



Request for Proposals

Engaging the Arts to Build Vaccine Confidence

Date Issued: September 2, 2021

Date Due: October 14, 2021

CDC FOUNDATION CONTACT

ArtsRFP@cdcfoundation.org

SECTION I: FUNDING OPPORTUNITY DESCRIPTION

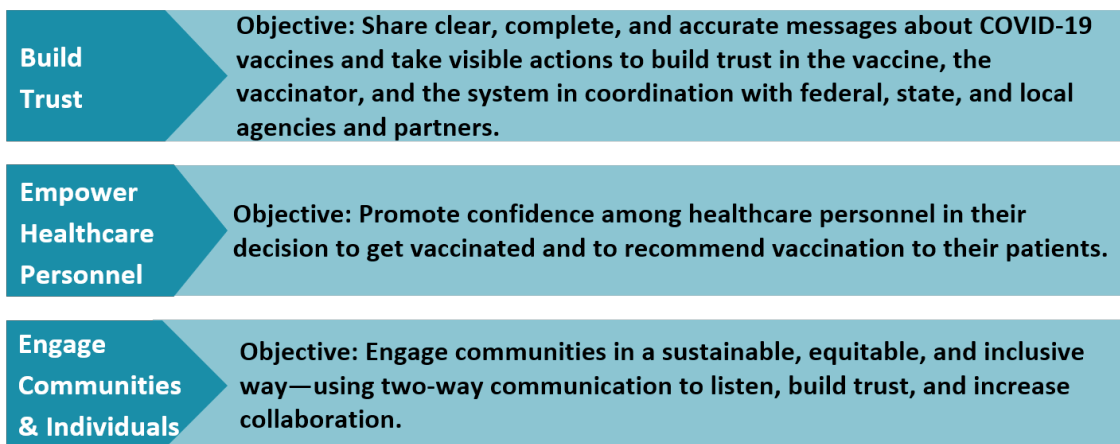
About the CDC Foundation

The CDC Foundation helps the U.S. Centers for Disease Control and Prevention (CDC) 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. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC’s critical health protection mission. Since 1995, the CDC Foundation has raised over \$1.2 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of CDC-led programs in the United States and in more than 140 countries last year. Visit www.cdcfoundation.org to learn more.

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 recent resurgence in the spread of myths and misinformation has put some communities at risk. When misleading information circulates, vaccination coverage can fall. 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, with some states currently recording the highest number of daily cases since the pandemic began. Despite this, only 62% of the US population is fully vaccinated and uptake remains much lower in some communities. 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.

CDC’s [Building Confidence in COVID-19 Vaccines](#) is CDC’s strategic framework to reinforce confidence in COVID-19 vaccines. The Framework advances three key priorities:



Engaging the arts community is just one of many creative strategies being used by public health to encourage COVID-19 vaccine confidence and increase uptake. CDC and the National Endowment for the Arts (NEA) collaborated with the University of Florida Center for Arts in Medicine in the development of an [arts response repository](#) and [field guides](#) to build public health partnerships with arts and culture programming. The term “arts and culture” refers to the wide range of creative expressions, cultural

identities, and traditions that exist in and are unique to communities. It includes art forms such as music, dance, spoken word, photography, street art, storytelling, and theatre, as well as traditional and culinary arts, craft, spiritual practices, and celebrations of places, histories, and cultures within institutions and the public sphere. Artists and culture-bearers have long been translators and trusted messengers of vital information in communities. The CDC Foundation is pleased to join this collaboration and oversee a grants program to provide funding and support to local community-based organizations using arts and culture-based approaches to increase vaccine confidence and uptake.

Funding Opportunity Overview

The goal of this Request for Proposals (RFP) is to seek applications from community-based arts and culture organizations 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 impactful, educational work, in music, dance, video, graphic design, painting, sculpture, installations of all kinds, and more. Significant experience with using art for successful social and behavior change is a plus, as are deep existing connections to communities disproportionately impacted by COVID-19. While this project's target population is the general American public, applicants are encouraged to highlight their strategies for reaching young adults, rural communities, and populations disproportionately impacted by COVID.

The selected arts organizations will create innovative work in various forms of media that will harness the power of the arts to engage audiences and participants of all ages in improving public health practices such as mask-wearing and receiving COVID-19 and influenza vaccines. These artistic outputs will educate local communities about vaccine safety and inspire them to get vaccinated to protect themselves, their families, and communities. Successful proposals may include partnerships and linkages with health care providers, clinics, health departments, and/or pharmacies offering vaccination services. 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.

SECTION II: PROJECT OUTCOMES, ACTIVITIES, AND TIMELINE

Project Outcomes

Funded partners will be working towards the following overall 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

Project Activities, Strategies and Deliverables

Given that the arts world generates creative products of all kinds, the CDC Foundation invites organizations to submit applications with a variety of outputs and timelines based on the proposed creative work. For example, some arts organizations may offer to create several different sizeable performances over the life of the grant, while others might propose weekly outputs of various artistic creations. Activities should be community-based but could have reach across multiple cities, counties, and states. Proposals do not need to have a multi-community, regional or national reach, but may. Applicants may propose subcontracting to

private, public or for-profit organizations to execute activities. Partnerships that link community members to broader health services, including immunization services, are encouraged. Examples of potential activities include, but are not limited to:

- Songs written and performed
- Dance performances choreographed and performed
- Short plays written and performed
- Short screenplays written, performed, edited, and presented
- Short documentaries created and presented
- Spoken word performed and disseminated
- Visual arts created (paintings, murals, sculptures, installations, graphics, etc.)
- Public art created including murals, banners, streetscapes and other innovative projects
- Other performances as developed and executed (magic shows, health fairs, acrobatics, and more)
- Trainings and/or workshops in any of the above areas to assist artists in disseminating information about the importance of getting vaccinated

Below is a list of identified strategies that can strengthen arts-related programs that aim to increase vaccine confidence:

- **Partnering with trusted messengers** - Working with faith leaders, healthcare professionals, teachers, community and government leaders
- **Building trust in healthcare and health systems** - Linkages to nurses, doctors, pharmacists, and other community health providers
- **Ensuring equity and fairness** - Perception of equity, fairness, and transparency in vaccine distribution and access
- **Normalizing vaccination with families, friends, and work** - Increase and normalize family and peer trust in vaccines and the vaccine development process
- **Empowering vaccine recipients** to share their personal stories and reasons for vaccination within their circles of influence. Artist and culture bearers are often times themselves trusted messengers
- **Building trust in vaccination spaces and providers** - Ability to vaccinate in trusted, safe, known spaces with trusted healthcare providers
- **Erasing structural and practical barriers** - Creating technology access, transportation and mobility access, and childcare supports
- **Confronting mis/disinformation, rumors, info gaps** - Present and promote clear and transparent science, ongoing dialogue, and community feedback

Funded partners will be expected to complete the following activities and deliverables, as outlined below. Please include these deliverables, as well as additional deliverables you identify in your proposal:

- 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 partner 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
- Routine progress reports on basic activity metrics (see below list of potential indicators)

- 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 event, and activity metrics (i.e., viewers/visitors, event participants, estimated number of people reached, artistic assets developed, etc.)

Potential indicators include:

- Change in COVID-19 and influenza vaccine knowledge by target audience
- 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.)
- Number and type of ways creative work is promoted (e.g., Facebook, Instagram, Twitter, etc.)
- Survey: Number and degree to which people’s vaccination sentiments changed
- Number of people who received vaccination as a result
- Number of people referred to vaccination sites
- Survey: Increased awareness of vaccine opportunities
- Number of referred individuals vs. actual vaccination recipients
- Number of vaccination venues supported/referred to
- Number and types of ways community feedback is sought and used to better address vaccine hesitancy

Timeline

Applicant’s Budget and Budget Narratives should be based on a November 15th start date and activities can run through July 31, 2022. 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. Awardees who receive a grant through this RFP may be able to request a no-cost extension beyond the end date of July 31, 2022. Applicants should not submit an extension request in their proposal or budget to continue activities beyond the current end date of July 31, 2022.

September 2, 2021	RFP Released
September 20, 2021	Prospective Applicant Call
October 14, 2021	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*

SECTION III: 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. We anticipate that awards resulting from this solicitation will meet the criteria of "subrecipient" as defined by 2 CFR 200.331; a final determination will be made at the time of award. If so, the funding would be provided through a deliverable-based, fixed price subaward agreement.

Subrecipient must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirement for HHS Awards (45 CFR Part 75)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR Part 200)

Additional subaward requirements will be communicated to successful applicants.

The CDC Foundation will provide funding notifications to applicants that will include feedback on proposals that are not selected for funding. The CDC Foundation may seek to secure non-federal funding sources for high-scoring proposals. Organizations will be advised in their funding notification letter if the potential for future non-federal funding applies to their proposal.

All content created through this federally-funded project will be the property of public domain and not belong to the artist or awarded organization.

SECTION IV: ELIGIBILITY INFORMATION

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 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. Applicants may be arts and cultural organizations, colleges and universities, local arts agencies, arts-related foundations and arts service organizations that can help advance the goals of this Request for Proposals. Hospitals, state health departments, school districts or their fiscal agents are not eligible to apply. Individual artists who are interested in supporting these efforts should look to partner with a nonprofit organization in their community.

Eligible project proposals are those that:

- Address vaccine hesitancy for COVID-19 or both COVID-19 and influenza;
- Focus on U.S. communities (including US territories) with low COVID vaccination rates; and
- Use an arts-based approach to creatively engage target audiences

V. APPLICATION INFORMATION

Proposal Requirements

Proposals should be submitted to the CDC Foundation using the [online submission form](#) which includes the following sections:

Section 1: Organization Information

This following information will be requested on the online form:

- Organization Name and DBA EIN/Tax ID
- DUNS Number
- Year Established
- Registered in SAM (Y/N); Expiration Date
- Headquarters Address and Contact Information
- Non-Profit Status
- Tax-Exempt Status
- Organization Website

Section 2: Project Plan

This section will be submitted by responding to the following questions on the online form:

- A. Project Overview (4,000 character limit with spaces for each field)
 - Project Title
 - Description of Geographical Focus – Cities and State
 - Description of Target Community and why it was selected – Rural vs Urban, Race/Ethnicity, Age Group(s) of Focus, and Vaccination Rates/COVID rates. Proposals from States
- B. Project Description (4,000 character limit with spaces for each field)
 - Enter description of proposed **arts-related strategies** for reaching the target population(s)
 - Enter description of proposed **activities** with timeline for implementation
 - Enter description of proposed **partnerships** and engagement of community members
 - Enter description of project **deliverables**, including expected number of people reached, project outcomes, and other anticipated results
- C. Past Performance, Experience and Capabilities
 - Enter description of **past performance** and success with using the arts to help inform local communities
 - Enter description of present and on-going activities and **organizational capacity** to implement the proposed project plan

Section 3: Budget and Required Attachments

- **Total Budget Amount** Requested
- 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). Applicants may include a 10% de minimis indirect rate in the budget or use their Negotiated Indirect Cost Rate Agreement (NICRA), if applicable.

- 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.
- Upload documentation of your organization’s approved **NICRA**, if applicable.
- Upload a copy of your organization’s **annual budget**. **If an annual budget is not available, please upload a 990 form**
- 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**. An automated notification of receipt of the application will be generated. Please submit applications through this [link](#). Applicants are encouraged to 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.

SECTION VI: APPLICATION REVIEW CRITERIA

Review and Selection Process

Completed eligible applications submitted by the October 14th deadline will be evaluated in accordance with the review criteria below. The CDC Foundation reserves the right to look at other factors in selecting awardees. A review panel of CDC Foundation staff will score each application. The selected applicants will be based on the highest proposal score.

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:

<https://covid.cdc.gov/covid-data-tracker/#county-view>

<p>Project Plan (60%)</p>	<ul style="list-style-type: none"> ○ 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) 	<p>60 points</p>
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	<ul style="list-style-type: none"> ○ Description of deliverables, number of individuals reached, and project outcomes. (10 points) 	
Budget (20%)	<ul style="list-style-type: none"> ○ 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) 	20 points
Experience and Capabilities (20%)	<ul style="list-style-type: none"> ○ 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) 	20 points
		100 points

SECTION VII: PROSPECTIVE APPLICANT CALL

The CDC Foundation will host a prospective applicant webinar to answer questions related to this RFP on **September 20, 2021, from 3:00 PM – 4:00 PM ET**. Applicants are encouraged to submit questions by September 16, 2021, via email at ArtsRFP@cdcfoundation.org. The submitted questions and responses will be shared on the conference call. A recording of the webinar will be made available along with the Q&A document for those unable to attend the call.

Register in advance for this webinar:
https://cdcfoundation.zoom.us/webinar/register/WN_3HYRRJxaSS6CkCYDs3drSA

After registering, you will receive a confirmation email containing information about joining the webinar.

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](#).

SECTION VIII: HELPFUL RESOURCES AND ATTACHMENTS

Prospective applicants may find useful information, inspiration and insight by visiting the sites below:

- 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.
- <https://www.mayoclinic.org/coronavirus-covid-19/vaccine-tracker>
- [Arts in Public Health Framework](#)
- [CDC Foundation CBO Vaccine Resources](#)

Attachment A: [Excel Budget Template](#)

Attachment B: [Budget Narrative Template](#)

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