

Engaging the Arts to Build Vaccine Confidence

Prospective Applicant Webinar
September 20, 2021
3:00 pm ET



Agenda

1. Welcome and Introduction
2. Funding Opportunity Description
3. Eligibility Information
4. Application & Submission Information
5. Applicant Questions & Answers



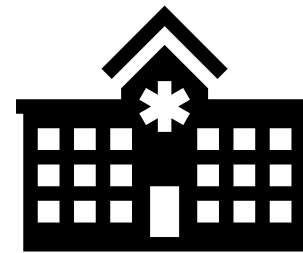
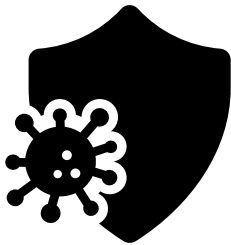
Funding Opportunity Description

Project Background

- Vaccine confidence is the trust that parents, patients, or providers have in recommended vaccines and providers who administer vaccines.
- Vaccine confidence is important in maintaining vaccination coverage rates and protecting the health of communities.
- Vaccines prevent disease, illness, and premature death, saving between 2 and 3 million lives each year.
- The United States is at a critical moment in the COVID-19 response. Cases are once again rising due to the highly contagious Delta variant. Despite this, only 62% of the US population is fully vaccinated and uptake remains much lower in some communities.
- The recent resurgence in the spread of myths and misinformation has put some communities at risk. When misleading information circulates, vaccination coverage can fall.

Project Background (continued)

- Building public confidence in COVID-19 vaccines is more critical than ever to improve vaccine uptake and ultimately get this unprecedented pandemic under control. This includes addressing the simultaneous epidemic of myths and misinformation which is undermining vaccination efforts.
- Additionally, the arrival of flu season during the COVID-19 pandemic has made it critical to protect vulnerable populations and reduce burden on the healthcare system through widespread uptake of influenza vaccine.



Funding Opportunity Overview

- The goal of this Request for Proposals (RFP) is to seek applications from community-based arts and culture organizations that are interested in improving vaccine confidence and acceptance through their chosen art form(s).
- The CDC Foundation will partner with organizations that have a proven track record of successfully creating inspirational, educational work in music, dance, video, graphic design, painting, sculpture, installations of all kinds, and more.
- These artistic projects will significantly contribute to on-going efforts to help U.S. communities stay safer and healthier during the COVID-19 pandemic and beyond. In regard to COVID-19 vaccination, the primary focus of this funding is to reach eligible Americans with their first and second COVID-19 shots and not to create demand for a third booster shot.

Project Goals

- Increased ***availability*** of accurate information about the safety and effectiveness of COVID-19 and influenza vaccines delivered in innovative and creative ways, and drawing on the strengths of the arts community nationwide
- Increased ***acceptance*** of COVID-19 and influenza vaccines
- Increased ***number*** of people who are vaccinated for COVID-19 and influenza

Examples of Potential Activities

Songs written
and performed

Dance
performances
choreographed
and performed

Short screenplays
written
performed, edited
and presented

Short
documentaries
created and
presented

Spoken word
performed and
disseminated

Visual arts
created

Public art
created

Other
performances
developed and
executed

Trainings/and or
workshops

Expectations & Deliverables

- Create timeline and workflow process for the creation and delivery of the creative content
- Indicate target audiences for the work, including anticipated number of people reached
- Create the process by which creative educational materials are shared with and received by the intended audiences, including public health partners such as public health agencies, community-based organizations, and hospitals.
- When appropriate, include accompanying materials or partnerships to increase impact
- Develop a sustainability plan to ensure the creative content is available after the project ends
- Track and report on the number and types of materials/assets created and shared

Expectations & Deliverables (continued)

- Routine progress reports on basic activity metrics
- Participate in regularly scheduled conference calls with the CDC Foundation, CDC, NEA, and other partners to share progress on activities and discuss lessons learned
- Share sample materials and communication products with the CDC Foundation for dissemination
- Share success stories (quarterly)
- Report on an estimated number of people reached
- Submit final narrative report to describe: all outputs created, stakeholder collaboration, successes, challenges, lessons learned, and activity metrics (i.e., viewers/visitors, event participants, estimated number of people reached, artistic assets developed, etc.)

Measuring Success – Potential Indicators

Examples:

- Change in artist confidence to engage public in conversations about getting vaccinated
- Change in participant knowledge or confidence level in COVID-19 and influenza vaccination
- Number and types of audience-tested and culturally appropriate creative outputs promoting COVID-19 and influenza vaccination
- Number of people reached by creative messaging promoting COVID-19 and influenza vaccination (e.g., number of audience members, number of “hits” on social media)
- Number and types of events/performances held to promote COVID-19 and influenza vaccination
- Number and types of ways a creative output is viewed or seen (e.g., live performances, streaming “hits,” etc.)

Timeline

September 2, 2021
– RFP Released

September 20, 2021
– Prospective
Applicant Call

**October 14, 2021
(Noon ET) – RFP
Submission
Deadline**

**October 29, 2021 –
Selection
Notification**

**November 15, 2021 -
July 31, 2022 – Project
Implementation Period**

**Please note that the timeline is subject to change*

Federal Funding Information

- CDC Foundation intends to provide up to **\$75,000 per organization to support up to 30 arts and culture organizations.**
- The final award amounts will be contingent on the submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.
- The resulting awards will be supported, entirely or in part, by federal funding through a Cooperative Agreement between the CDC Foundation and the CDC.
- All content created through this federally-funded project will be the property of public domain and not belong to the artist or awarded organization. The artist or organization will be credited and acknowledged for the content.

Eligibility Information

Who is eligible?

- Nonprofit, tax-exempt 501(c)(3) or under an IRS code other than 501(c)(3) U.S. arts-focused organizations in communities with low vaccination rates
- Organizations that have been in existence for a minimum of 3 years and have demonstrated experience creating imaginative outputs
- Arts and cultural organizations, local arts agencies, state arts agencies, arts-related foundations, and arts service organizations
- Colleges and Universities with arts programs

Who is not eligible?

- Hospitals, state & local health departments, school districts or their fiscal agents



Application & Submission Information

What Makes a Strong Proposal? – Application Review Criteria

Project Plan 60%

- ✓ Project description with proposed strategies and activities for engaging with the target audience(s) **(30 points)**
- ✓ Justification for your chosen target audience(s), including supporting evidence for that group(s) having high levels of vaccine hesitancy. Use of local data and references that support the selection of your audience(s). **(10 points)**
- ✓ Description of how the organization will collaborate, build partnerships, and engage the community to achieve project objectives. **(10 points)**
- ✓ Description of deliverables, number of individuals reached, and project outcomes. **(10 points)**

Budget 20%

- ✓ Budget aligns to proposed deliverables and is realistic. **(10 points)**
- ✓ Detailed budget and narrative provided in the requested templates. **(5 points)**
- ✓ Budget is cost-effective. **(5 points)**

Experience & Capabilities 20%

- ✓ Description of past performance and success with using the arts to help inform local communities **(10 points)**
- ✓ Description of present and on-going activities and organizational capacity to implement the proposed project plan. **(10 points)**

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 character limits and required file uploads?
- ✓ Submit your questions to CDC Foundation.

Required Application Attachments

- 1) Upload a **detailed budget** of all anticipated costs not to exceed \$75,000. Please develop your budget to accurately reflect activities based on your proposed start and end dates using the required Excel budget template (Attachment A).
- 2) Upload a **budget narrative** using the required template in Attachment B. The budget narrative should conform with the [CDC Budget Preparation Guidelines](#) in Attachment C.
- 3) Upload documentation of your organization's approved **NICRA**, if applicable.
- 4) Upload a copy of your organization's **annual budget**. **If an annual budget is not available, please upload a 990 form.**
- 5) Upload a copy of your organization's **audited financial statement**. **If one is not available, upload a copy of your most recent annual report.**

Submitting a Proposal

- ✓ Application materials should be submitted by **12:00 p.m. (Noon) Eastern Time, Thursday, October 14, 2021.**
- ✓ Please submit proposals through this [online application link](#).
- ✓ Submit the online form well in advance of the submission deadline. The system will not accept any applications after the deadline.
- ✓ Please note that there is no option to save your work on the online form. Applicants may want to copy and paste your application from a Word document. An applicant's initial submission is considered final and any subsequent, revised application submissions will not be reviewed. Please verify that all attachments are final versions before uploading.

Review and Selection Process

- ✓ Completed eligible applications submitted by the October 14th deadline will be evaluated in accordance with the review criteria.
- ✓ A review panel of CDC Foundation staff will score each application. The selected applicants will be based on the highest proposal score. The CDC Foundation reserves the right to look at other factors in selecting awardees.
- ✓ Applications targeting counties and states that have less than 50% of their eligible population vaccinated for COVID will be prioritized for funding. To view information about COVID vaccination coverage rates by county, please visit the [CDC COVID Data Tracker](#).

Applicant Resources

The [CDC Estimates of Vaccine Hesitancy for COVID-19](#) provides frequently updated data on hesitancy by geographic region.

The Public Religion Research Institute and Interfaith Youth Core [Religious Diversity and Vaccine Survey](#) provides data from March 2021 on vaccine hesitancy along with multiple demographic characteristics including religious affiliation, partisan affiliation, age, race, educational attainment, and more.

The Kaiser Family Foundation (KFF) [COVID-19 Vaccine Monitor](#) is updated monthly and includes data on vaccine hesitancy as well as demographic characteristics like partisan affiliation, gender, education, work from home status, and more.

[Mayo Clinic COVID-19 Vaccine Tracker](#)

[Arts in Public Health Framework](#)

[CDC Foundation CBO Vaccine Resources](#)

[Vaccine Resource Hub](#)

Attachment A: [Excel Budget Template](#)

Attachment B: [Budget Narrative Template](#)

Attachment C: [CDC Budget Preparation Guidelines](#)

A Data Universal Number System (DUNS) number is a unique nine-character number used to identify your organization. Please visit <https://www.arts.gov/grants/applying-for-a-federal-grant-for-the-first-time> to learn how to obtain a DUNS number.

Applicant Q&A

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Q1. Are fiscally sponsored organizations eligible for the Engaging the Arts to Build Vaccine Confidence RFP?

- Fiscal agents** can apply if they meet the eligibility requirement of being a non-profit organization, tax-exempt 501(c)(3) or under an IRS code other than 501(c)(3) and are applying on behalf of an organization who also meets the eligibility requirements.

Q2. Does the CDC require one EIN per RFP?

- The CDC Foundation intends to make awards with up to 30 organizations, who would each have their own **EIN**. Proposals may include other partners as subcontractors, consultants or subrecipients.

Q3. Our organization is mounting a robust vaccine hesitancy program. We are a community clinic serving underserved, at-risk, poor populations with a patient base of 89% Hispanic. While we employ cultural strategies in our vaccine program, we are not an arts organization, hence my question about eligibility.

- A **community clinic** can partner with an arts-organization in their community. The arts-focused nonprofit would submit the proposal and could include a community clinic as a subcontractor. A community clinic could receive support for cultural strategies for increasing vaccine uptake as a subcontractor or subrecipient of the arts-focused organization.

Applicant Q&A

Q4. Would a **convention and visitors bureau** that has an ongoing sculpture and mural program expanding throughout the community be an eligible applicant?

- If you are a nonprofit, tax-exempt 501(c)(3) or under an IRS code other than 501(c)(3) U.S. arts or cultural focused organization in a community with low vaccination rates, you are invited to apply. **Eligible applicants** are organizations that have been in existence for a minimum of 3 years and have demonstrated experience creating imaginative outputs.

Q5. What is considered a low vaccination rate?

- Counties and states that have **less than 50%** of their eligible population vaccinated for COVID. To view information about COVID vaccination coverage rates by county, please visit: <https://covid.cdc.gov/covid-data-tracker/#county-view>

Q6. State Health Departments are ineligible to apply but what about Local Health Departments?

- Local Health Departments are also **ineligible** to apply. Organizations who are interested in supporting these efforts should look to partner with an eligible nonprofit, arts organization in their community.

Applicant Q&A

Q7. Are faith-based organizations focused on the arts eligible?

- Faith-based organizations are **eligible** to apply if they are a nonprofit, tax-exempt 501(c)(3) or under an IRS code other than 501(c)(3) U.S. arts or cultural focused organization in a community with low vaccination rates.

Q8. I am an independent artist with an LLC focused on using public art for social good. I am interested in applying using my LLC but based on the language of your RFP I couldn't tell if I was eligible. Can I apply?

- A limited liability company (LLC) can apply if they are a nonprofit, tax-exempt 501(c)(3) or under an IRS code other than 501(c)(3). If the LLC is ineligible, we encourage **individual artists** who are interested in supporting these efforts to partner with a nonprofit arts organization in their community.

Q9. Where in the application can we upload or share links to work samples? Our proposed project will build on past vaccine confidence work that includes multimedia pieces that we would like to share as part of our application.

- In the application, under **Section 2: Project Plan**, there is a text box that asks applicants to describe their organization's past performance and success with using the arts to help inform local communities. We highly encourage you to incorporate that information into your narrative response. However, if you would like to provide work samples, you can include links in the text box.

Applicant Q&A

Q10. The eligibility guidelines aren't 100% clear to me--would a State Arts Agency, such as the Wyoming Arts Council, be eligible to apply? We are a state government entity, so I am thinking we are eligible, but I wanted to double check before we really dive into this.

- Government entities with an arts-focus, such as a State Arts Agency, are **eligible** to apply for this opportunity.

Q11. I see that the implementation period covers November 15th through July 31, 2022, with the option for a shorter period. I am wondering if the start date of the intended project could occur after than the stated November 15th start date, provided it is still within the 8.5-month timeframe?

- Applicants may choose to submit an 8.5-month implementation period covering November 15, 2021, through July 31, 2022, or they may have a **shorter** implementation period.

Q12. Will a recording be posted somewhere? Will a link be shared afterwards?

- A **recording** of the webinar will be made available along with the **Q&A document** and **slide deck** for those unable to attend the call on the [CDC Foundation RFP webpage](#).

Applicant Q&A

Q13. I am concerned about the political weight of this in our state. My state is one of the worst for vaccination rate and even our own Governor is pushing against mandates. While this is something that we are willing to navigate, I hope it is something that can be compensated for in the budget. If the program is well designed, has strong partners (including working with our own Department of health and public health nursing) but still fails to produce any measurable impact due to the deep political entrenchment of our population, will we be required to return the funds or face any negative repercussions on the funder end?

- No, the funding will be provided through a firm-fixed price contract with a payment schedule **based on reporting requirements** and not on how successful a partner is in achieving results. The CDC Foundation understands the challenging environment and difficulties with vaccine promotion efforts and will be working to help share best practices and success stories to support partners' activities.

Q14. Who can I contact if I have additional questions regarding this RFP?

- Prospective applicants can continue to **submit questions** to the ArtsRFP@cdcfoundation.org through Wednesday, October 6, 2021, and responses will be added daily to the Q&A document on the [CDC Foundation RFP webpage](#).



CDC Foundation
Together our impact is greater

www.cdcfoundation.org