Funding Opportunity - Equipping Local Health Departments to Address Vaccine Hesitancy

October 8, 2020
1:00PM ET


Webinar Logistics

• This webinar is being recorded and the recording will be shared.

• 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 three 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.

CDC NCIRD | Vaccinate with Confidence

Vaccinate with Confidence combines CDC's existing work with new investments, partnerships, and activities to protect communities at risk and strengthen public trust in the life-saving protection of vaccines.

How We Get There

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

New Investments and Partnerships
- Leverage CDC's Immunization and Vaccines for Children cooperative agreement to support efforts to find and respond to pockets of low vaccine coverage
- Use immunization information system data to pinpoint areas of low vaccination coverage
- Build immunization program capacity and leadership to effectively respond to outbreaks

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

New Investments and Partnerships
- Start vaccine conversations earlier, with parents of very young infants and pregnant women
- Reduce hesitancy and improve vaccine access at the nation's community health centers
- Develop a provider toolkit to address parents' vaccine questions during outbreaks

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

New Investments and Partnerships
- Work with social media companies to promote trustworthy vaccine information
- Provide accurate, accessible information on vaccines to state policy makers
- Engage state and local health officials to advance effective local responses to misinformation

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
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 at-risk populations or un/under-vaccinated communities.

- Provide one additional consultant staff member in the LHD dedicated to:
  - addressing vaccine hesitancy and misinformation,
  - building partnerships with other local organizations, and
  - identifying areas of need to improve vaccine confidence.
Equipping Local Health Departments to Address Vaccine Hesitancy

## Key Dates

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<tr>
<th>Event</th>
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<tr>
<td>Release of RFA</td>
<td>October 5, 2020</td>
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<tr>
<td>Optional informational webinar for potential applicants</td>
<td>October 8, 2020</td>
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<tr>
<td>Application period closes</td>
<td>October 26, 2020</td>
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<tr>
<td>Anticipated notice of award</td>
<td>November 20, 2020</td>
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<td>Close of project period</td>
<td>July 31, 2021</td>
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Host Site Eligibility Criteria

The application is open to local health departments

- Includes health departments providing services locally and regionally and tribal health departments that are active NACCHO members
- To confirm membership status or to or become an active NACCHO member, visit [http://www.naccho.org/membership](http://www.naccho.org/membership)

The applicant should meet the following requirements:

- Interest in building the LHD’s immunization program workforce adding a consultant staff member dedicated to specifically addressing vaccine hesitancy and misinformation to protect at-risk communities. The LHD must be willing to: 1) Build and maintain partnerships with other organizations and stakeholders to improve LHD efforts and outreach to address vaccine hesitancy, and 2) Monitor progress and evaluation outcomes from the local community to identify effective practices that could be replicable in other jurisdictions.
- Ability to support and oversee one new consultant staff member
- Ability to provide a detailed Scope of Work/job description (See Appendix A) including activities and deliverables that would be completed by the new consultant staff member
- Upon selection, willingness to sign a Letter of Commitment (See Appendix B) detailing the LHD’s ability and commitment to serve as a host site; and
- Demonstrated capacity to provide one new consultant staff member with appropriate staff accommodations and training (e.g. space, safety and security, information technology, standards of conduct in accordance with local requirements).
Selected LHDs will be required to:

- Upon notice of selection, submit a Letter of Commitment (Appendix B) to NACCHO agreeing to complete the project activities and deliverables specified in the application.

- Partner with NACCHO to on-board one consultant staff member specifically hired to initiate/continue LHD activities to promote vaccine confidence and contain vaccine misinformation within the local jurisdiction.

- Identify a LHD staff person to whom the one consultant staff member will directly report.

- Plan, organize, direct, and coordinate the consultant staff member’s activities and assignments.

From pages 3 & 4 of RFA
Activities of the consultant staff member will include, but not be limited to:

• Implement LHD efforts to **identify at-risk communities**, better **understand barriers** to increasing vaccine confidence, and **conduct communication campaigns** aimed at combatting vaccine misinformation

• **Develop one workplan** detailing the goals, objectives and timeline that will guide the consultant staff member’s efforts and activities

• **Collaborate and partner** with other organizations to improve education and outreach to at-risk communities impacted by vaccine hesitancy and misinformation

• **Participate in peer sharing and technical assistance calls** facilitated by NACCHO to review progress of planned activities and share practices and lessons learned

• **Participate in assessment and evaluation**-related activities to track and measure progress towards expressed outcomes

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

• **Complete a final report** detailing the successes, challenges, and lessons learned.
Supplemental (additional) activities (Select 2):

• Option 1. Advocate to Federal Partners:
  1. Join the Congressional Action Network and sign up to receive the News from Washington Newsletter
  2. Send a letter to your local elected official to educate him/her on emerging and salient VPD issues and the importance of vaccine confidence
  3. Serve as a contact at the local level for media requests regarding vaccines and vaccine confidence topics
  4. Other: _____________________________

• Option 2: Support Project Learning Opportunities:
  1. Present a local best practice, major event summary (e.g., VPD outbreak response), or innovative program during a webinar or conference session*
  2. Facilitate a discussion thread with other project awardees through NACCHO’s online Virtual Communities platform
  3. Share appropriate publications with peers through the Virtual Communities library
  4. Other: _____________________________

• Option 3: Communicate LHD Experiences:
  1. Contribute to an Essential Elements feature blog post
  2. Highlight your experience and perspective by writing in NACCHO’s Stories from the Field blog
  3. Promote issue-specific awareness events on your LHD website or social media (e.g., National Infant Immunization Week or National Immunization Awareness Month)
  4. Other: _____________________________
Application instructions:

• Review the requirements and expectations outlined in this RFA.

• The submitted application must include the following items to be deemed complete:
  • Local jurisdiction information
  • Narrative that addresses the three domains (need, implementation capacity, and partnerships)
  • Detailed Scope of Work/job description for the proposed consultant staff member (see Appendix A).

• NACCHO will confirm receipt of all applications, however, receipt does not guarantee verification of completeness. All questions may be directed to immunization@naccho.org.
Welcome to NACCHO’s *Equipping Local Health Departments to Address Vaccine Hesitancy* project application page.

NACCHO, with support from the Centers for Disease Control and Prevention (CDC), will provide funding for the *Equipping Local Health Departments to Address Vaccine Hesitancy* project. The goal of this project is to provide LHDs with the resources to address vaccine hesitancy in at-risk populations or under-vaccinated communities. This will include providing one additional staff in the LHD dedicated to addressing vaccine hesitancy and misinformation, building partnerships with other local organizations, and identifying areas of need to improve vaccine confidence.

With the assistance of a contracted staffing agency, NACCHO will hire and place one consultant staff member in up to three LHDs. NACCHO will pay the staffing agency directly to reduce burden on the LHD, by executing a contract with the staffing agency through July 31, 2021. Applications from LHDs to receive one consultant staff member and serve as a host site must be submitted by October 26, 2020 at 11:59 pm PT, and site selections will occur on or around November 20, 2020. Upon selection of the three LHD host sites, NACCHO will begin the recruitment process to identify a consultant staff member to be placed in the selected LHD through July 31, 2021. All necessary information regarding the project and application process is outlined in this Request for Applications (RFA).

**Application instructions:**

- 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 20, 2020.
Selection Criteria and Scoring:

• **Narrative:**
  - Jurisdictional need (30%)
  - Capacity to implement the project (30%)
  - Capacity to identify, establish and leverage partnerships (10%)

• **Scope of Work/job description** for one consultant (30%)

• Reviewers will consider geographic distribution, jurisdictional characteristics, and population served
Overview of RFA

Attachments

- **Appendix A:** Sample Scope of Work/Job Description for One Consultant Staff
  - Select 2 additional options
  - Upload to Qualtrics application system

- **Appendix B:** Sample Letter of Commitment
  - Submit upon notice of selection

- **Optional:** Letters of support, partnership agreements

From page 7 & 9 of RFA
Please enter your questions or comments in to the Q&A box
Thank you for joining today's webinar!

• Contact us with questions

• Email: immunization@naccho.org

• An FAQ document and the recording of today’s webinar will be posted alongside the RFA