

**Extension Committee on Organization and Policy, Health Innovation Task Force
Extension Foundation**

**EXTENSION COLLABORATIVE ON IMMUNIZATION TEACHING AND
ENGAGEMENT (EXCITE) VACCINATE WITH CONFIDENCE FOR COVID-19
(ACTIVITY 1)**

DATES: MAY 1, 2021 - APRIL 30, 2022

ELIGIBILITY: The RFA for EXCITE Activity 1 is open to all Extension professionals at all Land-Grant Universities (1862, 1890, 1994). For Activity 1, one application per institution is eligible to be considered, determined at the discretion of the Extension director or administrator, to help ensure the funds are aligned with the highest priority immunization efforts at each Land-Grant University for rural or medically underserved populations. Activity 1 is not a competitive process.

TIMELINE:

- Activity 1 Application Due: May 7, 2021
- Activity 1 Applications Review Process May 10-14, 2021
- Activity 1 Award Notification: May 17-21
- Activity 1 Funds Distribution to Subawardees: May 17-28

FUNDING LIMITS: In Activity 1 Immunization Education, the project will allocate \$24,178 for each 1862 and \$26,794 for each 1890 and 1994 respectively. This formula was provided by CDC and is based on 95% of the funding for Activity 1 allocated across all 111 institutions, and 5% allocated to just the 1890 and 1994 institutions due to their engagement with priority audiences. Funding is for one year.

APPLICATION ACCESS: The application is available at <https://applyextension.smapply.io/>. The Application Guide and other information is available on the website at <https://www.extension.org/immunization>. The Application Guide is available [here](#).

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EXECUTIVE SUMMARY: The Extension Foundation, in cooperation with the Extension Committee on Organization and Policy (ECOP), through an Interagency Agreement (IAA) with the USDA National Institute of Food and Agriculture (NIFA) and the Centers for Disease Control and Prevention (CDC) are funding the Cooperative Extension System (CES) to address health disparities among rural and other underserved communities. **(AWARD NO: 2021-77041-34831)**

The Extension network as a trusted leader in communities across the nation is a key factor in the selection of Extension as a CDC partner. On behalf of the Cooperative Extension System and in collaboration with ECOP, the Extension Foundation serves as Principal Investigator; provides grants administration; fiscal, operational, and technological services; system-wide communication; innovation processes; wrap-around services for projects; data collection and dashboards; and partnership development. Goals of the EXCITE Program include:

The Activity 1 Vaccinate with Confidence Campaign is designed to test various health messages related to Covid 19 vaccinations and test them in many locations/audiences across the country and to learn what health messages resonate with priority audiences. Vaccinate with Confidence will work primarily on messaging for Covid-19 vaccinations and seek to reduce vaccination hesitancy. Messages will be evaluated and information will be utilized to further increase vaccinations for Covid-19.

- Identify vulnerable priority populations (PP) in specific geographical locations (county level) using existing data and CDC Rapid Community Assessment Tools
- Identify key partners to influence and expand reach to the Priority Population
- Identify key health partners to provide resources/ access to vaccinations for the PP
- Conduct immunization education intervention through innovative approaches that are informed by rapid community assessment tools. The approaches will be population specific.
- Interventions may include social media campaigns, educational delivery through trusted community leaders such as faith communities, educational sessions with pop-up immunization clinics, written and oral message points, etc.
- Monthly reporting to the National Registry of Cooperative Extension Program and Assets (hereafter referred to as the National Registry) tool.
 - Intervention reach
 - Intervention assets
 - Partnerships developed with Extension and health care providers
 - Lessons learned and best practices summarized/communicated

Award and Funding Decisions--Funding decisions will be considered final. Award decisions will be published on the EXCITE Website and emailed to each institution individually.

Training Awardees--Successful applicants will attend periodic training provided by the Project Director, Assistant Project Director and the Extension Foundation in conjunction with the CDC to ensure all funded applicants have the data and input they may need to implement their projects, and ensure proper fiscal accountability, time and content of progress reports, final reports and any other information that will assist them to successfully manage their projects.