Partnersing for Vaccine Equity: Supporting Community-Based Organizations to Increase Vaccination Coverage Across Different Racial and Ethnic Adult Populations Currently Experiencing Disparities

Prospective Applicant Recording:
June 17, 2022
1. Welcome and Introduction
2. Funding Opportunity Description
3. Application & Submission Information
4. Applicant Questions & Answers
5. Closing Remarks
Project Background

CDC’s National Center for Immunization and Respiratory Diseases’ (NCIRD) Immunization Services Division (ISD) launched the *Partnering for Vaccine Equity (P4VE)* program in response to the COVID-19 pandemic in 2021.

The program invests in partnerships to support tailored COVID-19 and influenza vaccine awareness, access, and confidence activities targeting adult BIPOC populations and communities in the U.S.

CDC Foundation was awarded a federal grant for the 2nd year in April 2022.

As efforts to vaccinate the U.S. population against COVID-19 continue, public health officials and community leaders are actively using effective approaches to address racial and ethnic disparities in the uptake of the COVID-19 vaccine.

To date, BIPOC communities have borne the brunt of the COVID-19 pandemic in the U.S. and have received a smaller share of the available vaccine.

BIPOC persons have the top three highest rates for flu hospitalizations and lower flu vaccination rates overall. The 2021–22 influenza season is not over and continues to circulate with flu activity increasing in parts of the U.S. today.
Funding Opportunity Overview

• The goal of this Request for Proposals (RFP) is to support community-based organizations (CBOs) working to increase COVID-19 and influenza vaccine equity among adults (18 years of age or older) belonging to racial and/or ethnic minority groups and those living with disabilities, chronic health conditions, living in rural communities, and more.

• CBOs will implement evidence-based interventions to address vaccine misinformation and increase vaccine coverage among Black, Indigenous, People of Color (BIPOC) adults within their communities.

• CBOs will also prioritize establishing partnerships with vaccination providers (including state and local health departments, pharmacies, medical clinics, etc.) and local organizations (non-profits, workforce development, advocacy/outreach, local businesses, grocers, barbers/salons, food banks, housing, etc.) to expand vaccine opportunities available to their local community.
Funding Opportunity Overview

Community-Based Organizations include:

- Faith-based organizations
- Community health clinics/Federally Qualified Health Centers (FQHCs)
- Immigrant/migrant support or advocacy organizations
- Community organizing/mobilization organizations
- Community coalitions/networking/partnership organizations
- Social service organizations
Project Goals

- Increase the number of **CBOs engaged in creating community dialogue around COVID-19 and influenza vaccine decision-making.**
- Increase the range of **trusted community voices** supporting vaccine education and delivery.
- Increase **digital literacy among BIPOC communities** experiencing immunization disparities.
- Increase the availability of **BIPOC community or target population-specific messages.**
- Increase capacity among **CBOs to develop and implement culturally competent health messages and activities.**
- Increase **knowledge, engagement, vaccine confidence and acceptance rates** in target BIPOC communities.
- Increase number of individuals visiting and downloading materials from the **Vaccine Resource Hub** ([https://vaccineresourcehub.org/](https://vaccineresourcehub.org/))
- Increase the proportion of persons who are **vaccinated annually against COVID and seasonal influenza.**
Expectations & Deliverables

There are five (5) eligible program objectives. Applicants are encouraged to submit a proposal that includes all five (5) program objectives. Subcontracting is allowed.

1. Increased range of trusted community voices supporting vaccine education and delivery.

2. Increased availability of community or population-specific messages.

3. Increased number and diversity of vaccination opportunities in communities experiencing disparities.

4. Increased number and range of partnerships or collaborative activities between providers and community organizations.

5. Increased number and range of healthcare providers recommending influenza and COVID-19 vaccines to patients.

*Review section 4.1 of the RFP for more details.*
Expectations & Deliverables (continued)

- 8-month project plan and timeline
- Development & dissemination of relevant communication products, tools, and resources for target community
- Participation in webinars, events, and other learning opportunities to build CBO capacity to meet project goals and outcomes
- Establishment of partnerships/collaborations with state and local health departments.
- Development of new collaborative partnerships with other vaccination providers (e.g., provider groups, health clinics, pharmacies, etc.)
- Development of partnerships with local organizations, coalitions, and/or community projects to promote vaccines (e.g., food banks, housing initiatives, local eateries/restaurants/grocers, local businesses, group meetings, etc.)
- Development of protocols or resource guides to train/equip influential messengers to engage community members
- Development of MOU/MOAs (formal or informal) agreements with partners to promote vaccines and/or administer vaccines.
- Development community feedback mechanisms (surveys, assessments, focus groups, etc.) to gather ongoing feedback on project activities and insight for continuous quality improvement and implementation.
Priority Indicators to Measure Program Objectives

- # of and type of influential messengers trained to support vaccine education
- # of and type of communication products developed to promote vaccinations
- # of and type of events held or supported to promote vaccinations
- # of people reached through social media platforms impressions/clicks and shares/reposts.
- # of people reached through outdoor or radio/broadcasting products.
- # of people who attend online and in-person events, especially those from the target community/priority population.
- Various languages that products or events are translated or otherwise available in
- # of new partnerships established with local organizations, coalitions, and/or community projects to promote vaccines
- # of new partnerships established with vaccine administrators (e.g., provider groups, health clinics, state and local health departments)
- # of temporary or mobile vaccination sites established
- # of adults who received a vaccine at any new or existing temporary/mobile vaccination sites, especially those from target community or priority population
- Detail common factors that contribute to disparities in vaccine uptake (barriers to vaccine confidence)
- Detail solutions or lessons learned that reduce barriers to vaccine confidence, access, or uptake
- Detail contributions to CBO’s project activities from collaborative partnerships
Project Timeline

May 31, 2022: RFP Released

June 17, 2022: Prospective Applicant Recording Posted

June 22, 2022 (12:00pm ET): RFP Submission Deadline

July-August 2022: Selection Notification

Sept. 1, 2022 – April 29, 2023: Project Implementation Period

*Please note that the timeline is subject to change.
Federal Funding Information

- CDC Foundation intends to provide $75,000 - $100,000 per organization to support up to 20 Community Based 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.

- Additional subaward requirements will be communicated to successful applicants.
Eligibility Information

Who is eligible?

CBOs that are currently

- Serving communities (county, city, or zip code level) in U.S. states/territories where COVID-19 vaccination coverage for adults (18 years of age or older) is less than 69.9%.
  - For the latest data, please visit the CDC’s COVID-19 Vaccinations data tracker. Use the “Fully Vaccinated” distinction in your search.
- Working to increase health equity, especially regarding COVID-19 and influenza vaccine confidence and uptake among adults, belonging to racial and/or ethnic (BIPOC) minority groups and those living with disabilities, chronic health conditions, living in rural communities, and others.

Priority Consideration

- Minority-led CBOs (51% or more of overall staff, board members, and volunteers in all levels of the organization are people who identify as racial/ethnic minorities) will receive priority consideration for this funding

Who is not eligible?

- State and local health departments
- CBOs currently funded within the P4VE Partner Network. See the full list of 542 organizations through the P4VE Partner Network

Source: CDC’s P4VE Partner Network (https://www.cdc.gov/vaccines/health-equity/interactive-partner-network-map.html)
Application & Submission Information
## Application Review Criteria – What Makes a Strong Proposal?

<table>
<thead>
<tr>
<th>Project Purpose (15 points)</th>
<th>Project Plan (40 points)</th>
<th>Partnerships &amp; Collaborations (20 Points)</th>
<th>Outputs, Outcomes, &amp; Impact (15 points)</th>
<th>Budget (10 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ Align the Organizational Mission, Priority Population(s), &amp; current Service/Program Areas delivered with the project purpose.</td>
<td>❑ Provide a project title (if applicable), problem statement, and project goals and core strategy. Detail the Priority Populations the organization will work to serve with this project.</td>
<td>❑ Detailed description of any partnerships and/or collaborations with local organizations, coalitions, and/or community projects (e.g., food banks, housing initiatives, local eateries/restaurants/grocers, local businesses, group meetings, etc.) to promote vaccines and to achieve project goals.</td>
<td>❑ Describe direct, tangible results of project activities.</td>
<td>❑ Budget Narrative must correspond to anticipated program activities detailed in section 4.1 and be detailed &amp; reasonable.</td>
</tr>
<tr>
<td>❑ Describe the organization’s prior and current experience as it relates to serving Priority Populations, Community Collaborations, and translating science</td>
<td>❑ Describe proposed project approaches and strategies to meet Objectives 1-5 (as applicable).</td>
<td>❑ Detailed description of any partnerships and/or collaborations with vaccination providers/administrators including state and local health departments, pharmacies, medical clinics, etc. to provide vaccination opportunities and to achieve project goals.</td>
<td>❑ Describe the changes or conditions anticipated to occur because of the activities and outputs by the end of the grant term.</td>
<td>❑ Upload the detailed Budget Narrative using Attachment B: Budget Narrative Template and Attachment C: Budget Template.</td>
</tr>
<tr>
<td>❑ List key staff dedicated to delivering services with experience in areas defined in the RFP.</td>
<td>❑ List key staff dedicated to delivering services with experience in areas defined in the RFP.</td>
<td>❑ Describe the expected impact of the communities because of project activities.</td>
<td>❑ Describe the estimated number of individuals who will be reached by the proposed activities.</td>
<td>❑ Budget must comply with Attachment D: CDC Foundation’s How to Develop a Federal Grant Budget (PDF).</td>
</tr>
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<td>❑ Describe the organization’s prior and current experience as it relates to serving Priority Populations, Community Collaborations, and translating science</td>
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<td>❑ Describe the estimated number of individuals who will be reached by the proposed activities.</td>
<td>❑ Another resource is CDC Budget Preparation Guidelines (link).</td>
</tr>
</tbody>
</table>

Must use data to inform all sections, as appropriate. Include citations and sources.
Additional Tips for Submitting a Proposal

 ✓ Read the Request for Proposal (RFP) carefully. Assess the specifics of the RFP 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 RFP. 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?

 ✓ Make sure your budget complies with the CDC Foundation’s CDC Foundation’s *How to Develop a Federal Grant Budget (PDF)* and [CDC Budget Preparation Guidelines](#). Use and upload the templates provided (Attachments A, B, and C).

 ✓ Submit your questions to CDC Foundation program team at [P4VEQuestions@cdcfoundation.org](mailto:P4VEQuestions@cdcfoundation.org)
Required Application Attachments

Upload an **Upcoming Project Activities Schedule** using the required word template (Attachment A).

Upload a **Budget Narrative** using the required word template (Attachment B) and a **Detailed Budget in Excel** using the required excel template (Attachment C). All anticipated costs not to exceed $100,000.

Upload documentation of your organization’s approved **NICRA**, if applicable.

Upload a copy of your organization’s **annual budget**.

Upload a copy of your organization’s **audited financial report or 990 form**.

- If one is *not* available, upload a copy of your most recent income statement or balance sheet from the financial system.
Submitting a Proposal

✓ Application materials should be submitted by **12:00 p.m. (noon) Eastern Time on Wednesday, June 22, 2022**.

✓ 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 **June 22nd** 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 from minority-led CBOs will receive priority consideration for this funding opportunity.
Launched in 2020, the CDC's Partnering for Vaccine Equity program aims to increase vaccine equity, currently among adults (18+ years of age) belonging to racial and ethnic minority groups.

CDC’s Vaccinate With Confidence framework details strategies to strengthen vaccine confidence and prevent outbreaks of vaccine preventable diseases with three (3) key priorities: Protect communities, empower families, and stop myths.

**RFP-related information and links:**

- [Upcoming Project Activities Schedule](#) (CDCF provided & required for application)
- [Budget Narrative Template](#) (CDCF provided & required for application)
- [Excel Budget Template](#) (CDCF provided & required for application)
- [CDC Foundation’s How to Develop a Federal Grant Budget (PDF)](#)
- [CDC Budget Preparation Guidelines](#)
- [Cooperative Agreement Allowable and Unallowable Costs Guidance (PDF)](#)
- [CDC Foundation’s RFP Site](#)
- [P4VE RFP and Application Form](#)

A Data Universal Number System (DUNS) number is REQUIRES. It is a unique nine-character number used to identify your organization. Please visit [https://www.dnb.com/duns-number/get-a-duns.html](https://www.dnb.com/duns-number/get-a-duns.html) to learn how to obtain a DUNS number.
Let’s get your Questions Answered!
Applicant Q&A

Q1. When is the CBO proposal submission deadline?
   ❑ The CBO proposal submission deadline is 12:00pm ET Wednesday, June 22, 2022.

Q2. Where can the templates and attachments needed to support our application be found?
   ❑ The templates and attachments needed for a complete proposal submission can be found on our website (https://www.cdcfoundation.org/request-for-proposals) under the heading for this RFP Partnering for Vaccine Equity.

Q3. Does the organization applying have to be a 501(c)(3), or can a University be the fiscal sponsor?
   ❑ Applicants may have university partners, but a CBO would need to be conducting the majority of the funded work.

Q4. Where can I access the recording for the applicant call?
   ❑ A recording of the Prospective Applicant Call can be found on the CDC Foundation RFP webpage.
Q5. If an organization proposes to do all five (5) Objectives listed in the RFP, does that multiply the funding amount to up to $500,000?

- The total amount of funding possible is $75,000 to $100,000 regardless of the number of objectives included in the application. Applicants are encouraged to submit a proposal that includes all five (5) program objectives, but organizations may choose not to incorporate all 5 Objectives into their proposal. Applicants may subcontract activities, as needed.

Q6. Can an organization currently receiving P4VE funds be a subcontractor for this RFP?

- Currently funded P4VE partners are not eligible to receive additional funds from the P4VE project as subcontractors.
Applicant Q&A

Q7: What are the stipulations of the vaccination requirement in the RFP?
   ❑ Eligible applicants should be serving communities (county, city, or zip code level) in U.S. states/territories where COVID-19 vaccination coverage for adults (18 years of age or older) is less than 69.9%. For the latest data, please visit the CDC’s COVID-19 Vaccinations data tracker. Use the “Fully Vaccinated” distinction in your search. Fully vaccinated means adults who have had two doses of an mRNA vaccine or one dose of the J&J vaccine.

Q8: Can an organization who has applied for similar funds but was unsuccessful apply again?
   ❑ Yes, any organization who is not currently funded by P4VE is eligible to apply, given they meet the other eligibility criteria.

Q9: Are incentives allowed in this grant?
   ❑ Incentive payments to volunteers or clients participating in a grant-supported project or program are allowable. Incentive payments to individuals to motivate them to take advantage of grant-supported health care or other services are allowable if within the scope of an approved project. Reasonably priced incentives (vouchers, gift cards, cash cards, gas cards, mugs, etc.) may be purchased with cooperative agreement funds. $50 as the upper range amount for incentives. Please see the Cooperative Agreement Allowable and Unallowable Costs Guidance (PDF) for more information.
Q10: Are indirect costs allowable in this grant?
   - Indirect Costs are allowable. Applicants with an approved federally recognized and valid Negotiated Indirect Cost Rate (or Recovery) Agreement (NICRA) must charge indirect costs to projects based on their negotiated indirect cost rate and modified total direct cost (MTDC) base, both as listed in their NICRA. Entities that do not have a NICRA may elect a de minimis indirect cost rate of 10% of MTDC.

Q11: We are in the process of renewing our SAM registration. After we submit our application, our expiration date may change. Will this be an issue?
   - This will not be an issue. The expiration date of an organization’s SAM registration can be updated later, as needed.

Q12: Will our organization’s last audit from a few years ago be sufficient?
   - Yes, your organization’s most recent audit report or your most recent audited financial statement would be acceptable.

Submit any additional questions you have by Tuesday, June 21, 2022 to P4VEQuestions@cdcfoundation.org