

<b>Health Equity: Guidance Toolkit for Food Industry Essential Frontline Workers</b>	
<b>Health Equity Toolkit</b>	
<b>Pre-strategy development</b> (scan of existing data related to COVID-19 prevention among target populations, understand current knowledge, practices, and attitudes related to COVID-19)	
<b>Formative Research</b>  (rapid audience research, key informant interviews and strategic plan)	
<b>Development of Overall Toolkit</b> (strategy and rationale, proposed content, evaluation approach)	
<b>Content Development and Production</b> (guidance and planning documents, FAQ, print and formats for web, graphics and social media messages priority languages and formats needed for target populations)	
<b>Digital/media Buys</b> (execution, placement, boosting and promotion of materials)	
<b>Dissemination</b> (creation and distribution of toolkit and materials)	
<b>Evaluation</b> (summaries and reports)	
<b>Travel</b>	
<b>Project Management</b>	
<b>Subtotal</b>	\$ -
Indirect Cost (8%)	\$ -
<b>Total</b>	<b>\$ -</b>

\$900,000