

SHIAWASSEE FAMILY YMCA
Funding Opportunity Announcement

Vaccine Outreach Inspired by Community Education (VOICE) Mini Grant

Application Open Date: Friday, May 20, 2022

Application Due Date: Friday, June 3, 2022 – 5:00 PM

ABOUT THE VOICE Mini Grant Program:

The VOICE Mini Grant Program is a Centers for Disease Control and Prevention (CDC) initiative to build community capacity surrounding vaccine education rates among underserved populations including youth and adults. Due to the COVID-19 pandemic, vaccine rates have declined. This mini grant is intended to help increase awareness, access, and confidence in vaccines in our community, especially among underserved populations.

The priority population to be impacted by this funding opportunity via the Shiawassee Family YMCA in partnership with the Shiawassee County Health Department are inspired by community health opportunities. 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 VOICE with other members of the community.

REQUIRED APPLICANT ORGANIZATION ELIGIBILITY CRITERIA:

- To be selected for funding, applicants must be one of the following:
 - legally incorporated with IRS 501©3 status or be a
 - governmental organization
 - educational organization
 - religious organization
 - an organization committed to community health
 - a community organization that is partnered 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 Target Audiences

- Racial and/or ethnic groups
- High Health Disparities (limited access to healthcare)
- Low economic status
- Underserved

ELIGIBLE COMMUNITY PROJECT OPTIONS:

ALL proposed projects must focus on improving community education, distribution, administration, and/or uptake of vaccines in underserved and/or under-vaccinated populations in Shiawassee County.

Proposed projects may implement promising practices to improve vaccine coverage (COVID-19, flu, childhood, and/or senior immunizations) in this priority population:

- **Identify and train trusted community level spokesperson** (e.g., faith leaders, teachers, community health workers, radio DJs, local shop owners, barbers, etc.)
- **Public health/education campaigns** to communicate and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as provide education on the importance of vaccination through local media outlets (e.g., television, radio, print media etc.)
- **Social media campaigns** to communicate and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as the importance of vaccination
- **Community specific or culturally specific education campaigns** to communicate and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as provide education on the importance of vaccination. This will be accomplished through community-based strategies (e.g., neighborhood-based, faith based, community events, and other community-based, culturally appropriate venues)
- **Health care system immunization champions** and administrative staff engaged in promoting vaccination and increasing referrals of individuals to vaccination locations
- **Patient Navigators, Community Navigators, or Community Health Workers** engaged in promoting vaccination and increasing referrals for vaccination
- **Increased vaccine access to community locations** through organized events and mobile and or temporary 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 during the first 30 days of the project period.

PROJECT PERIOD:

Proposed projects can begin June 2022 and must end no later than March 31, 2023.

FUNDING AVAILABLE:

Funding request with a minimum of \$5,000 and a maximum of \$7,000 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 meetings; 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, wage, 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 the 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 cost
 - Advertising and public relations design solely to promote the applicant entity
 - Bad debts, including losses, arising from uncollectible account 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 payment of any type
 - Lobbying
 - Shelling and marketing any products or services

HELPFUL RESOURCES:

- [CDC COVID-19](#)
- [MDHHS COVID-19 – Communications Toolkit](#)
 - [Social Media Assets 1](#)
 - [Social Media Assets 2](#)
- [Vaccine Rates by Census Tract](#)
- [Partnering for Vaccine Equity](#)
- [Childhood Vaccines](#)

- [CDC Flu](#) (Digital Media Toolkit)
- SCHD (additional resources will be provided during training day)

PROPOSAL SUBMISSIONS:

- Please submit completed applications by Friday, June 3, 2022, 5:00 PM
- Completed applications must be submitted by email to Laura Archer at larcher@shiawasseeymca.org

KEY CONTACTS:

- Application/project questions can be directed to Laura Archer, Shiawassee Family YMCA, via email at larcher@shiawasseeymca.org
- Reporting questions can be directed to Grace Czubachowski, Shiawassee County Health Department, via email at gczubachowski@shiawasseechd.net

**VOICE Mini Grant
COMMUNITY CAPACITY BUILDING PROJECT**

APPLICATION

Part 1 – APPLICANT & PROJECT OVERVIEW

1.1 Project Profile

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

1.2 My organization agrees to complete vaccine hesitancy training, vaccine education outreach, and at least one opportunity for onsite vaccination

Yes

No

1.3 What vaccines categories are you interested in educating your community about? Check all that apply:

COVID-19

Flu

Childhood

65+

1.4 What target audience will be reached? (Please check all that apply)

Racial/Ethnic Group High Health Disparity (limited access to healthcare)

Low economic status Underserved

Other _____

1.5 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 and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as provide education on the importance of vaccination through local media outlets (e.g., television, radio, print media, etc.)
- Social media campaigns** to communicate and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as provide education on the importance of vaccination
- Community-specific or Culturally-specific education campaigns** to communicate and educate about the decline of vaccination rates throughout the COVID-19 pandemic, as well as provide education on the importance of vaccination. This will be accomplished 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 vaccination locations
- Patient Navigators, Community Navigators, or Community Health Workers** engaged in promoting vaccination and increasing referrals for vaccination
- Increased vaccine access to community locations** through organized events and mobile and or temporary 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 and 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

1.6 Describe precisely how grant funds will be used?

Explain here

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

Explain here

1.8 Describe the focus population(s) (e.g., race, age, gender, income level, etc.)

Explain here

- 1.9 Describe any partnerships that are critical to the success of the proposed project (including health care providers, nonprofits, businesses, grassroots organizations, faith-based entities, etc.)

Explain here

(Continue to next page for Part 2 – Budget)

Part 2 – BUDGET

Project Start Date (may not start before 6/01/2022):
Project End Date (must conclude by 3/31/2023):
Total grant amount requested:

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

	Amount Requested	Expenses	Description
Salaries (include a breakdown by position name and type, as appropriate)			
Fringe benefits			
Travel			
Supplies			
Printing costs			
Other (Specify)			
Other (Specify)			
Total			Request cannot exceed \$5,000.00 or \$7,000.00. No indirect/administrative costs allowed