Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships

Informational Webinar

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

Wednesday, August 16, 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 for local health departments.

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

• Among children and adolescents aged 5-17 years, ≥1-dose COVID-19 vaccination coverage was low overall.

• Data collected by CDC during July 1 – September 30, 2022, indicated that overall, 47.2% of children and adolescents received ≥1 COVID-19 vaccine dose; 43.3% completed the primary series.
  • Monovalent booster dose coverage was low overall (14.7%) and was highest among Asian children and adolescents (22.4%) and lowest among Black children and adolescents (9.3%).
  • Parents of White children and adolescents of all ages reported the highest level of reluctance (40.3%) to have their child vaccinated.

What Vaccines do Adolescents Need?

CDC-RECOMMENDED
VACCINES FOR ADOLESCENTS

11-12 Years
- HPV* (2 doses)
- MenACWY
- Tdap
- Flu (seasonal)
- COVID-19*

*Can start at 9 years

13-15 Years
- MenACWY (if not previously vaccinated)
- Flu (seasonal)
- COVID-19*

16 Years
- MenACWY Booster
- MenB* (if not previously vaccinated)
- Flu (seasonal)
- COVID-19*

17-18 Years
- Td Booster every 10 years
- Flu (seasonal)
- COVID-19*

*Consult the CDC website for dosing schedule.
*Adolescents may be vaccinated with a 2-dose MenB vaccine; the preferred vaccination age range is 16 through 18 years.

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Background (cont.)

Adolescent and School Health

Youth Advisory Councils Action Plans

Youth in Pima County, Arizona Inspire Community with #VaxTruthChallenge Videos

Located in Southern Arizona and partially on the U.S-Mexico border, Pima County has made progress vaccinating people 10 years and older for COVID-19, with 48% of its adult population fully vaccinated as of September 22, 2021. However, 12 to 17-year-olds have been slow to get vaccinated since they became eligible. To help increase youth COVID-19 vaccinations, Pima County Health Department (PCHD) asked local youth advisors to help identify strategies most appealing to their peers.

One such strategy in #VaxTruthChallenge is a social media contest Pima County youth advisors and PCHD began in May 2021. To participate in the challenge, Pima County residents aged 24 and younger create and submit COVID-19 vaccination promotional videos on social media using the hashtag #VaxTruthChallenge. Video themes include countering COVID-19 vaccine misinformation.
Project Goals

• Support LHDs in understanding the current landscape of COVID-19 and other routine vaccine promotion for adolescents and the roles of various stakeholders and key partners.

• Provide LHDs with the technical assistance, capacity building, and resources regarding best practices for health communication campaigns for adolescents and their families.

• Develop and enhance local collaborations, especially with schools and private providers, to improve vaccine education, outreach, and access for adolescents and their families.
Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships

Request for Application
## Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date / Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch RFA <em>(access application here)</em></td>
<td>July 31, 2023</td>
</tr>
<tr>
<td>Informational Webinar <em>(register here)</em></td>
<td>August 16, 2023, @ 3:30pm EDT</td>
</tr>
<tr>
<td>Application Submission Deadline</td>
<td>August 31, 2023, @ 11:59pm PDT</td>
</tr>
<tr>
<td>Date of Award Notification</td>
<td>The week of September 18, 2023</td>
</tr>
<tr>
<td>End of Period of Performance</td>
<td>September 29, 2024</td>
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</tbody>
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*From page 3 of RFA*
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

**Scope of Work ($75,000):** Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships

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

• **Develop a workplan and corresponding evaluation plan** with identified program activities, outcomes, and goals.

• **Plan and implement or engage with an established youth advisory group** to better understand adolescent’s vaccine and health decision-making, inform peer to peer communications campaigns, and identify channels to promote COVID-19 vaccination uptake, vaccine confidence, and overall awareness and trust in public health among adolescents.

• **Develop community-specific solutions utilizing trusted messengers that build vaccine confidence**, including tailoring COVID-19 vaccination content and materials to meet local context; create resources, health communication campaigns, and social marketing to address vaccine hesitancy, improve vaccine confidence, and increase equitable COVID-19 vaccine in adolescents and their families at the local level.
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 participate in a **health equity training activity** and incorporate learnings in LHD practice or strategies.

- **Host or participate in grassroots community events** to build awareness of and confidence in local public health services and to promote adolescent vaccination uptake.

- **Amplify the messaging and communications developed by the National Federation of State High School Associations (NFHS)** related to adolescent vaccination.
Overview of RFA – SOW

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

- Partner with NACCHO to develop new and/or update existing materials and share subject matter expertise focused on under-immunized adolescents and those experiencing inequities in COVID-19 and/or routine vaccination coverage and uptake.

- 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 progress reports bi-monthly (every two months) 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

<table>
<thead>
<tr>
<th>Invoice Number</th>
<th>Primary Task / Deliverables</th>
<th>Due Date</th>
<th>Invoice Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoice #1</td>
<td>Attend project Kick-Off Meeting</td>
<td>December 15, 2023</td>
<td>$2,000</td>
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<tr>
<td>Invoice total: $9,000</td>
<td>Completion of pre-assessment</td>
<td></td>
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<tr>
<td></td>
<td>Develop and submit a project workplan</td>
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<tr>
<td>Invoice #2</td>
<td>Completion of progress report 1</td>
<td>March 15, 2024</td>
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<td>Invoice total: $20,000</td>
<td>Competition of a partner engagement plan</td>
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<td>Invoice #3</td>
<td>Completion of progress report 2</td>
<td>July 15, 2024</td>
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<td>Invoice Total: $23,000</td>
<td>Submission of key materials, products, and/or collateral developed, adapted, and/or utilized in vaccine communications and/or adolescent outreach campaign</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Submission of a project resource or strategy that could contribute to NACCHO communications highlighting project successes, challenges and lessons learned</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Completion of health equity training activity</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Invoice #4</td>
<td>Completion of partner engagement report</td>
<td>September 15, 2024</td>
<td>$5,000</td>
</tr>
<tr>
<td>Invoice Total: $23,000</td>
<td>Completion of post assessment survey and project close activities</td>
<td></td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>Regular Meeting Attendance</td>
<td></td>
<td>$3,000</td>
</tr>
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Project Expectations

What you can expect from NACCHO:

• Provide background information related to the project.
• Provide regular opportunities for learning and peer-to-peer networking among awarded LHDs.
• Provide direct technical assistance for completion of tasks, including periodic webinars and phone or e-mail consultations.
• Facilitate routine conference calls 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

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 and Invoicing Schedule
- **Appendix B**: Sample Contract Template
- **Appendix C**: Budget Narrative Template
- **Appendix D**: Unallowable costs
# Application Scoring

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight for SOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdictional need</td>
<td>25%</td>
</tr>
<tr>
<td>Strategy and approach</td>
<td>25%</td>
</tr>
<tr>
<td>LHD capacity to implement approach</td>
<td>25%</td>
</tr>
<tr>
<td>Collaboration and partnerships</td>
<td>25%</td>
</tr>
</tbody>
</table>
Submission Instructions

• Applications should be submitted via the application by **11:59pm PT on August 31, 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 September 18, 2023.
Resources for Application

- Vaccine Activity Planner (arcgis.com)
- TeenVaxView | Adolescent Vaccine Coverage Interactive Data | NIS | CDC
- MMWR, Volume 72, Issue 1 — January 6, 2023 (cdc.gov)
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