

Request for Proposal

Supporting Community Organizations to Strengthen Vaccine Confidence Pilot Project

Date Issued: October 21, 2020

Date Due: November 16, 2020

CDC FOUNDATION CONTACT

Nikka Sorrells, Federal Project Manager

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SECTION I: FUNDING OPPORTUNITY DESCRIPTION

Summary of Request

CDCF will fund up to six Community Based Organizations (CBOs) to develop and implement effective health communication and community engagement strategies to increase vaccine confidence and acceptance among groups at risk for outbreaks of vaccine-preventable diseases (VPDs) related to under-immunization.

Background

Vaccine confidence is the trust that parents, patients, or providers have in recommended vaccines and providers who administer vaccines¹. Vaccine confidence is important in maintaining vaccination coverage rates and protecting the health of communities¹. Vaccines prevent disease, illness, and premature death, saving between 2 and 3 million lives each year¹.

For many years, child vaccination coverage has remained high nationally, and most parents are confident in the safety and effectiveness of vaccines. However, the recent resurgence in the spread of myths and misinformation has put some communities at risk. When misleading information circulates, vaccination coverage can fall and increase the risk for outbreaks of VPDs. Vaccine confidence remains critical during the COVID-19 pandemic. While we have seen signs of recovery from pandemic-related disruptions to routine childhood vaccination, children, families, and communities remain at risk for preventable diseases and outbreaks. 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.

Vaccinate with Confidence is CDC's strategic framework to strengthen vaccine confidence and prevent outbreaks of VPDs in the United States. The framework advances three key priorities:

- *Protect Communities* by supporting states, cities, and counties to find under-vaccinated communities and take steps to protect them.²
- *Empower Families* by expanding resources for health care professionals to support effective vaccine conversations with parents and community members.²
- *Stop Myths* by working with local partners and trusted messengers to improve confidence in vaccines among at-risk groups.²

This funding opportunity will support CBOs' strategies to provide health education and community engagement on vaccines, in multiple formats (ie: oral, written) delivered by local trusted sources in ways that are culturally appropriate. CBOs must be nonprofit and tax-exempt (501c3 tax exempt status documentation must be provided) and may include faith-based organizations, vaccine advocacy organizations, public health focused associations, civic and social organizations, and other organizations that have the capacity to educate and engage at-risk communities. This request for proposals will provide a mechanism for CBOs to leverage existing efforts of engaging community stakeholders in the development community driven health promotion campaign initiatives.

Listed below are examples of potential strategies:

- Community Advisory Committee: Convene local key stakeholders that will develop strategies for a community driven culturally appropriate health promotion campaign
- Dial-in Hotlines: Providing scientifically sound information about vaccines

- Small group/Peer-to-Peer education: Partner with healthcare worker's organizations to conduct peer-to-peer conversations on vaccinations, host in house informational sessions, and/or conduct door-to-door educational outreach in affected communities
- Written Materials: Develop easy-to-understand written materials, along with a strategy for dissemination to provide information for families
- Live virtual learning sessions: Conducting scientifically sound forums or discussions using mobile platforms to observe social distancing guidance.
- Partnering with local health departments or immunization providers to promote vaccination clinics.

Note: These are just a few examples and don't represent the full range of strategies for this pilot project.

References

¹ <https://www.hhs.gov/vaccines/featured-priorities/vaccine-confidence/index.html>

² <https://www.cdc.gov/vaccines/partners/vaccinate-with-confidence.html>

Objectives

1. By July 31, 2021 the awardees will collaborate with relevant organizations, local government, and/or health care providers to strengthen vaccine confidence and acceptance within high risk communities by supporting community-developed strategies to promote immunization.
2. By July 31, 2021, the awardees will have increased capability to integrate strategic partnership building into the work of the organization.
3. By July 31, 2021, the awardees will have increased capacity to disseminate the results of capacity building efforts including successes and lessons learned.
4. By July 31, 2021 the awardees will have an increased opportunity to gain visibility, support, and resources from stakeholders to support the program and organizational goals.

Deliverables:

To meet the above-mentioned objectives, all awardees will be required to complete the following activities and deliverables below:

- Provide regular progress reports and invoices to CDCF
- Participate in regularly scheduled conference calls with other awardees, CDC subject matter experts, and CDCF to share progress on activities and discuss lessons learned
- Participate in technical assistance calls with CDC and CDCF
- Each quarter, collect and report basic event or channel metrics, if relevant (ie: number of website visitors, hotline callers, virtual event participants, etc.)
- Share sample materials and communication products with CDC and CDCF
- Coordinate with CDCF to disseminate project results via webinar, conference call or meeting presentation
- Submit final narrative report to include: Stakeholder collaboration, successes, challenges, lessons learned, event and channel metrics (ie: number of website visitors, hotline callers, virtual event participants, etc.)

Timeline

October 21, 2020	RFP release
November 2, 2020	Applicant Conference Call
November 16, 2020	RFP submission deadline
December 2, 2020	Selection notification
December 9, 2020	Awardee project kick off call
January 4, 2021	Project implementation start date
TBD	Technical assistance calls
January 4- July 31, 2021	Project conference calls, progress reports, invoice submissions
July 31, 2021	Project Completion: final invoice, and final project deliverable due to CDCF

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

This Vaccine Confidence funding opportunity is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services as part of a financial assistance award totaling \$300,000 with 100 percent funded by CDC/HHS.

Funds Available

CDCF intends to award up to 6 CBOs between the range of \$31,541-\$35,000 per funded project. The final award amount is contingent on submission of a detailed and reasonable budget proposal to be approved by CDCF.

SECTION III: ELIGIBILITY INFORMATION

Eligible Applicants

Eligible applicants are nonprofit, tax-exempt 501(c)(3) Community Based Organizations (tax exempt status documentation must be provided). Examples of CBOs can include faith-based organizations, vaccine advocacy organizations, public health focused associations, civic and social organizations that have the capacity to educate and engage communities at risk for VPD outbreaks related to under-immunization. Traditional public health organizations should partner with groups who have demonstrated effective engagement with communities at risk.

SECTION IV. APPLICATION AND SUBMISSION INFORMATION

Content and Form of Application Submission

The application should be no longer than 12 pages, and should be written using a 12-point double spaced, unrounded, Times New Roman font, on 8.5 X 11 in paged paper with one inch margins. Additional pages or appendices may not be reviewed. Please include the headings below in the order listed and address all topics included under each heading.

1. Contact Information
 - Provide applicant contact information
2. Background/ Project Team
 - Describe demographics and characteristics of the at-risk populations in the community
 - Describe understanding of the project and deliverables
 - Demonstrated experience in engaging community stakeholders in the development of culturally appropriate community driven health promotion campaign initiatives
 - Description of any collaborating organizations and evidence of their support for the project
 - Describe prior experience or progress with providing science based information on health issues to at risk populations
3. Plan/Methods
 - Describe work plan, method, and timeline for completing work
 - Provide deliverables specific to the proposed project
4. Budget and Budget Narrative (Please use the provided budget template)
 - A detailed budget should be submitted with a supporting narrative for all anticipated costs. The budget narrative should conform with the budget preparation guidelines as set forth by CDC's Office of Grants Services (OGS).
<https://www.cdc.gov/hiv/pdf/funding/announcements/ps19-1906/cdc-hiv-19-1906-budget-guidance.pdf>
 - Provide a detailed budget breakdown of costs and the justification not to exceed \$35,000. The requested project funds should only include direct costs (e.g. salary, fringe benefits, supplies, travel (meal and incidental expenses), contractual, consultant costs, etc.) Indirect costs (e.g. utilities, insurance, payroll taxes, etc.) are not allowed in this proposal.

Submitting an Application

Application materials should be submitted to Nikka Sorrells at nsorrells@cdcfoundation.org by 4:30 pm ET on November 16, 2020. Notification of receipt of the application will be sent upon request.

SECTION V: APPLICATION REVIEW CRITERIA

Domain	Selection Criteria	Score
Background /Project Team (40 points)	Describe demographics and relevant health characteristics of the at-risk populations in the community	5 points
	Applicant's understanding of the project and deliverables	10 points
	Demonstrated experience in engaging community stakeholders in the development of community driven culturally appropriate health promotion campaign initiatives	10 points
	Description of any collaborating organizations and evidence of their support for the project	5 points
	Describe prior experience or progress with providing science based information on health issues to at risk populations	10 points
Project Plan/Methods (40 points)	Detailed work plan, method, and timeline for completing work	20 points
	Feasibility of proposed work plan	10 points
	Detailed deliverables specific to the proposed project	10 points
Detailed Budget and Budget Narrative (20 points)	Detailed budget and narrative that follows the budget preparation guidelines as set forth by CDC's Office of Grants Services (OGS).	20 points
Total		100 points

Review and Selection Process

Completed eligible applications submitted by the deadline will be evaluated by CDCF in accordance with the review criteria stated above. A review panel of the CDC Foundation staff, and subject matter experts will score each application. Funding awards will be made based on the highest proposal scores.

SECTION VI. APPLICANT CONFERENCE CALL

The CDC Foundation will host an applicant conference call in collaboration with CDC to answer questions related to this RFP on November 2, 2020 at 2:00 pm ET.

Register in advance for the meeting:

<https://cdcfoundation.zoom.us/meeting/register/tJYkdOGrpzwtE9cPK6DbbSCsyBefEt9KXzPT>

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

Applicants may submit questions ahead of time by October 28, 2020. All questions are to be directed to the following email address: nsorrells@cdcfoundation.org. Please write "E Questions RFP Vaccine Confidence" in the subject line. All submitted questions will be addressed on the conference call and will be available on the CDCF website.