

Partnering for Vaccine Equity

Informational Webinar

Please mute yourself when not speaking to minimize background noise and feedback.













Monday, June 5, 2023

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 at any time. There will be time later in the presentation to address questions.

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

Vaccines & Immunizations

CDC > Immunization Partners Home

- Immunization Partners Home
- Vaccinate with Confidence
- Routine Immunizations on Schedule for Everyone (RISE)
- Resiliency of the US Vaccination System
- Partnering for Vaccine Equity**
- Partner Network
- Support for Partners
- Guides and Resources
- Childhood Immunization Resources
- Preteen & Teen Immunization Resources
- Adult Immunization Resources
- Maternal Immunization Resources
- Influenza (Flu) Immunization Resources



Equity in Adult Vaccination

[Print](#)

In 2020, CDC launched the *Partnering for Vaccine Equity* (P4VE) program focused on increasing equity in adult immunization. The program provides over \$156 million in funding and support to national, state, local, and community-level partners, who are prioritizing equity in vaccination access and uptake for those groups that experience disparities in immunization – with a particular focus on racial and ethnic communities.

The program aims to increase vaccine equity, currently among adults* belonging to racial and ethnic communities, by partnering with national, state, local, and community organizations who are working on the ground to increase vaccine confidence and access in their communities.

Learn more about [CDC's Partnering for Vaccine Equity program](#).

Visit [Partnering for Vaccine Equity's Vaccine Resource Hub](#) to access hundreds of free and accurate educational materials to support COVID-19 and flu vaccination in your community.

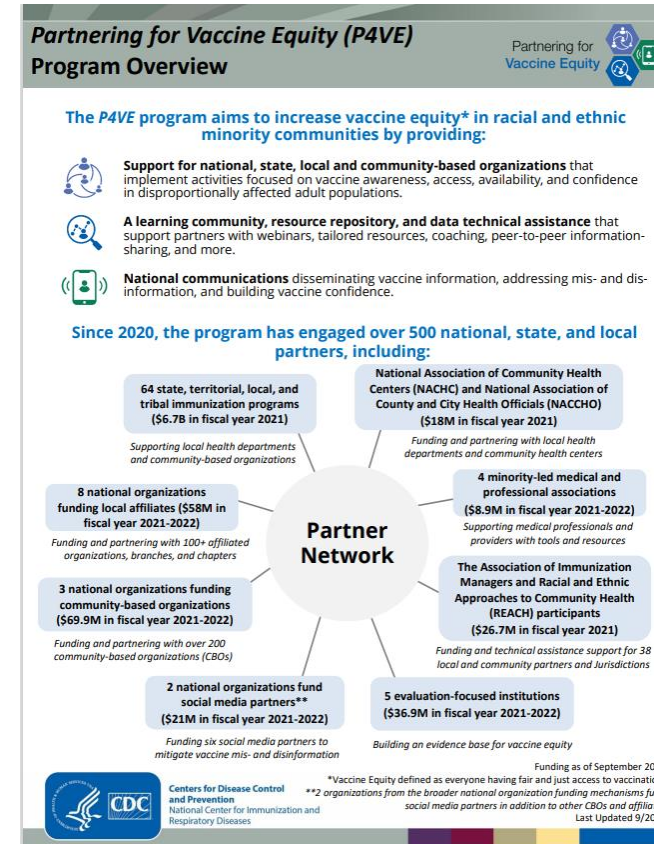
*Work funded through this program focuses on adult vaccination. For information on COVID-19 vaccination for children and teens, please see [COVID-19 Vaccines for Children and Teens](#). | CDC and [COVID-19 Vaccination for Children 5-11 Years Old](#). | CDC. For information on routine vaccination for children and teens, please see [Vaccines for Your Children](#). | CDC and [Well-Child Visits and Recommended Vaccinations](#). | CDC.



Partnering for Vaccine Equity
A Year Later
Advancing racial equity in adult immunization through CDC's Partnering for Vaccine Equity program

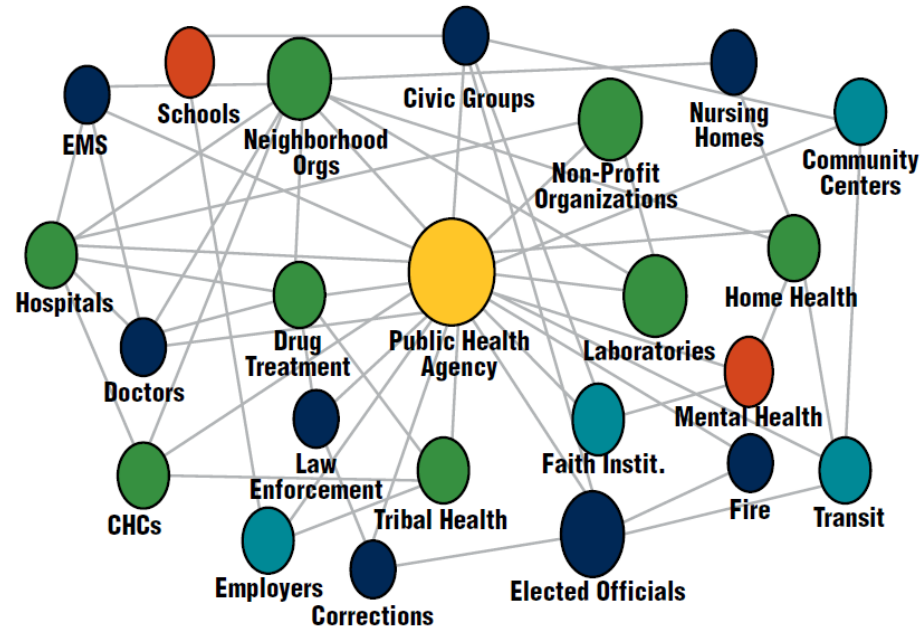
View our [Partnering for Vaccine Equity A Year Later report](#) that outlines the impact organizations have made on the ground in communities since starting the P4VE program.

[Partnering for Vaccine Equity | CDC](#)



[Program Overview \(cdc.gov\)](#)

Background



NACCHO LOGIN | FAQs | Resources | Site Requirements | Home

ABOUT PROJECT ABOUT COURSE PREVIEW INTERACTIVES HOW TO REGISTER SITE CREDITS LEARN MORE CONTACT

ROOTS of HEALTH INEQUITY

The Evolving Role of Public Health Timeline

See how the roles and responsibilities of public health professionals have evolved over time.

[LEARN MORE »](#)

1 | 2 | 3 | 4 | 5 | 6

What's in this Online Learning Collaborative?

As part of the Roots of Health Inequity Learning Collaborative, participants will be able to:

- Explore social processes that produce health inequities in the distribution of disease and illness.
- Strategize more effective ways to act on the root causes of health inequity.
- Form relationships with other local health departments who are working to ensure health equity.

ENTER ROOTS COURSE SITE ▶

Project Goals

- Support LHDs in identifying and addressing inequities in adult COVID-19 and influenza vaccination coverage among racial and ethnic populations.
- Provide LHDs with the technical assistance, capacity building, and resources to increase COVID-19 and influenza uptake among racial and ethnic minority adults.

Partnering for Vaccine Equity

[Request for Application](#)

Key Dates



Event	Date / Time
Launch RFA	May 22, 2023
Informational Webinar (register here)	June 5, 2023, @ 3pm EST
Application Submission Deadline	June 30, 2023, @ 11:59pm PST
Date of Award Notification	The week of July 24, 2023
End of Period of Performance	July 31, 2024

Contract Terms

- Selected LHDs will enter a contract with NACCHO to complete the required activities (based on the scope of work selected) outlined in the Project Goals & Requirements section of RFA.
- NACCHO will pay each awarded LHD demonstration site in payments in exchange for completion of the assigned scope of work and accepted deliverables. Deliverables will be priced as a portion of the total award amount.
- 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

Through this funding opportunity, two project scopes will be available:

- **Scope of Work A (\$75,000):** Communications Campaign to Strengthen COVID-19 and Influenza Uptake
- **Scope of Work B (\$150,000):** Enhanced Communications Campaign- Coordinating and Collaborating with Partners to Develop Strategies to Strengthen COVID-19 and Influenza Uptake

Awardees will be required to conduct specific activities based on the project scope selected in addition to those described in a project workplan which will be agreed upon after award acceptance.

Overview of RFA – SOW A

Awarded applicants will be required to conduct the following activities:

- Conduct **CDC's Rapid Community Assessment (RCA)** activity 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.
- **Plan and implement a communications campaign** to promote influenza and COVID-19 vaccination uptake using lessons learned from the RCA activity. The communications campaign should be specific to the jurisdiction and/or population of focus and may include traditional methods such as paid media and nontraditional methods, such as peer-to-peer education.
- **Develop a workplan and corresponding evaluation plan** with identified program activities, outcomes, and goals.

Overview of RFA – SOW A

Awarded applicants will be required to conduct the following activities:

- **Participate in scheduled (i.e., monthly, or bi-monthly) calls** with NACCHO to monitor project progress, engage in peer networking, share best practices and resources, and receive technical assistance.
- Designate at least one LHD staff member to complete NACCHO's **Roots of Health Inequity course module(s)** and incorporate learnings in LHD practice or strategies.
- Partner with NACCHO to **develop new and/or update existing materials and share subject matter expertise** focused on adults from racial and ethnic minority groups experiencing inequities in influenza and COVID-19 vaccination coverage and uptake.

Overview of RFA – SOW A

Awarded applicants will be required to conduct the following activities (cont.):

- **Participate in evaluation activities and document project outcomes.** As such, recipients will be expected to conduct the following activities:
 - Participate in NACCHO's **evaluation and assessment activities** (i.e., a preassessment, post-assessment, mid-year interviews), and **project close out interviews**.
 - **Submit final report** detailing the successes, challenges, and lessons learned from participation in the project.
- **Submit progress reports** (monthly, bi-monthly, quarterly, etc.) to share outcomes, challenges, and needs related to vaccine promotion and accessibility activities.
- **Designate one LHD main point of contact** with whom NACCHO will directly communicate on all matters related to this project.

Deliverables and Invoice Schedule – SOW A

Invoice Number and Payment Schedule	Primary Task / Deliverables	Dates to Complete Tasks By	Deliverable Amount
Invoice #1 September 15, 2023 Invoice total: \$2,750	Attend project Kick-Off Meeting	Mid to Late August – Date TBA	\$1,500
	Completion of pre-assessment	September 15, 2023	\$1,250
Invoice #2 November 15, 2023 Invoice total: \$26,250	Completion of quarterly report 1	October 6, 2023	\$2,500
	Complete CDC's Rapid Community Assessment in jurisdiction and submit summary report of methods, findings and opportunities for vaccine education and promotion.	October 31, 2023	\$20,000
	Develop and submit a project workplan and vaccine communications plan for project period	November 1, 2023	\$3,750
Invoice #3 February 15, 2024 Invoice Total: \$10,000	Completion of quarterly report 2	January 8, 2024	\$2,500
	Completion of project mid-year assessment	February 15, 2024	\$2,500
	Completion of Roots of Inequity course module	February 15, 2024	\$5,000
Invoice #4 May 15, 2024 Invoice Total: \$25,000	Completion of quarterly report 3	April 5, 2024	\$2,500
	Submission of all materials, products, and/or collateral developed, adapted, and utilized in vaccine communications campaign	May 15, 2024	\$15,000
	Complete and submit report including outcomes of vaccine communications campaign	May 15, 2024	\$7,500
Invoice #5 July 31, 2024 Invoice Total: \$11,000	Completion of quarterly report 4	July 8, 2023	\$2,500
	Completion and submission of final report and project close activities	July 31, 2024	\$5,000
	Regular Meeting Attendance	July 31, 2024	\$3,500

Overview of RFA – SOW B

- Completion of all activities listed above in SOW A
- **Identify and implement an intervention beyond a communications campaign** that enhances collaboration and coordination of adult immunization services with a partner(s) in the jurisdiction. Examples may include, but are not limited to:
 - **Provider education** to enhance timely and accurate administration and communication of recommendation vaccinations
 - Coordination of **mobile vaccination, home visits and/or workplace vaccination program**
 - **Healthcare provider practice support** (IIS enrollment, standing orders, data sharing agreements, reminder/recall)
 - **Development of immunization stakeholder coalition or taskforce**

Overview of RFA – SOW B

- **Develop and share documentation of collaborating and coordinating with a partner(s) to improve adult immunization services** (examples include but are not limited to standard operating and reporting procedures, educational materials for community, promotional materials, training modules, sample MOUs, data sharing, cost sharing, and other legal agreements between the entities).
- **Documentation of the partnership development** process with a logic model.
- **Final report** documenting methods, results, conclusions, and lessons learned.

Deliverables and Invoice Schedule – SOW B

Invoice Number and Payment Schedule	Primary Task / Deliverables	Dates to Complete Tasks By	Deliverable Amount
Invoice #1 September 15, 2023 Invoice total: \$10,250	Attend project Kick-Off Meeting	Mid to Late August – Date TBA	\$1,500
	Completion of pre-assessment	September 15, 2023	\$1,250
	Submission of partner agreement	September 15, 2023	\$7,500
Invoice #2 November 15, 2023 Invoice total: \$31,250	Completion of quarterly report 1	October 6, 2023	\$2,500
	Complete CDC's Rapid Community Assessment in jurisdiction and submit summary report of methods, findings and opportunities for vaccine education and promotion.	November 15, 2023	\$20,000
	Develop and submit a project workplan, evaluation plan, and vaccine communications plan for project period	November 15, 2023	\$8,750
Invoice #3 February 15, 2024 Invoice Total: \$30,000	Completion of quarterly report 2	January 8, 2024	\$2,500
	Completion of project mid-year assessment	February 15, 2024	\$2,500
	Completion of Roots of Inequity course module	February 15, 2024	\$5,000
	Submission of resource deliverable 1	February 15, 2024	\$20,000
Invoice #4 May 15, 2024 Invoice Total: \$45,000	Completion of quarterly report 3	April 5, 2024	\$2,500
	Submission of all materials, products, and/or collateral developed, adapted and utilized in vaccine communications campaign	May 15, 2024	\$15,000
	Complete and submit report including outcomes of vaccine communications campaign	May 15, 2024	\$7,500
	Submission of resource deliverable 2	May 15, 2024	\$20,000
Invoice #5 July 31, 2024 Invoice Total: \$33,500	Completion of quarterly report 4	July 8, 2024	\$2,500
	Completion and submission of final report and project close activities	July 31, 2024	\$10,000
	Partnership Impact Report	July 31, 2024	\$7,500
	Presentation on intervention implemented that enhances collaboration and coordination of adult immunization services	July 31, 2024	\$10,000
	Regular Meeting Attendance	July 31, 2024	\$3,500

Project Expectations

What you can expect from NACCHO:

- Provide background information related to the project.
- Coordinate monthly calls that will include technical assistance, peer discussion, and site updates from awarded LHDs.
- Assist LHDs in conducting the Rapid Community Assessment
- Provide direct technical assistance for completion of tasks, including periodic webinars and phone or e-mail consultations.
- Facilitate routine conference calls, webinars, and information exchange between recipients.

Application Format & Criteria

A. Local Jurisdiction Information

B. Project Narrative

- Statement of Need
- Strategy and Approach
- LHD Capacity to Implement Approach
- Collaboration and Partnerships
- [SOW B Applicants ONLY] Collaboration and Coordination Strategies

C. Budget Justification and Narrative

- Budget template
- Budget narrative

D. Additional Required Information

- Agreement to Scope of Work
- Vendor Information Form
- Certificate of Non-Debarment
- W-9
- FFAFTA Form
- Active Unique Entity ID
- Fringe and Indirect Rates

RFA Attachments

- **Appendix A:** Scope of Work A and Invoicing Schedule
- **Appendix B:** Scope of Work B and Invoice Schedule
- **Appendix C:** Sample Contract Template
- **Appendix D:** Budget Narrative Template
- **Appendix E:** Unallowable Costs

APPENDIX A – Scope of Work A and Invoicing Schedule

Scope of Work: <Organization Name>

Project: Partnering for Vaccine Equity – Communications Campaign to Strengthen COVID-19 and Influenza Uptake

Project Period: Upon contract execution to no later than July 31, 2024

Award Amount: \$75,000

Project Background

Through the *Partnering for Vaccine Equity* project, NACCHO will support local health departments (LHDs) to identify and address drivers of vaccine hesitancy, engage community stakeholders and influential messengers to support vaccine messaging, provide education and vaccine delivery at the community level, and facilitate relationships between vaccine providers and the community to increase vaccine confidence and access opportunities. This work will be strengthened through strategic national-level partnerships and collaboration with other funded entities to maximize sharing of resources, best practices and lessons learned in addressing misinformation and advancing vaccine equity.

Objectives

With support from NACCHO, <Organization Name> seeks to meet the objectives and corresponding Scope of Work below:

1. Improve understanding of current barriers to COVID-19 and influenza vaccination for adults in local jurisdictions.
2. Identify vaccine inequities and opportunities for enhanced vaccine education and access at the local level.
3. Develop and enhance local collaborations to improve vaccine education, outreach, and access for identified adult populations.
4. Contribute to shared learning and reporting of challenges, results, and outcomes throughout the project period.

Required Activities

- With the support of NACCHO, conduct CDC's [Rapid Community Assessment](#) activity 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. **This is a critical element of the award and will require a substantial time commitment.**
- Plan and implement a communications campaign to promote influenza and COVID-19 vaccination uptake using lessons learned from the Community Assessment activity. The communications campaign should be specific to the jurisdiction and/or population of focus and use traditional methods such as paid media and non-traditional methods, such as peer-to-peer education.
- Develop a workplan with identified program activities, outcomes, and goals.

APPENDIX C – Sample Contract Template

CONTRACTOR A

This Contractor Agreement is entered into, indicated below, by and between the **National Association of County & City Health Officials** (hereinafter referred to as "NACCHO"), with its principal place of business at 1100 17th Street, NW 4th Fl., Washington, DC 20005, and **Insert a** "Contractor", with its principal place of business at _____.

WHEREAS, NACCHO wishes to hire Contractor to provide the services described in the Scope of Work attached as **Exhibit A** to this Agreement;

WHEREAS, Contractor wishes to provide the services described in the Scope of Work attached as **Exhibit A** to this Agreement;

NOW, THEREFORE, for good and valuable consideration, which is hereby acknowledged, the parties, intend and agree as follows:

ARTICLE I. SPECIFICATIONS

1. **PURPOSE OF AGREEMENT:** Contractor agrees to provide the services described in the Scope of Work attached as **Exhibit A** to this Agreement as if fully set forth herein. Contractor shall be consistent with the standards of the industry.
2. **TERM OF AGREEMENT:** The term of the Agreement shall continue in effect until **(insert date)**, unless extended by mutual agreement of the parties.
3. **PAYMENT FOR SERVICES:** In consideration of the services to be provided by Contractor, NACCHO agrees to pay Contractor an amount to be made within 30 days of receipt of invoice(s) submitted as follows:

Invoice No.	Amount	Deliverable
Invoice I		
Invoice II		
Invoice III		

APPENDIX D – Budget Narrative Template

The budget narrative explains each line-item and how the amounts were derived. See detailed below.

- A. **Personnel:** List all staff positions by title (both current and proposed). Give the annual salary rate of each position, the percentage of each position's time devoted to the project activities you anticipate these staff persons to conduct.
- B. **Fringe Benefits:** Provide a breakdown of the amounts and percentages that comprise fringe costs such as health insurance, etc. Please provide government approved rates, if you do not have that, please create a statement letter explaining your approved rates.
- C. **Travel:** Specify the purpose and details of the travel.
- D. **Supplies:** Identify supplies in the detailed budget and the intended use for these supplies (activities will the supplies support).
- E. **Contractual:** Identify each proposed contract and specify its purpose and estimated cost.
- F. **Other direct costs:** These will vary depending on the nature of the project. This may include activities, monitoring and evaluation, etc.
- G. **Indirect charge:** Indicate how the rate is applied. If you are proposing more than 10%, please provide government approved rates, if you do not have that, please create a statement letter explaining your approved rates.

- **Personnel**
 - **Add text**

- **Fringe Benefits**
 - **Add text**

- **Travel**
 - **Add text**

- **Supplies**
 - **Add text**

- **Contractual**
 - **Add text**

- **Other Direct Costs**
 - **Add text**

- **Indirect Charge**
 - **Add text**

- Respond to the following two questions:
 - Do you have prior experience in Federal Contracting?
 - Have you completed a Single Audit?

APPENDIX B – Scope of Work B and Invoicing Schedule

Scope of Work: <Organization Name>

Project: Partnering for Vaccine Equity – Enhanced Communications Campaign: Coordinating and Collaborating with Partners to Develop Strategies to Strengthen COVID-19 and Influenza Uptake

Project Period: Upon contract execution to no later than July 31, 2024

Award Amount: \$150,000

Project Background

Through the *Partnering for Vaccine Equity* project, NACCHO will support local health departments (LHDs) to identify and address drivers of vaccine hesitancy, engage community stakeholders and influential messengers to support vaccine messaging, provide education and vaccine delivery at the community level, and facilitate relationships between vaccine providers and the community to increase vaccine confidence and access opportunities. This work will be strengthened through strategic national-level partnerships and collaboration with other funded entities to maximize sharing of resources, best practices and lessons learned in addressing misinformation and advancing vaccine equity.

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Required Activities

- With the support of NACCHO, conduct CDC's [Rapid Community Assessment](#) activity 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. **This is a critical element of the award and will require a substantial time commitment.**
- Plan and implement a communications campaign to promote influenza and COVID-19 vaccination uptake using lessons learned from the Rapid Community Assessment activity. The communications campaign should be specific to the jurisdiction and/or population of focus and may include traditional methods such as paid media and non-traditional methods, such as peer-to-peer education.

APPENDIX E – Unallowable Costs

1. Interest Expense (FAR 31.205-20) is unallowable however represented including bond discounts, costs of financing and refinancing capital including associated costs. Some associated costs include related legal and professional fees incurred in connection with prospectuses, the costs of preparing stock rights are generally unallowable with special rules. However, interest assessed by certain state and local taxing authorities are allowable under certain conditions. Suggest the author be contacted on these special rules.
2. Donations/Contributions (FAR 31.205-8)
3. Entertainment (FAR 31.205-14) – The costs of entertainment and recreation however represented are unallowable including associated costs. It also includes costs associated with social activities including social, dining, country clubs and similar organizations are unallowable.
4. Contingencies (FAR 31.205-7)
5. Bad Debts (FAR 31.205-3)
6. Fines and Penalties (FAR 31.205-15) – The costs of fines and penalties for violating federal, state or local laws is unallowable including associated costs. Specifically, the costs associated with the mischarging of costs to government contracts is unallowable.
7. Goodwill (FAR 31.205-49) – The write-up of assets, resultant depreciation and goodwill from business combinations is unallowable.
8. Losses on Contracts (FAR 31.205-33) – The excess of cost over income on any contract is unallowable. This includes the contractor's share of any cost contribution on cost sharing agreements.
9. Organizational (FAR 31.205-27) – Organization costs and re-organization costs are unallowable however represented including professional and legal fees. However, the costs of executive bonuses, employee savings plans and employee stock ownership plans are not considered organization or re-organization costs and are not made unallowable by this principle. Such costs are addressed by FAR 31.205-6.
10. Food- Direct charges for meals/food and beverages are unallowable charges to this project.
11. Alcohol – Alcohol is expressly unallowable under all circumstances.
12. Promotion – This cost is unallowable if the primary purpose is to promote a company's image or products or service.
13. Personal Use – Personal use of anything as compared to business purpose is unallowable.
14. Profit Distribution – Any cost presumed to be a distribution of profits is unallowable in all cases.
15. First Class Air Fare – First class air fare is unallowable in most cases. There are a few exceptions but are available in rare circumstances. Please contact me about these exceptions as needed.
16. Legal Costs – Certain legal costs are unallowable. For legal costs to be allowable the costs must be documented by scope of work, rate description and work product. In any case, please contact me regarding the circumstances that these costs are allowable or not. Claims against the government and Defense of certain fraud proceedings are unallowable.
17. Travel Costs – Hotel, meals and incidentals generally are unallowable if they exceed on a daily basis the Federal Travel Per Diem Rates published by the General Services Administration.
18. Equipment purchases over \$5,000, i.e., Vehicles, Medical Devices.
19. Harm Reduction supplies or syringes.

Application Scoring

Criteria	Weight for SOW A	Weight for SOW B
Jurisdictional need	25%	20%
Strategy and approach	25%	20%
LHD capacity to implement approach	25%	20%
Collaboration and partnerships	25%	20%
[SOW B Applicants ONLY] Collaboration and Coordination Strategies	N/A	20%

Submission Instructions

[Home](#) / [My Applications](#) / [5739 - New Application](#)

Partnering for Vaccine Equity (PAVE)

[Entry Information](#) → [Statement of Need](#) → [Budget Justification and Narrative](#) → [Upload](#)

With support from the Centers for Disease Control and Prevention (CDC), NACCHO is pleased to offer a funding opportunity for the [Partnering for Vaccine Equity \(PAVE\)](#) demonstration site project to support LHDs in identifying and addressing inequities in adult influenza and COVID-19 vaccination coverage, among racial and ethnic populations. Selected LHDs will receive training, technical assistance, and other resources with the goal of decreasing inequities in vaccine uptake.

Through this funding opportunity, NACCHO will issue awards in the form of fixed-priced contracts equaling \$75,000 to LHDs that elected to complete [Scope of Work A](#); or \$150,000 to LHDs that select to complete [Scope of Work B](#). The project period is expected to begin on August 1, 2023, and will end July 31, 2024. If your health department has participated in a previous NACCHO PAVE project, you are not eligible to apply for this funding opportunity. **Applications must be submitted no later than Friday, June 30, 2023, at 11:59 pm PST.** In fairness to all applicants, NACCHO will not accept late submissions.

- Applications should be submitted via the application **by 11:59pm PT on June 30, 2023.**
- Submissions after this deadline will not be considered. NACCHO will confirm receipt of application within three to five business days of submission; however, receipt of submission does not guarantee verification of completeness.
- All applicants will be notified of their status the week of July 24, 2023.



Question & Answer

**Please enter your questions or
comments into the Q&A**

Thank you for Joining!

- Contact us with questions at 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>