Funding Opportunity – Equipping Local Health Departments to Address Vaccine Hesitancy

Informational Webinar

Thursday, October 6, 2022
**Webinar Logistics**

- This webinar is being recorded. The recording and slides will be shared with registrants and posted to the NACCHO Immunization webpage.

- Submit questions through the Q&A Box at any time. There will be time later in the presentation to address questions.

- If you need technical assistance, please use the Q&A box or email immunization@naccho.org.
About NACCHO

NACCHO is comprised of nearly **3,000 local health departments** across the United States. Our mission is to serve as a **leader, partner, catalyst, and voice** with local health departments.

- Advocacy
- Partnerships
- Funding
- Training and education
- Networking
- Resources, tools, and technical assistance
Background

Vaccinate with Confidence
Protect communities. Empower families. Stop myths.

Child vaccination coverage remains high nationally, and most parents are confident in the safety and effectiveness of vaccines. However, 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 vaccine-preventable diseases.

A New Approach
Vaccinate with Confidence is CDC’s strategic framework to strengthen vaccine confidence and prevent outbreaks of vaccine-preventable diseases in the United States.

Vaccinate with Confidence will strengthen public trust in vaccines by advancing these key priorities:

Protect Communities
Vaccination rates remain strong nationally, but pockets of under-vaccination persist in some locations, putting communities at risk for outbreaks. CDC will support states, cities, and counties to find these communities and take steps to protect them.

Empower Families
Trust in vaccines is not built through a top-down approach, but through millions of conversations between parents, doctors, nurses, pharmacists, and community members. CDC will expand resources for health care professionals to support effective vaccine conversations.

Stop Myths
To stop misinformation from eroding public trust in vaccines, CDC will work with local partners and trusted messengers to improve confidence in vaccines among at-risk groups; establish partnerships to contain the spread of misinformation; and reach critical stakeholders to provide clear information about vaccination and the critical role it plays in protecting the public.

How We Get There

Protect Communities
CDC is supporting partners to find and protect communities at risk.

Empower Families
CDC is working with key partners to strengthen parent-provider conversations about vaccines.

Stop Myths
CDC is engaging local messengers and partners to contain the spread of misinformation and ensure key stakeholders have critical information about vaccines.

Priorities for 2020 and Beyond
CDC will prioritize the activities below to ensure that every community is protected:

- Leverage diverse data sources to find and protect communities at risk
- Expand resources for working with local communities
- Build and foster a culture of immunization in health care practices
- Continuously improve communication strategies
- Further invest in and collaborate with our vital partners
Background
Vaccine hesitancy and lack of confidence in vaccines are significant barriers and priorities for LHD IZ programs to address.
Project Goal

- Provide LHDs with the resources to address vaccine hesitancy in priority populations or un/under-vaccinated communities.

- Support LHD activities to:
  - address vaccine hesitancy and misinformation,
  - build partnerships with other local organizations, and
  - identify areas of need to improve vaccine confidence.
Equipping Local Health Departments to Address Vaccine Hesitancy

# Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch RFA</td>
<td>September 26, 2022</td>
</tr>
<tr>
<td>Informational Webinar (<a href="#">register here</a>)</td>
<td>October 6, 2022 @ 1:00 pm ET</td>
</tr>
<tr>
<td>Application Submission Deadline</td>
<td>October 24, 2022 @ 11:59 pm PT</td>
</tr>
<tr>
<td>Award Notification Date</td>
<td>On or around November 7, 2022</td>
</tr>
<tr>
<td>End of Period of Performance</td>
<td>July 31, 2023</td>
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Site Eligibility Criteria

The application is open to local health departments

✓ With an interest or clearly identified need to promote vaccine confidence and contain vaccine misinformation as related to routine, influenza, COVID-19, or other vaccines
Contract Terms

• NACCHO will establish a fee-for-service contract with the awarded applicant where deliverables will be listed in the recipient contract and payment will be remitted upon submission and acceptance of those items.

• It is the responsibility of the awarded LHDs to return a signed copy of the contract within approximately 30 days of receipt.
Overview of RFA

- Awarded applicants will be required to conduct the following activities:
  - Participate in **virtual learning, technical assistance, and partnership** activities to openly share challenges, results and outcomes.
  - Conduct **CDC’s Rapid Community Assessment** designed to identify communities at-risk for low vaccine uptake, better understand the local community’s vaccine needs and decisions, and identify areas of intervention and prioritize potential intervention strategies.
  - Participate in **check-in calls** facilitated by NACCHO to review progress of planned activities and any major changes to the proposed work plan.
  - Participate in **monthly peer sharing and technical assistance calls** facilitated by NACCHO to discuss emerging issues, lessons learned, and/or best practices.
  - Collaborate and **partner with community organizations** and stakeholders to improve education and outreach to identified communities impacted by vaccine hesitancy and misinformation.
Overview of RFA

• Contribute at least one resource, tool, or other best practice on addressing vaccine hesitancy to NACCHO’s communication platforms.

• Participate in evaluation activities and document project outcomes. Recipients will be expected to conduct the following activities:
  o Participate in NACCHO evaluation and assessment activities conducted at baseline, mid-year, and project close.
  o Submit a final report detailing the successes, challenges, and lessons learned from participation in the project.

• Adhere to NACCHO’s standard contract language and be able to sign and return the contract to NACCHO within approximately 30 days of receipt.

• Designate one LHD main point of contact with whom NACCHO will directly communicate on all matters related to this project.
## Deliverables and Invoice Schedule

<table>
<thead>
<tr>
<th>Invoice Number and Payment Schedule</th>
<th>Primary Task/Deliverable</th>
<th>Subtasks</th>
<th>Estimated Timeline</th>
<th>Invoice Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Invoice #1</strong></td>
<td>Project Kick-Off</td>
<td>Participate in project kick-off call with NACCHO and awarded LHDs</td>
<td>November – December 2022</td>
<td>$5,000</td>
</tr>
<tr>
<td>Due: December 30, 2022</td>
<td></td>
<td>Participate in baseline project assessment</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Invoice total: $20,000</td>
<td></td>
<td>Participate in Rapid Community Assessment training and post-training evaluation</td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Invoice #2</strong></td>
<td>Conduct Rapid Community Assessment</td>
<td>Complete CDC’s Rapid Community Assessment (RCA) process and submit a summary report of findings to include project objectives and community of focus, community stakeholders, community participants, and assessment findings*</td>
<td>January – February 2023</td>
<td>$20,000</td>
</tr>
<tr>
<td>Due: February 28, 2023</td>
<td></td>
<td>Evaluate RCA activity and participate in check-in and community of practice calls</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Invoice Total: $25,000</td>
<td></td>
<td><strong>Invoice #3</strong></td>
<td></td>
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<tr>
<td>Due: March 31, 2023</td>
<td>LHD Vaccine Hesitancy Project Plan</td>
<td>Submit project workplan outlining LHD vaccine hesitancy goals, activities, required resources, and timeline</td>
<td>March 2023</td>
<td>$10,000</td>
</tr>
<tr>
<td>Invoice Total: $15,000</td>
<td></td>
<td>Participate in check-in and community of practice calls</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Invoice #4</strong></td>
<td>Vaccine Hesitancy Resources</td>
<td>Contribute to a joint abstract or product highlighting participation in project</td>
<td>April – June 2023</td>
<td>$5,000</td>
</tr>
<tr>
<td>Due: June 30, 2022</td>
<td></td>
<td>Develop at least one LHD-specific resource or tool addressing vaccine hesitancy for routine, influenza, COVID-19, or other vaccines that can be shared via NACCHO communication platforms.</td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Invoice Total: $20,000</td>
<td></td>
<td>Participate in check-in and community of practice calls</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Invoice #5</strong></td>
<td>Project Close Activities</td>
<td>Participate in end of project evaluation</td>
<td>July 2023</td>
<td>$10,000</td>
</tr>
<tr>
<td>Due: July 31, 2023</td>
<td></td>
<td>Submit final report documenting project successes, challenges, lessons learned and sustainability plan*</td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Invoice Total: $20,000</td>
<td></td>
<td><strong>Deliverable template will be provided by NACCHO</strong></td>
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*From page 18 - 19 of RFA*
Project Expectations

What you can expect from NACCHO:

- Coordinate check-in calls that will include technical assistance, peer discussion, and LHD site updates
- Assist LHDs in conducting the Rapid Community Assessment by providing training and TA
- Evaluation planning and support

What is expected of you:

- Conduct Rapid Community Assessment
- Develop a workplan based on RCA results
- Timely submission of invoices and deliverables
- Engagement and discussion during monthly calls
- Feedback on TA

From page 7 of RFA
Application Format & Criteria

Local Jurisdiction Information
- Applicant name, address, city and state
- Size of jurisdiction served
- Characteristics of jurisdiction
- Counties served
- Primary and secondary points of contact

Narrative
- Jurisdictional need
- Strategy and approach
- Capacity to implement approach
- Capacity to identify, establish, and leverage partnerships

Budget
- Line-item budget
- Narrative

Additional Information
- Vendor Information Form
- W-9
- Certification of Non-Debarment
- Proof of active SAM.gov in accordance with active DUNS #
- FFATA Data Collection Form
- Optional: Letter of Support
- Other: other supporting documents

From page 6-8 of RFA
RFA Appendices

Appendix A: NACCHO’s Standard Contract Language

Appendix B: Draft Scope of Work and Invoicing Schedule

Appendix C: Budget Narrative Template

Appendix D: Unallowable Costs
Application Scoring

The maximum total score an applicant may receive is 11.00 points (i.e., 10.00 general application score + 1.00 health equity score)

**General application score:** The table below outlines the criteria used to score the general application.

<table>
<thead>
<tr>
<th>Criteria – General Application Score</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdictional need</td>
<td>25%</td>
</tr>
<tr>
<td>Strategy and approach</td>
<td>30%</td>
</tr>
<tr>
<td>Capacity to implement approach</td>
<td>25%</td>
</tr>
<tr>
<td>Capacity to identify, establish, and leverage partnerships</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Health equity score:** NACCHO will also consider the impact of this work on health equity, including its impact on how LHDs engage with groups that are marginalized. NACCHO will calculate this score for applicants based on the following pre-selected metrics related to health equity.

<table>
<thead>
<tr>
<th>Criteria – Health Equity Score</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medically Underserved Areas/Populations</strong> designation</td>
<td>50%</td>
</tr>
</tbody>
</table>

Score based on MUA/P status for service areas within applicant’s jurisdiction.

<table>
<thead>
<tr>
<th>Criteria – Health Equity Score</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CDC/ATSDR Minority Health Social Vulnerability Index</strong> score (MH SVI)</td>
<td>50%</td>
</tr>
</tbody>
</table>

Score based on composite MH SVI for counties within applicant’s jurisdiction. The MH SVI builds on the CDC/ATSDR SVI and includes additional variables for race, ethnicity, language, medical vulnerability, and health care infrastructure.
Submission Instructions

- Applications should be submitted via the application system by 11:59pm PT on October 24, 2022.

- Submissions after this deadline will not be considered. NACCHO will confirm receipt of application within two business days of submission.

- All applicants will be notified of their status on or around November 7, 2022.
Question & Answer

Please enter your questions or comments into the Q&A box
Thank you for joining today’s RFA informational webinar!

Contact us with questions

Email: immunization@naccho.org

An FAQ document and the recording/slides of today’s webinar will be posted to NACCHO’s Immunization webpage: https://www.naccho.org/programs/community-health/infectious-disease/immunization