

# UNITED WAY OF GENESEE COUNTY

## Funding Opportunity Announcement

“Racial & Ethnic Approaches to Community Health (REACH) COVID-19 and Flu Vaccine Community Capacity Building Program”

**Application Open Date: Tuesday, January 18, 2022**

**Application Due Date: Thursday, February 3, 2022 – 5:00 p.m.**

### **ABOUT THE REACH COVID-19 & FLU VACCINE COMMUNITY CAPACITY BUILDING PROGRAM:**

The REACH COVID-19 and Flu Vaccine Community Capacity Building Program is a Centers for Disease Control and Prevention (CDC) initiative to increase COVID-19 and flu vaccination coverage among adults who are members of racial and ethnic groups experiencing disparities. Adult vaccination coverage in the U.S. remains low and significant racial and ethnic disparities exist. Due to underlying inequities, many of the racial and ethnic groups experiencing disparities are also at higher risk of serious illness from COVID-19 and complications from influenza infection. Given the co-circulation of SARS-CoV-2 and influenza, there is a critical opportunity to ensure equitable uptake of COVID-19 and flu vaccines across racial and ethnic groups. REACH recipients, working at the community-level to reduce health disparities, are well-positioned to increase awareness, access, and confidence in COVID-19 and flu vaccines.

The priority population to be impacted by this funding opportunity via the United Way of Genesee County in partnership with the Greater Flint Health Coalition are underserved African American and Hispanic adults in Flint and Genesee County, Michigan. Key activities of this program include 1) provide insights to the CDC detailing barriers to vaccine uptake, 2) equip influential messengers, and 3) increase vaccination opportunities and enhance provider partnerships. The CDC defines ‘influential messengers’ as “any spokesperson identified as being recognizable, trusted, and credible within the community and encouraged by a program recipient to share or otherwise distribute information or resources related to COVID-19 or influenza vaccines with other members of the community.”

### **REQUIRED APPLICANT ORGANIZATION ELIGIBILITY CRITERIA:**

- To be selected for funding, applicants must be legally incorporated with IRS 501(c)3 status or be a governmental, educational, or religious organization with a clear, charitable purpose or partner with a fiduciary organization.
- Organizations can be state, tribal, local, and/or community organizations.
- This funding opportunity does not grant to individuals.
- Funds cannot be used for partisan efforts.
- Funds cannot be sub-awarded or re-granted.

### **ELIGIBLE COMMUNITY PROJECT OPTIONS:**

ALL proposed projects must focus on improving community education, distribution, administration, and/or uptake of COVID-19 and flu vaccines in adult African Americans and Hispanic/LatinX adults in Flint and Genesee County.

Proposed projects may implement promising practices to improve COVID-19 and flu vaccine coverage among adults in the priority population:

- **Identify and train trusted community-level spokespersons** (e.g., faith leaders, teachers, community health workers, radio DJs, local shop owners, barbers, etc.)
- **Public health / education campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination through local media outlets (e.g. television, radio, print media, etc.)
- **Social media campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination
- **Community-specific or Culturally-specific education campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination through community-based strategies (e.g. neighborhood-based, faith-based, community events, and other community-based, culturally appropriate venues)
- **Healthcare system immunization champions** and administrative staff engaged in promoting vaccination and increasing referrals of individuals to COVID-19 and flu vaccination sites
- **Patient Navigators, Community Navigators, or Community Health Workers** engaged in promoting vaccination and increasing referrals of individuals to COVID-19 and flu vaccination sites
- **Increased vaccine access to community locations** through organized events and mobile and/or temporary COVID-19 and flu vaccination sites for as long as vaccines are available
- **Healthcare Provider Partnerships** to increase provider understanding of the populations of interest and interventions to increase vaccination rates for these populations and facilitate an information exchange between partners

ALL selected project partners and their associated project team members must participate in vaccine hesitancy training, which will be offered in during the first 30 days of the project period.

**PROJECT PERIOD:**

Proposed projects can begin February 2022 and must end no later than August 31, 2022.

**FUNDING AVAILABLE:**

Funding requests with a minimum of \$4,000 and a maximum of \$8,000 will be considered. A total of 15 awards will be made via an independent grant review committee.

**REPORTING REQUIREMENTS:**

Selected project partners will be required to 1) document and share relevant learnings from events, conversations, or convening's; 2) document and share tangible insights, common challenges, and key lessons learned; 3) document influential messengers engaged and/or trained as a component of project activities; and 4) report quantitative data collection relative

to the selected promising practices activities implemented. Completion of all monthly reporting is a requirement for all selected project partner organizations.

#### **USE OF FUNDS (ALLOWED EXPENSES):**

Project funds may be used for direct costs associated with organizing / conducting projects.

- Allowable Expenses:
  - Personnel (salary, wages, fringe)
  - Travel (local mileage, etc.)
  - Supplies
  - Contractual services
  
- Unallowable Expenses:
  - Funds may not be used to supplant existing immunization program activities
  - Indirect costs
  - Paying the salary of an individual at a rate more than Executive Level II (\$199,300 effective January 2021)
  - Advocating gun control
  - Distributing sterile needles for the hypodermic injection of any illegal drug
  - Alcoholic beverages, marijuana, entertainment costs
  - Advertising and public relations designed solely to promote the applicant entity
  - Bad debts, including losses, arising from uncollectable accounts and other claims
  - Contributions and donations, including cash, property, and services, from the non-Federal entity to other entities
  - General purpose equipment, buildings, and land
  - Interest payments of any type
  - Lobbying
  - Selling and marketing any products or services

#### **HELPFUL RESOURCES (weblinks):**

- [CDC COVID-19](#)
- [Genesee County Health Department – COVID-19 Information](#)
- [Vaccine Rates by Census Tract \(scroll down to see the interactive map\)](#)
- [Partnering for Vaccine Equity](#)

#### **PROPOSAL SUBMISSIONS:**

- Please submit completed applications by Thursday, February 3, 2022 at 5:00 p.m.
- Completed applications must be submitted by email to [REACH@flint.org](mailto:REACH@flint.org)

#### **KEY CONTACTS:**

- Application/project questions can be directed to Jamie-Lee Venable, United Way of Genesee County, via email at [jvenable@unitedwaygenesee.org](mailto:jvenable@unitedwaygenesee.org)
- Reporting questions can be directed to Nichole Smith-Anderson, Greater Flint Health Coalition, via email at [nsmithanderson@flint.org](mailto:nsmithanderson@flint.org)

# REACH COVID-19 AND FLU VACCINE COMMUNITY CAPACITY BUILDING PROJECT

## APPLICATION

### Part 1 – APPLICANT & PROJECT OVERVIEW

#### 1.1 Project profile

<b>Organization Name:</b>	
<b>Mailing Address:</b>	
<b>Project contact person name &amp; title:</b>	
<b>Contact telephone:</b>	<b>Contact Email:</b>
<b>Organization Tax ID / EIN #:</b>	
<b>Organization DUNS Number:</b>	
<b>Organization website or social media (if available):</b>	
<b>Project title:</b>	
<b>Total grant amount requested:</b>	
<b>Total number of residents to be served:</b>	
<b>Location of project activities (city, zip codes, or city wards):</b>	

1.2 Does your organization agree to complete the required vaccine hesitancy training? Yes No

1.3 Which of the following promising practices will your project implement? Select all that apply (must select **at least two** promising practices).

**Identify and train trusted community-level spokespersons** (e.g., faith leaders, teachers, community health workers, radio DJs, local shop owners, barbers, etc.)

**Public health / education campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination through local media outlets (e.g. television, radio, print media, etc.)

**Social media campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination

**Community-specific or Culturally-specific education campaigns** to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination through community-based strategies (e.g. neighborhood-based, faith-based, community events, and other community-based, culturally appropriate venues)

**Healthcare system immunization champions** and administrative staff engaged in promoting vaccination and increasing referrals of individuals to COVID-19 and flu vaccination sites

**Patient Navigators, Community Navigators, or Community Health Workers** engaged in promoting vaccination and increasing referrals of individuals to COVID-19 and flu vaccination sites

**Increased vaccine access to community locations** through organized events and mobile and/or temporary COVID-19 and flu vaccination sites for as long as vaccines are available

**Healthcare Provider Partnerships** to increase provider understanding of the populations of interest and interventions to increase vaccination rates for these populations and facilitate an information exchange between partners

**Other promising practices** (these are also encouraged; please describe any proposed other strategies and the goals these will achieve)

*Explain here – 3000-character limit*

1.4 Describe precisely how grant funds will be used? (4000-character limit)

*Explain here – 4000-character limit*

1.5 Describe the geographic area(s) you will be serving, including event sites, zip codes, street boundaries, and/or census tracts, if available. (4000-character limit)

*Explain here – 4000-character limit*

- 1.6 Describe the focus population(s) (e.g. race, age, gender, income level, etc.)  
(4000-character limit)

*Explain here – 4000-character limit*

- 1.7 Describe any partnerships that are critical to the success of the proposed project (including healthcare providers, nonprofits, businesses, grassroots organizations, faith-based entities, etc.)  
(4000-character limit)

*Explain here – 4000-character limit*

*(Continue to next page for Part 2 – Budget)*

## Part 2 – BUDGET

<b>Project Start Date (may not start before 2/1/2022):</b>
<b>Project End Date (must conclude by 8/31/2022):</b>
<b>Total grant amount requested:</b>

*Please include a description and the total amount for each line item.*

EXPENSE TYPE	AMOUNT REQUESTED	TOTAL PROJECT EXPENSES	DESCRIPTION (REQUIRED)
Salaries (include a breakdown by position name and type, as appropriate)	[ ]	[ ]	[ ]
Fringe benefits	[ ]	[ ]	[ ]
Travel	[ ]	[ ]	[ ]
Supplies	[ ]	[ ]	[ ]
Printing costs	[ ]	[ ]	[ ]
Other (Specify)	[ ]	[ ]	[ ]
Other (Specify)	[ ]	[ ]	[ ]
Other (Specify)	[ ]	[ ]	[ ]
<b>Total Expenses</b>	[ ]	[ ]	<i>Request cannot exceed \$8,000.00 No indirect / administrative costs allowed</i>