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# Vaccine Community Outreach Request for Applications

**Informational Session**

**February 17, 2022**

**Wisconsin Health Literacy**

# Purpose

**To address barriers to and promote acceptance of vaccination for COVID-19.**

**To bring equity to the vaccination process, by reaching out to populations with low vaccination rates in Wisconsin. This includes people of color like Indigenous people, Latinx, Black, and Hmong but also those who are disabled or the LGBTQ community. In addition, the counties with the lowest vaccination rates such as Taylor, Clark, Rusk, Waushara, and Shawano.**

# Program Goals

- **Provide accurate easy-to understand information addressing:**
  - Health literacy
  - Science Literacy
  - Digital literacy
- **Increasing knowledge and awareness about COVID-19 and the vaccine**
  - How COVID-19 spreads and the dangers it poses
  - The risks and long-term effects associated with COVID-19 infections
  - The safety and effectiveness of COVID-19 vaccines
  - The benefits of getting immunized
  - Where to access COVID-19 vaccines, particularly if uninsured or underinsured
  - Support in navigating systems or overcoming barriers to access COVID-19 vaccines in the community

# WHL Support

- **Support to provide COVID vaccine outreach and education by trusted individuals**
  - **Funding support for efforts to enhance awareness, accessibility, and access for COVID-19 vaccination with technical support for:**
    - **Completing the RFA**
    - **Financial reporting**
    - **Evaluation and outcomes reporting**
  - **Trainings for outreach staff and community members**
  - **Tailored materials based on community concerns and needs**
  - **Connections with other organizations working on outreach and education in your area**

# Eligibility

- Applicants must be based in Wisconsin, perform their proposed community outreach work in Wisconsin, and be one of the following:
  - Local or tribal government entities
  - Nonprofit entities certified as a 501(c)(3) by the federal Internal Revenue Service
  - Projects sponsored by another 501(c)(3) organization
  - K-12 schools or school districts

\* Eligible organizations may not discriminate based on race, ethnicity, religion, sex, sexual orientation, gender identity/expression, age, or national origin in their staffing policies, use of volunteers, or provision of services.

# Dates

- Application deadline: **April 1, 2022**
- Notification of awards: **April 22, 2022**
- Project start date: **May 1, 2022**
- First cycle is 14 months from **May 1, 2022 to June 30, 2023**

# Awards

- Applicants will be awarded based on available funding, capacity, and application scores as determined by the review panel.
- In your application, please address how your project will increase knowledge and awareness of factors such as:
  - How COVID-19 spreads and the dangers it poses
  - The risks and long-term effects associated with COVID-19 infections
  - The safety and effectiveness of COVID-19 vaccines
  - The routine nature of getting immunized
  - Where to access COVID-19 vaccines, particularly if uninsured or underinsured
  - Support in navigating systems or overcoming barriers to access COVID-19 vaccines in the community

# Awards (con't)

- Favorable applications will reflect the following guidelines:
  - Are culturally competent
  - Serve a marginalized population
  - Comply with public health guidance about COVID-19
  - Are capable of producing immediate impacts on knowledge and awareness of COVID-19 vaccines
  - Ability to reach a large number of marginalized people or those belonging to marginalized communities and/or



# Awards (con't)

- Favorable applications will reflect the following guidelines:
  - Understanding of target population, barriers faced, and ways to advance racial/economic/geographic equity
  - Experience working within the identified population(s)/communities(s)
  - Entities led and/or staffed by people of color, people with disabilities, and/or LGBTQ individuals will be prioritized

# Expenses - Allowable

- Personnel (salary, wages, benefits)
- Travel for provision of services (excluding meals and in compliance with state and local restrictions)
- Supplies (office resources, community outreach materials)
- Contractual costs (staffing, grassroots awareness campaigns)
- Indirect expenses benefiting multiple projects/activities (must be <10% of total proposed project budget)
- Translation and production/printing services

# Expenses - Not Allowed

- Capital purchases or leases
- Reimbursement of pre-award costs
- Funding advocacy or lobbying efforts
- Purchase of vaccines or clinical care to the public
- Incentives
- Reimbursement will not be provided for any expenses related to the purchase of food/meals.
- Stipends and honorariums are not allowed under this funding source.
- Clinic-related budget items specific to the administration of the vaccine are not allowable. This may include: bandages, gloves, and disinfecting wipes



# Questions?

Margaret Marcou

[Margaret@wisconsinliteracy.org](mailto:Margaret@wisconsinliteracy.org)