)(3) or qualify for exemption under an IRS code other than 501(c)(3),
• Have a Unique Entity ID (UEI) issued by SAM.gov (see Get Started with Registration and the Unique Entity ID for additional information on obtaining a UEI)
• Be in good financial standing and have sustainable operations,
• Be in existence for a minimum of 3 years
• Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations
Who is Eligible?

Eligible Organizations Include:

- Associations
- Faith-based Groups
- Advocacy Organizations
- LGBTQ+ Serving Organizations
- Sexual Health Clinics
- Universities
- Syringe Service Programs (SSPs)
- AIDS Service Organizations (ASOs)
- Social Organizations with the Capacity to Engage and Educate Communities

Ineligible Organizations Include:

- Hospitals
- State & Local Health Departments
- School Districts or their Fiscal Agents
Priority Consideration

• Applicants who are from a minority-led organization will be awarded additional bonus points by the CDC Foundation review panel.
  
  o Minority-led is defined as an organization where 51% or more of overall staff, board members and volunteers in all levels of the organization are people who identify as racial/ethnic minorities.

• Additional points will also be awarded to organizations in jurisdictions where the percentage of population eligible to be vaccinated is below the threshold of 30%.
  
  o See here for more information on which jurisdictions have below a 30% vaccination coverage: https://www.cdc.gov/poxvirus/mpox/cases-data/mpx-jynneos-vaccine-coverage.html
Evaluation Criteria

<table>
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<tr>
<th>Component</th>
<th>45%</th>
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<tbody>
<tr>
<td>Project Description</td>
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<tr>
<td>Proposed project aligns with goals of funding opportunity.</td>
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<td>Selection of priority audience(s) is supported by local data and references.</td>
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<tr>
<td>Solutions described are actionable and scalable. Proposed project activities are anticipated to produce direct, tangible results. Community engagement approach is well-defined, demonstrates deep existing connections and is anticipated to facilitate achievement of project objectives. Proposed methods are feasible, sound and anticipated to effectively engage with the target audience, reach underserved communities and accelerate the capacity, preparedness and resiliency of these underserved communities.</td>
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<td>Timeline for project implementation is appropriate and feasible. High likelihood of success anticipated in completing proposed activities/outputs and demonstrating progress towards intended project outcomes within proposed project term (up to 8 months).</td>
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## Evaluation Criteria (cont’d)

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<th>Component</th>
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<tr>
<td><strong>Deliverables</strong></td>
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<td>Applicant provides clear outputs, outcomes and impact. Deliverables are specific to the proposed project. Anticipated results of proposed activities are direct, tangible and realistic.</td>
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<th>Past Performance, Experience and Capabilities</th>
<th>30%</th>
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<td>Applicant describes experience in key areas including:</td>
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<td>• Providing science-based information to related communities</td>
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<td>• Engaging community members in the development of community driven, culturally appropriate initiatives</td>
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<td>• Experience working with priority populations such as MSM, trans, HIV+, and LGBTQIA+ individuals/communities as well as in Black and Hispanic communities</td>
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<td>• Experience with relevant past project, partnerships, certifications, or specialized skills.</td>
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Experience demonstrates existing connections or partnerships to communities that are most vulnerable to mpox and suggests organizational capacity to implement proposed project plan.
### Evaluation Criteria (cont’d)

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<td><strong>Administrative Capacity</strong></td>
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<td>• Applicant provides a description of capacity to manage funding as federal subrecipient in compliance with regulatory requirements listed in Section 4 of this RFP, including any experience with similar subawards or Federal awards directly from a Federal awarding agency if applicable including the following:</td>
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<td>o Plan to ensure that subaward performance goals are achieved and that reporting requirements are fulfilled</td>
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<td>o Plan to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward</td>
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<td>o Plan to manage cost-reimbursable payment including</td>
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<td>▪ Ensuring expenditures are (a) within the scope of the approved project, (b) consistent with the approved budget, (c) consistent with the federal cost principals, (d) consistent with any limitations applicable to the prime award, and (e) certified by the Subrecipient’s Authorized Official and Financial Contact</td>
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<td>▪ Maintaining financial tracking system, receipts, and support documentation for all purchases and expenditures incurred under this award</td>
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<td>Component</td>
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<td>Preferred Organizational Criteria</td>
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<tr>
<td>Applicants who are from a <strong>minority-led organization</strong> will be awarded additional bonus points by the CDC Foundation review panel. Minority-led is defined as an organization where 51% or more of overall staff, board members and volunteers in all levels of the organization are people who identify as racial/ethnic minorities.</td>
<td>• 2.5% • 2.5%</td>
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<td>Additional points will also be awarded to organizations in jurisdictions where the percentage of population eligible to be vaccinated is <strong>below the threshold of 30%</strong>. See here for more information on which jurisdictions have below a 30% vaccination coverage: <a href="https://www.cdc.gov/poxvirus/mpox/cases-data/mpx-jynneos-vaccine-coverage.html">https://www.cdc.gov/poxvirus/mpox/cases-data/mpx-jynneos-vaccine-coverage.html</a></td>
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Timeline

- June 12, 2023 — RFP Released
- June 23, 2023 — Prospective Applicant Call
- July 14, 2023, at 5 PM ET — RFP Submission Deadline
- July 28, 2023 — Funding Notification
- September 1, 2023 to April 29, 2024 — Project Implementation Period

*Please note that the timeline is subject to change
Application & Submission Information
Submitting Materials

Your Smartsheet submission is due by 5:00pm ET on Friday, July 14, 2023.

Section 1: Organization Information

• Please fill out all fields.

• Your organization name (legal name) is how it appears on Line 1 of your W-9.

• The Tax ID/EIN, UEI and DUNS number will allow CDCF to conduct a pre-award risk assessment to ensure applicants meet the eligibility criteria.
There are two (2) required attachment templates that are included as links on the RFP page.

The attachments must be submitted as:

- **Attachment A: Project Plan Template** (Word Document)
- **Attachment B: Budget Narrative Template** (Word Document)

If applicable, you will also upload your approved NICRA and your completed incentive form.

The financial documentation specified is also **required.**
Sections 3 & 4

Point of Contact:
• This person is who we will send all communications to during the review process.
• Please ensure they are able to check email frequently and be responsive.

Required Statement & Submission:
• Your organization’s authorized official submitting the proposal must verify that the information submitted is accurate.
• It is recommended to have Smartsheet send you a copy of your responses in case of technical issues.
Additional Tips for Submitting a Good Proposal

✓ Read the Request for Proposal carefully.

✓ Assess the specifics of the Request for Proposal and how they relate to your organization's overall mission and goals.

✓ Determine if your organization has the capacity to accomplish what is being described in the Request for Proposal. Evaluate if this is worth the effort and determine if your organization is ready and able to commit to the potential project.

✓ Work with your team to plan how you will implement the proposal and measure your progress and results.

✓ Review the completed proposal thoroughly. Have you responded to every question? Have you adhered to the required file uploads?

✓ Submit your questions to CDC Foundation.
Final Notes & Submitting Questions

• Applicants are encouraged to submit their proposal early, to allow sufficient time to address any unexpected technical issues.

• An applicant’s initial submission is considered final and any subsequent, revised submissions will not be reviewed.

• Google Chrome and Firefox are the recommended internet browsers for completing the proposal submission form.

• All questions and their corresponding answers will be shared after the call on the CDC Foundation RFP webpage under this funding opportunity.

  • Questions will not be answered live to ensure the most accurate response is provided.

  • All questions must be submitted to mpoxvaccine@cdcfoundation.org.