

Texas Vaccine Outreach and Education Grant

Inform, connect and protect your community.

Texas Vaccine Outreach and Education Grant RFP Applicant Call January 11, 2022



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Heather Manley Lillibridge, PhD, Texas A&M Health

WELCOME



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*Andrea Earl, Communications and Engagement Manager,
Immunization Section*

DEPARTMENT OF STATE HEALTH SERVICES



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Overview of Presentation

- Purpose
- Funding Opportunity
- Eligibility
- Timeline
- Activities
- Application Overview
- Selection Criteria
- Reporting
- Frequently Asked Questions



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Purpose

*“The purpose of the second round of the Texas Vaccine Outreach and Education Grant Program is to fund projects that ensure greater access and knowledge of COVID-19 vaccines through **education and outreach activities** to populations disproportionately affected by COVID-19.*

*Grantees will be awarded funds to engage their community in proactive COVID-19 vaccine education and outreach activities with the goal of increasing the number of people **fully vaccinated*** for COVID-19 in Texas.”*



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Funding Opportunity

- Federal funding from the Centers for Disease Control and Prevention through the State of Texas
- Funding ranges for 12-month period:
 - **\$50,000 to \$150,000** for proposals addressing (one or more of) the following 10 counties with low vaccination rates: Bell, Bowie, Ector, Grayson, Jefferson, Johnson, McLennan, Parker, Tom Green, and Wichita.
 - **\$250,000 to \$1 million** for a statewide organization or a group of organizations having a statewide approach, organizations addressing multiple counties, organizations addressing regions of Texas, organizations focusing on serving parents of children regarding COVID-19 pediatric vaccine safety and efficacy, or other at-risk populations (i.e., communities of color, rural communities, and/or Texans with disabilities.)



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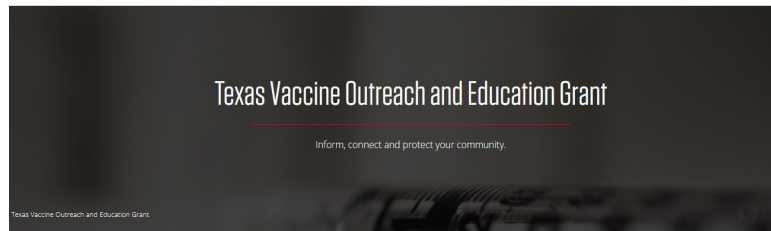
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Funding Opportunity Website

<https://health.tamu.edu/vaccinegrant/>

<https://health.tamu.edu/vaccinegrant/round-2.html>



The Texas Vaccine Outreach and Education Grant program is a partnership between Texas A&M Health and the Texas Department of State Health Services Immunization Unit to fund strategies that ensure greater knowledge of and access to COVID-19 vaccines by those disproportionately affected by COVID-19.

Community-based organizations (CBOs) will be awarded funds to engage their community in proactive COVID-19 vaccine education and outreach activities with the goal of increasing the number of people fully vaccinated for COVID-19 in Texas.

Preventing disparities in the uptake of COVID-19 vaccines is important to mitigate the disproportionate impacts of the virus. Reaching high vaccination rates across individuals and communities will be key for achieving broader population immunity through a vaccine. Lower vaccination rates among some groups will leave them at increased risk for infection, particularly as new variants spread.

For more information email us at vaccinegrant@tamu.edu.

To view the funded organizations for Round 1 and read the press release from Texas A&M Health and the Texas Department of State Health Services click [HERE](#).

VACCINE GRANT ROUND 1

VACCINE GRANT ROUND 2

In partnership with:



The purpose of the second round of the Texas Vaccine Outreach and Education Grant Program is to fund projects that ensure greater access and knowledge of COVID-19 vaccines through education and outreach to populations disproportionately affected by COVID-19. Grantees will be awarded funds to engage their community in proactive COVID-19 vaccine education and outreach activities with the goal of increasing the number of people fully vaccinated for COVID-19 in Texas.

Those who are hesitant to receiving a COVID-19 vaccine could have questions ranging from what the process was for creating the vaccines to wanting more information about the vaccine's safety and effectiveness. Community-based organizations are critical to informing communities about the COVID-19 vaccines and increasing vaccine confidence for those who are still deciding whether to get vaccinated.

We invite statewide organizations, academic institutions, and community-based organizations of all sizes who have strong, direct relationships with the populations they serve to apply for funding. Engagement activities such as hosting events, canvassing door-to-door, or providing other services directly to the community are greatly valued. Even if your organization's mission or regular operations aren't vaccine or public-health related, Texas A&M University Health Science Center and the Department of State Health Services are here to provide guidance, toolkits, resources, and other technical assistance throughout the project timeline.

COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing and mitigating severe disease from COVID-19. Preventing disparities in access to and knowledge of COVID-19 vaccines is important to reduce the disproportionate impacts of the virus. Lower vaccination rates among some groups leaves them

REVIEW ROUND 2 RFP

ROUND 2 APPLY NOW

ROUND 2 GRANT Q&A

ROUND 2 GRANT APPLICATION (PDF)

ROUND 2 APPLICANT RESOURCES

In partnership with:

Online portal link is at the bottom of the page:

https://webportalapp.com/sp/login/tamuhealth_vaccineoutreach2



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Priority Applicants

- Statewide organizations proposing targeted community interventions addressing communities of color, rural communities, and/or Texans with disabilities.
- Groups or organizations focusing on serving children in Texas.
- Groups or organizations focusing on one or more of ten counties in Texas with low vaccination rates. (Bell, Bowie, Ector, Grayson, Jefferson, Johnson, McLennan, Parker, Tom Green, and/or Wichita)
- Groups or organizations focusing on serving Tribal Nations.



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Eligibility

- Eligible applicants include statewide organizations, community-based organizations (CBOs), community coalitions, nonprofit organizations, associations, education agencies, faith-based organizations, tribal clinics, public health partners, transportation providers, physical and mental health entities and government entities.
- Local health departments, entities already receiving Centers for Disease Control and Prevention (CDC) COVID-19 funding from either the CDC or Texas Department of State Health Services (DSHS), and entities that are deemed a 501(c)(4) organizations engaged in lobbying activities are **NOT** eligible for funding under this project.
- Applicants providing women's health services must certify they meet eligibility requirements as defined in [Texas Administrative Code Title 1, Part 15, Chapter 382, Healthy Texas Women](#); specifically, Section 382.17(b)-(d).

Required Activities

- Engage with local health department in their respective public health region(s) to ensure collaboration and avoid duplication of efforts. If awardee's area does not have a local health department, awardee should collaborate with Texas DSHS PHR staff.
- Partner with local COVID-19 vaccine providers to ensure vaccine accessibility.
- Conduct community outreach through safe in-person methods, web-based methods (e.g., video conference calls, webinars, etc.) or other person-to-person communication methods.
- Deliver community-based and culturally and linguistically appropriate education campaigns.
- Participate in regularly scheduled conference calls with other awardees, Texas A&M Health, and Texas DSHS to share progress on activities and discuss lessons learned.
- Share sample materials and communication products.



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Optional Activities

- Host bi-directional (“two-way”) Community Conversations to discuss, identify, and address vaccine hesitancy and to identify community-acceptable approaches for improving vaccination accessibility and acceptability. Document and share findings with Texas A&M Health.
- The required template for documenting Community Conversations is available in the Applicant Resources section.
 - **Introductory Summary** (purpose, goals/objectives, organizers, target audience)
 - **Structure** (e.g., panel discussion, small round table, virtual event)
 - **Findings** (e.g., community concerns, meeting minutes, insights, challenges, successes, identified needs)
 - **Metrics** (e.g., headcount, materials distributed, photos)



Examples of Funded Activities

- Key community institutions (e.g., places of worship, food banks, schools and colleges/universities, elder housing) hold educational events and partner with *vaccination providers to register community members for vaccination appointments.
- Local organizations distribute informational materials on the safety and efficacy of COVID -19 vaccines at local meetings such as church gatherings and apartment complex meetings.
- Local radio stations including COVID-19 vaccine PSAs in messaging and encouraging vaccinations at tabling events.
- A local nonprofit serving people of color hosting a community conversation in the city's 4th most prominent language and translating COVID-19 vaccine promotional materials into that language.

****Project funds may be used for outreach and education but may NOT be used for vaccines or for any costs associated with vaccine administration.***



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Examples (cont.)

Examples of funded **statewide** COVID-19 vaccine projects :

- Statewide project focused on reaching deaf and hard of hearing community members to provide accurate COVID-19 vaccine information in American Sign Language. This project connects multimedia COVID-19 vaccine information to communication channels that are accessible, utilized, and trusted by members of this community.
- Statewide project that focuses on reaching agricultural and food processing workers and their families. Through the funding, the awarded organization is hosting COVID-19 vaccine information booths to address vaccine misinformation at local work sites. The organization is also collaborating with mobile vaccination clinics to provide registration assistance for on site vaccine appointments.



RFP Timeline*

Week of December 20, 2021	RFP Release
January 6, 2022 & January 11, 2022	Applicant Conference Call/Meeting
January 14, 2022	RFP Submission Deadline
Week of February 14, 2022	Selection Notification
March 21, 2022	Finalize Agreements
April 1, 2022	Anticipated Project Implementation Start Date
TBD	Project Kickoff Call/Meeting

*Timeline is subject to change.



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Proposal

- Use online portal and adhere to minimum word counts for each section
- Please provide copy of your submission as a single document (Word or PDF)
- Sections include:
 - Organization/POC information (how we will contact you)
 - Mission statement
 - Project description
 - Target population
 - Proposed Approach
 - Tracking and Measuring



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Tracking and Measuring

- Provide adequate descriptive information to allow for how your organization will track progress.
- Application should include metrics listed in RFP:
 - Total # vaccination referrals
 - # of CBOs and/or coalitions engaged in activities to promote vaccine confidence
 - List state and local education agencies that have been funded or partnered with by CBO
 - # and demographic breakdown of individuals reached
 - # local education campaigns completed
 - # culturally and linguistically appropriate materials distributed
 - # community conversations (template provided)
 - Describe projects that cultivated new community-based partnerships to reach populations disproportionately affected by COVID
 - Describe work to create partnerships engaging with communities serving disproportionately impacted populations
 - List projects that have garnered media coverage, local and statewide (provide links)
 - Describe stories from the field that should be highlighted (upload)



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Budget and Budget Justification

Capture by cost category (e.g., salary, fringe, materials and supplies, indirect rate, etc.) and provide a full description/justification in the provided templates (Excel, Word).

- HHS salary cap (\$199,300 max) and 30% IDC limit applies
- All items must have an estimated unit cost and number of units needed and the offer or should provide a description and reason for use.
- Use separate tabs/sheets for subrecipient costs (with detailed breakdown for each cost category)
- Provide quotes for singular expenses >\$5,000. No capital equipment.
- Project-related travel must adhere to per diem and lodging limits per General Services Administration (GSA)
<https://www.gsa.gov/travel/plan-book/per-diem-rates>
- Mileage reimbursement at \$0.585/mile



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Budget and Budget Justification

AutoSave Off Texas Vaccine Grant Budget Template - Compatibility Mo... - Last Modified

File Home Insert Page Layout Formulas Data Review View Help ACROBAT

Cut Copy Paste Format Painter Clipboard

Geneva 9 A^ A^ B I U Font

Align Merge & Center

P27

	A	B	C	D
1	The Texas Vaccine			
2				
3				
4	Subrecipient Lead:			
5	Organization:			
6	Department (if applicable):			
7	Project Title:			
8				
9	A. Salaries and Wages FTE Salary Monthly Rate % Effort			
10	Subrecipient Lead			
11	Name	\$0	\$0	0%
12	Key personnel			
13	Name	\$0	\$0	0%
14	Name	\$0	\$0	0%
15	Name	\$0	\$0	0%
16	Other personnel			
17	Name	\$0	\$0	0%
18	Name	\$0	\$0	0%
19	Name	\$0	\$0	0%

The Texas Vaccine Outreach and Education Grant Program

Budget Justification

Project Title:

Project Lead: List name(s) of project lead, title, organization

Total Project Budget Request: \$xx
 Project Lead Institution: \$xx
 List Subrecipient partner organizations individually: \$xx

Budget Request by Object Class:

Object Class	Total Funding
A. Salary*	
B. Fringe Benefits	
C. Travel	
D. Materials and Supplies	
E. Contractual (Subawards – list individually)	
F. Other Direct costs	
G. Indirect Costs**	
Total budget request	

A. Salaries and Wages

*Please note that salary must not exceed the HHS cap of \$199,300.

Senior Personnel Salaries:

- **Project Lead:** Employee Name/Title/role on project – Description of duties/tasks for project, and FTE % for project. Include total amount of salary support requested.
- Employee Name/Title/role on project – Description of duties/tasks for project, and FTE % for project. Include total amount of salary support requested.

Other Personnel Salaries:

- Employee Name/Title/role on project – Description of duties/tasks for project, and FTE % for project. Include total amount of salary support requested.
- Employee Name/Title/role on project – Description of duties/tasks for project, and FTE % for project. Include total amount of salary support requested.
- Employee Name/Title/role on project – Description of duties/tasks for project, and FTE % for project. Include total amount of salary support requested.



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Subrecipient Commitment Form

DIVISION OF RESEARCH

Sponsored Research Services



SUBRECIPIENT COMMITMENT FORM - The Texas Vaccine Outreach and Education Grant Program ("Round 2")

SUBRECIPIENT INSTITUTION	
Institution Legal Name: (as registered in SAM.gov)	
Project Lead (name):	
PreAward Contact:	
Email:	Phone:
Type of Organization: (select one)	
<input type="checkbox"/> US Non-profit/University	<input type="checkbox"/> US For-profit
<input type="checkbox"/> Non-US Non-profit/University	<input type="checkbox"/> Non-US For-Profit
<input type="checkbox"/> Govt Agency	
PROJECT INFORMATION	
Project Title:	
Prime Sponsor: DHHS-Centers for Disease Control and Prevention; Texas Department of State Health Services	
Solicitation Number: HHS001043100001; Texas Vaccine Outreach and Education Grant Program (Round 2)	
Subrecipient Project Period: 4/1/22 - 3/31/23	Amount Request:
PROPOSAL DOCUMENTS	
The following documents are included in our proposal submission.	
Required Documents:	
<input type="checkbox"/> Scope of Work (PDF of proposal)	<input type="checkbox"/> Project Lead Biosketch
<input type="checkbox"/> Detailed Budget (Excel)	<input type="checkbox"/> Budget Justification (Budget narrative)
	<input type="checkbox"/> Insurance Certificate
BUDGET INFORMATION	

Indirect Costs

- Allowable indirects are capped at 30% of Modified Total Direct Costs (MTDC). MTDC consists of all direct salaries/wages, fringe, materials and supplies, services, and travel. Excludes equipment, rental costs, etc.
- Include a copy of your organizations latest rate agreement negotiated with a cognizant Federal agency. Indicate that your organization is willing to accept the lesser rate (30%) if your organization's rate is higher.
- If your organization does not have a negotiated rate, then 10% *de minimus* may be claimed (10% of MTDC).
 - If 10% rate is claimed, then no separate “overhead” charges (e.g., rent, phone, internet, utilities, etc.) may be claimed.
 - An organization may claim the *de minimus* rate, OR include separate overhead charges (whichever is higher), but NOT both.

Allowable Costs

This opportunity is for outreach and education related activities only.

- Examples of allowable costs include:
 - Personnel time (e.g., project lead, personnel conducting outreach and education activities, metrics and reporting), fringe benefits
 - Materials and supplies (e.g., design and printing of flyers and other educational materials, banners, signage, social media).
 - Computers and software used in conduct of the project (“reasonable”)
 - PPE that will be used at events to keep participants safe (e.g., masks) are allowed to be billed to the project.
 - Project related travel (estimated using GSA rates)
 - Other direct costs (e.g., printing services, advertising costs, event rental space)
 - Indirect costs



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Unallowable Costs

This grant is funded through the CDC which prohibits the following:

- This opportunity does NOT fund vaccine administration or associated expenses (e.g., vaccines, syringes, PPE, personnel, cold storage)
- “Incentives” for people to get vaccinated using project dollars are not allowable (e.g., gift cards, “give-aways”, gift bags, PPE to take home, tee-shirts to give to vaccinated individuals)
- Food and beverages
- Clinical care
- Research
- Furniture
- Construction
- Other capital expenses (e.g., cars)
- Fundraising or lobbying

Please review “Unallowable Costs” for project expenses that are NOT allowed under this funding opportunity.



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Application Checklist

Item	Description
Proposal	Online form- ensure every field is complete
Budget	Excel template– use Appendix C and upload into the online portal
Budget Justification	Word template–use Appendix D and upload into the online portal
Timeline	Excel template– use Appendix E and upload into the online portal
Subrecipient Commitment Form	<p>PDF document – use Appendix A and upload into the online portal; Must be signed by official with signatory authority</p> <ul style="list-style-type: none"> • Complete all sections • Include project lead bio • Include Federally negotiated IDC rate (if applicable) or if none, please check that you accept the 10% <i>de minimus</i> rate (10% MTDC)
Insurance	Example in Appendix B; upload your organization's certificate

Note that only complete applications will be considered/evaluated for funding.



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Review & Selection Process

- Completed eligible applications submitted by **January 14, 2022 before midnight (Central Time)** will be evaluated and scored in accordance with the review criteria.
 - Incomplete applications will NOT be considered. The online portal has multiple fields and multiple documents that must be uploaded; the portal will close at 12:01 AM/midnight.
 - Proposals will be reviewed on a rolling basis, and applicants are encouraged to submit *before* the deadline.
- Priority for organizations that can begin work immediately.
- Priority for organizations hosting Community Conversation(s).
- All applicants will receive a notification of whether their proposal was selected (or not selected) for funding.
- Texas A&M Health will not provide scores or specific review feedback to unsuccessful applicants.



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Review Criteria

Domain	Selection Criteria	Score
Organizational Mission, Populations Served, and Past Experience	<ul style="list-style-type: none"> • Project title, problem statement and objectives • Description of demographics and relevant health characteristics of the at-risk populations in the community. • Demonstrated experience in engaging community stakeholders in the development of community-driven, culturally appropriate initiatives. • Prior experience or progress with providing science-based information to at risk populations. 	40 points
Well-defined Community Engagement Approach and Activities (Project Plan)	<ul style="list-style-type: none"> • Plan feasibility • Detailed proposed strategies, activities, and timeline • Description community engagement • Description of how and with whom your organization will collaborate with to achieve project objectives. 	25 points

Review Criteria (cont.)

Domain	Selection Criteria	Score
Clear outputs, outcomes, and impact	<ul style="list-style-type: none"> Detailed deliverables specific to the proposed project Estimated number of individuals reached by activities Description of populations that will be reached (race/ethnicity, special needs, rurality, vaccination rates) Description of direct results of activities Description of changes anticipated to occur in people or conditions as a result of the implemented activities and outputs by the end of the grant term 	25 points
Detailed Budget and Budget Narrative	<ul style="list-style-type: none"> Detailed budget (Excel), budget justification (Word document), and timeline (Word document) Please note: Only the provided budget, budget justification, and timeline templates may be used 	10 points
Total		100 points



Reporting

All awardees will be expected to complete the following:

- Engage in periodic virtual meetings (meetings will be weekly for the first month, then bi-weekly; PI must attend at least one meeting/month)
- Submit monthly progress reports.
- Submit final narrative report describing stakeholder collaboration, successes, challenges, lessons learned, and event and activity metrics.



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FAQ

- Deadline for submission is Friday, January 14, 2022 before midnight
- Can applicants submit more than 1 proposal? Yes – for different approaches, regions, populations
- Page limits – please reference online portal for minimum word counts for each section; provided templates MUST be used
- Letters of support/commitment – required for joint-applications; not required for individual applications
- Refer to RFP for priorities (populations and geographic regions)
- Subcontracts are allowable
- Program is cost-reimbursable; limited up-front funds may be available
- Review allowable and unallowable costs
- Funding caps: Salary adheres to HHS cap (\$199,300) and IDC to 30%
- Total funding available is ~\$12M



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Contact and Resource Information

Texas A&M Health and DSHS encourage applicants to review resources located on the Applicant Resources webpage to help inform and prepare an application.

<https://health.tamu.edu/vaccinegrant/applicant-resources-round2.html>

Please submit any additional questions via email at VaccineGrantRound2@tamu.edu.



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Thank you!



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