



REQUEST FOR APPLICATIONS

Using Effective Media Campaigns to Raise Awareness about Syphilis

National Association of County and City Health Officials (NACCHO)

Release Date: November 6, 2023

Due Date: December 6, 2023

For questions about the Request for Applications (RFA), contact Rebekah Horowitz, Director of STI Programs (rhorowitz@naccho.org).

Summary Information

Project Title: Using Effective Media and Awareness Building Campaigns to Decrease Syphilis

Proposal Due Date and Time: December 6, 2023, at 11:59 PT

Source of Funding: Centers for Disease Control and Prevention

NOA Award No.: 6 NU38OT000306-04-01

Funding Amount: up to \$32,000 per jurisdiction

Estimated Period of Performance: 7 months

Point of Contact for Questions: Rebekah Horowitz (rhorowitz@naccho.org)

Key Dates

Event	Date
RFA Release	November 6, 2023
Application Submission Deadline	December 6, 2023
Anticipated Award Notification	December 20, 2023
Project Period	Must be completed by 7/31/24

Overview

The National Association of County and City Health Officials (NACCHO) is the voice of the nearly 3,000 local health departments (LHDs) across the country. These city, county, metropolitan, district, and tribal departments work to protect and improve the health of all people and all communities. NACCHO provides capacity-building resources that support LHD leaders in developing and implementing public health policies and practices to ensure communities have access to the vital programs and services that protect them from disease and disaster. Additionally, NACCHO engages with federal policymakers on behalf of LHDs to ensure adequate resources, appropriate public health legislation, and sensible policies are in place to address the myriad of public health challenges facing communities.

In partnership with the Centers for Disease Control and Prevention's (CDC) Division of STD Prevention (DSTDP), **NACCHO is pleased to offer a funding opportunity to LHDs to support the creation of media and awareness building campaigns to increase community awareness of syphilis rates and prevention and treatment.** NACCHO will provide funding for up to 10 health departments. Selected health departments will be required to implement a media and awareness building campaign aimed at decreasing the syphilis burden in their jurisdictions. Findings from this project will be shared broadly with other STI programs.

Background

As STI cases continue to rise across the country, local health departments must use multiple strategies to reach communities. Media campaigns have been used to disseminate important information to audiences to affect various health behaviors across populations.² These campaigns have exposed populations to messages through outlets, including television, radio, billboards, bus shelters, and newspapers.² Today, media campaigns are also made available to populations using online platforms, including social media, and dating apps.

For syphilis, media campaigns can raise awareness and educate communities on the signs and symptoms of syphilis, as well as available resources and services, including syphilis testing options. All campaigns should be carefully designed to reach their intended audience and not be stigmatizing-- this can be

achieved through ensuring that all components of the campaign are carefully thought out and considered, including the language, videos, and graphics that are used. Additionally, the CDC's [Health Equity Guiding Principles for Inclusive Communication](#) is a great resource that can ensure that health departments communication efforts, including media campaigns, are meeting the specific needs and priorities of the populations they serve, and addressing all people inclusively, accurately, and respectfully.¹ For additional resources, see the *Supplemental Resources for Application Development* section of this document.

Since the community is the recipient of these media campaigns, it is advised that they are involved in the media campaign development process. Their engagement in the design of these campaigns improves both responsiveness and effectiveness, as well as promotes buy-in and ownership, to create an effective campaign that has long lasting impacts.

Project Goals & Activities

The primary goal of this RFA is to support the implementation of media and awareness building campaigns aimed at decreasing syphilis across jurisdictions.

Recipient Activities

Recipients will implement a targeted, local media-based awareness building campaign based on their identified priority population. Recipients are advised to include relevant stakeholders, including the affected community, as active participants in designing the campaign goals, helping to identify the appropriate media outlets to use based on the priority population, contributing to campaign messaging and the selection of videos/graphics to support the campaign, and helping to support other activities as appropriate.

Applicants should use the following questions to help guide and shape the project:

1. Who is your priority population?
 - Identify a specific population/subpopulation as the focus of the media campaign. This can include populations affected by syphilis or congenital syphilis. For example, Black trans women, Hispanic men who have sex with men (MSM), white pregnant people, etc.
 - Consider whether there is also a geographic target for the campaign—a particular zip code with high syphilis rates, the area around a healthcare facility, etc.
2. What are the goals and objectives of your media campaign?
 - Define the goals and objectives of the media campaign (did you have meaningful community involvement (e.g., members, stakeholders, advisory groups) in designing them?)
3. What is the message (i.e., campaign statement)? How will the message be delivered?
 - Think about the message that you are trying to convey through the media campaign to your audience. Make sure that it is clear and concise!
 - Ensure that the campaign has a call to action (CTA) for the audience. What do you want your population to do? For example, connecting communities to syphilis testing, encouraging pregnant people to attend all prenatal visits, etc. Your CTA should be very specific!
 - Consider the best media outlets (e.g., radio, tv, online, newspapers) to deliver information to your audience in the most effective way. Could your campaign be

integrated into existing activities? For instance, are there upcoming awareness days, weeks, and months that your campaign will be connected to?

4. How do you plan to measure success?

- Determine how success will be measured—e.g., lessons learned, based on reach (the number of people who hear an ad on the radio), surveying the population to determine how many people responded to a newspaper advertisement, monitoring website traffic before, during, and after a campaign, etc.

Support and Technical Assistance

NACCHO will collaboratively work with CDC to provide ongoing support to awardees in the form of:

- Review of campaign materials.
- Collection of measures of success for analysis.
- NACCHO will develop resources and materials based on project findings to disseminate broadly to LHDs and other STI stakeholders across the country.

Funding Overview and Timeline

Up to 10 local health departments will be awarded up to \$32,000 per jurisdiction to support the implementation of their project. The selection of sites will be based on demonstration of need and background, including a high burden of congenital syphilis and/or high rates of syphilis, as well as ability to complete the project deliverables within the established timeline.

Applications must be submitted via email by December 6th to sti@naccho.org and selections will occur by the end of December. All necessary information regarding the project and application process is outlined in this Request for Applications (RFA).

Eligibility and Contract Terms

This RFA is open to health departments that demonstrate either a significant burden of primary and secondary syphilis and/or congenital syphilis or a trend indicating a rapid increase in rates of either within a priority population or geographic area over a specific time. This should be demonstrated via the most recent available data for congenital and/or primary and secondary syphilis. Within the application, please state the selected geographic area and target population which will be the focus for your media campaign, and how they were identified, including the syphilis burden and any sociodemographic factors that went into the selection.

Applicants should plan for 7 months of project activity including working closely with community members and partners to develop the campaign, as well as implementation of the campaign. Projects will begin on the date of contract execution. NACCHO will pay the selected project areas upon receipt of deliverables per the payment schedule identified in the scope of work. Please note that NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

Sites should focus on developing a campaign to address syphilis that is in alignment with their local epidemiology, healthcare infrastructure and supportive services environment, and identified community needs during the development process. Sites should have the capacity to fully implement the campaign, even if that means bringing in resources from outside the health department (e.g., a marketing firm, graphic designer, or academic partners). NACCHO standard contract language can be found [here](#) if needed.

Information that should be included in the application is outlined below.

1. Background and Need (500 words)

- a. Describe the population (and if applicable, target area) for your campaign.
- b. Describe current interventions implemented, services offered, and healthcare resources available within your community to address and decrease syphilis rates.
- c. Describe how this project may help eliminate health disparities in your community.

2. Project Design and Implementation (1000 words)

- a. Describe project goals and objectives and state how those objectives will be achieved during the project period.
- b. Describe how the project aligns with or will contribute to the ongoing activities of your program.
- c. Describe the plan to engage community members and stakeholders in the development process of the campaign.
- d. Describe your capacity to implement the campaign and/or who you will partner with to do this (e.g., marketing companies, newspaper outlets, radio stations, community-based organization partners, etc.).
- e. Describe your plan to measure success (e.g., number of clicks on a website, likely viewers on a bus route, etc.)
- f. Include a work-plan with activities outlined to achieve your goals and objectives, as well as a clear timeline of those activities.
- g. Indicate agreement to work with NACCHO to conduct data analysis and document lessons learned in the campaign development process.

3. Key Staff (500-750 words)

- a. Describe key staff that will implement and manage the project. Include information regarding staff roles, as well as relevant experience.

Selection Criteria—

Applicants will be reviewed and scored in accordance with the following criteria (out of 25 points) with the topline questions being-- Who is the target population? How will the project be done in the period provided?

- The extent to which the applicant: (5)
 - a. Describes how the selected geographic area and/or priority populations were identified for this project and how this project will address the target population(s) identified.
- The extent to which the applicant: (10)
 - a. Describes strategies and activities that will be used to develop a syphilis campaign that addresses the needs and priorities of the target population.
 - b. Presents a project approach that actively engages community members with lived experiences and/or most impacted by syphilis in the campaign development process.
 - c. Provides a reasonable and feasible plan for measuring success given the timeframe of the project.
- The extent to which the applicant: (10)
 - a. Provides a coherent and complete work plan that aligns with the applicant's proposed strategies and activities, and outcomes for required strategies within the timeframe of the project (ending by 7/31/24).

- b. Describes partnerships with academic, community partners/organizations, individuals with lived experience, and/or media or design companies that can assist with the campaign development process.

The applicant's budget will also be taken into consideration. While not scored, it will be evaluated based on how it aligns with the proposed strategies and activities outlined in this RFA.

Application Submission Instructions

To apply for this funding opportunity, submit a narrative application responding to sections outlined under *Eligibility and Contact Terms* in this document and include in separate attachments the following documentation:

1. [NACCHO's budget template](#) and [budget narrative](#).
 - Guidance on how to complete NACCHO budget templates and narratives can be found [here](#).
2. [FFATA form](#)
3. [Vendor form](#)
4. [W9](#)
5. Proof of active registration with SAM.gov
6. [Certificate of non-debarment](#)
 - IF you plan to provide incentives to community members for feedback on the campaign design or messages, please fill out the [Gift card and incentive approval form](#)
7. If applicable, proof of fringes and/or indirect costs (if higher than 10%) in the budget.
8. If applicable, letters of support from partner organizations

Submit the Application, Budget Template, Budget Narrative, and Contracting Package by December 6, 2023, at 11:59 PM PT. Proposals should be submitted via email to sti@naccho.org.

Supplemental Resources for Application Development

- [Engage the Community | Tools for Successful CHI Efforts | CDC](#)
- [Featured Campaigns | Gateway to Health Communication | CDC](#)
- [Welcome to Instagram advertising | Meta Business Help Center \(facebook.com\)](#)
- [Health Equity Guiding Principles for Inclusive Communication | Gateway to Health Communication | CDC](#)
- Health Photos—BHOC (bhocpartners.org)
- [Advertising Online – BHOC \(bhocpartners.org\)](#)
- [Home - Canva \(Design Tool\)](#)
- [Social Media Strategy | Hootsuite Blog](#)
- [Videos, Digital Graphics, Banners & More - KFF STI Resources](#)
- [Digital Marketing 101 - Zoom](#)
- STI Treatment Guidelines and information on the STI Tx app - [STI Treatment Guidelines \(cdc.gov\)](#)
- STI prevention and awareness communication campaigns and resources - [STD Awareness Week - campaigns and resources from CDC](#)
- Resources from the National Network of STD Clinical Prevention Training Centers (NNPTCs) - [NNPTC | Resources | \(nnptc.org\)](#) and the National STD Curriculum - [National STD Curriculum \(uw.edu\)](#)

- [Health Affairs editorial about the state of congenital syphilis in the US and potential solutions](#)
- [Babies With Syphilis: A Catastrophic Failure Of The US Health Care System | Health Affairs](#)
- 2021 STD Surveillance Report, the most recently published national STI surveillance data - [Sexually Transmitted Disease Surveillance, 2021 \(cdc.gov\)](#)
- CDC Fact sheets on syphilis and congenital syphilis, respectively - [STD Facts - Syphilis \(cdc.gov\)](#) and [STD Facts - Congenital Syphilis \(cdc.gov\)](#)
- [Making Health Communication Programs Work – National Cancer Institute](#)
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References

1. Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *Lancet* (London, England), 376(9748), 1261–1271. [https://doi.org/10.1016/S0140-6736\(10\)60809-4](https://doi.org/10.1016/S0140-6736(10)60809-4)
2. Centers for Disease Control and Prevention. (2022). Using a Health Equity Lens. Retrieved from https://www.cdc.gov/healthcommunication/Health_Equity.html