

Extension Collaboration on Immunization Teaching and Engagement (EXCITE)

ACTIVITY 2 APPLICATION GUIDE

Innovative Precision Programming Pilots: Vaccinate with Confidence

Cooperative Extension's partnership with the Centers for Disease Control (CDC) and Prevention initiated by the ECOP Health Innovation Task Force is happy to release Activity 2 Application information for Innovative Precision Program Pilots supporting Vaccinate with Confidence. The long term goal of this partnership is to strengthen Immunization Education with a special focus on adult vaccination hesitancy around adult immunizations. The goal of this second funded project is to promote the uptake of all vaccinations for adults, including but not limited to Covid-19, through community engagement with very targeted populations. We will also be looking to other CDC-funded organizations as potential collaborators.

EXCITE Activity 2 is a competitive grant available, up to \$200,000, to all Land Grant Universities (LGUs) (1862, 1890, 1994) by completing an online application by May 14 at midnight eastern time. Each LGU may apply as part of an unlimited number of lead and collaborating applications for EXCITE Activity 2. However, at most one project per institution will be funded, whether the institution is lead or collaborating institution on the application. There is no limit to the number of projects as part of which a principal investigator or team member may apply. Institutional Indirect Costs (IDC) are allowed at your institution's negotiated rate. No match is required. This is a two-year (maximum) project with a start date of June 1, 2021.

WHERE TO APPLY

This guide is meant to provide guidance for the opportunity and the resources available to frame your proposal. Although the individual questions are listed in this guide with available space to craft your responses, the proposal will be submitted using a fillable form online application linked from our [EXCITE Home Page](#) or accessing the [Online Application](#) directly when available. Applications can be built over time. Applications can be started in-part and completed at a later date. The evaluation instrument for this application can be viewed at: [EXCITE Activity 2: Application Selection Rubric](#). Activity 2 RFA [available here](#).

WHAT YOU NEED TO KNOW BEFORE YOU APPLY

1. Latest EXCITE information: <https://extension.org/immunization> including application when available.
2. Join Connect Extension's subgroup on Health & Well-Being: <https://connect.extension.org/> and locate the **EXCITE Portal** (<http://extension.org/excite-portal>) under the Immunization Education Project navigation. This portal allows you to access the *National Immunization Education Landscape reporting form* and the *EXCITE Asset Repository* sharing this work. A full video walkthrough is [available here](#).

3. It is required that you have partnerships with health care professionals to enable your project to be directly connected to immunization access and overall vaccination rates for your priority population. Partnering with pharmacy groups, and/or other community health/vaccine providers, including the National Association of Community Health Centers (NACHC) and those participating in the Racial and Ethnic Approaches to Community Health (REACH) program are encouraged. Examples of potential stakeholders/partners are provided in the application questions below.
4. This funding is available to all land-grant institutions who are selected and agree to the expectations for the two-year program referred to as EXCITE Activity 2.
 - Agreement that Principal Investigator budgets an average of one hour per week for networking activities in addition to grant administration and program activities
 - Agreement to conduct pilot testing for project messaging and/or products and then share evaluation results collected.
 - Agreement to have at least 3 team members participate in virtual project acceleration events over the two years of this grant.
 - Agreement to participate in interviews to help boost visibility of your project.
 - Agreement to update activities and reach quarterly via the online EXCITE Portal to the National Immunization Education Landscape that includes contributing resources created and openly sharing in the EXCITE Asset Repository as examples of vaccination education outreach.
 - Agreement to participate in EXCITE evaluation activities about the overall EXCITE initiative and periodic sharing sessions with peers and partners.
 - Agreement to provide a final report (online template will be provided).
5. A letter of support from your Extension Director/Administrator will be required.
6. Contact information for a person in your grants and contracts office will be required.
 - a. Once you begin your application please add this person as a Collaborator on the application. Under "Add Collaborator", add the email for the contact person in the Office of Sponsored Programs at your institution. Additionally, please add any person that should have access to the application. Applicants and collaborators will be able to enter information in the application simultaneously, thus saving time and minimizing delays.
 - b. The collaborator will also be able to download the agreement in order to expedite approval review and distribution of funds process.
7. Be sure to follow Institutional Review Board (IRB) protocols as applicable at your institution.

STEPS TO PREPARE FOR APPLICATION

1. **Connect with your [State Health Department](#).**
2. **Explore existing data to identify your priority population.**

Applicants will need to have data to support their selection of the priority population/target audience. We recommend that the [CDC Vaccines & Immunizations Rapid Community Assessment Guide](#) (RCA) will be helpful in completing your Activity 2 application questions. Use existing data and/or tools and resources provided by the CDC to determine the local communities that are most vulnerable, and the priority populations/target audiences in those communities for vaccination education. Please choose from the resources listed in the next table to conduct your exploration of what is possible and to complete this application. A [CDC Bootcamp & Vaccinate with Confidence Professional Development Event 3/10/2021](#) has been recorded to support the use of these tools. Highlighted resources in the table below are referenced in the application. Applicants should complete the [CDC Vaccines & Immunizations Rapid Community Assessment Guide](#) (RCA) for this Activity 2 application.

Precision Programming Tools for EXCITE	
<ul style="list-style-type: none"> • CDC Covid Data Tracker • CDC Covid-19 Toolkit • CDC Covid-19 Vaccination & Immunizations • CDC Covid-19 Vaccination Locations on VaccineFinder • CDC Social Vulnerability Index (SVI) • CDC Vaccines & Immunizations Rapid Community Assessment Guide 	<ul style="list-style-type: none"> • CDC Vaccination Priority Audiences • COVID-19 Pandemic Vulnerability Index (PVI) • Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake • Indian Health Services • Kaiser Family Foundation • Resources shared during the 3/10/21 webinar • State Health Departments

3. Conduct an environmental scan to determine how your priority population is already being addressed.

THE APPLICATION QUESTIONS

- Principal Investigator (PI), Institutional and Sponsored Programs information, and credentials for applying.
- Lead Institution: If this is a collaborative application with more than one institution, please identify the Lead PI's institution here. (select 1862, 1890 or 1994, then choose institution)
 - a. Principal Investigator
 - PI Name and contact information
 - Applicant Extension Region (select 1890, Northeast, Southern, 1994, North Central, Western)
 - o Office of Sponsored Programs
 - Contact Name and contact information
 - Audit Information (Provided by Office of Sponsored Programs)
 - Date of last A133 Audit
 - Upload of last A133 Audit (or link)
 - o Signed Agreement: Upload signed subaward agreement (signature to expedite overall approval and distribution of funds process)
 - o Letter of Support: Upload signed letter of support from Institution's Extension Director/Administrator
- If applicable, what collaborating institutions will be part of this application. (select 1862, 1890 or 1994 then choose institution)

1. Project Title: (Please begin your project name with your state/territory abbreviation then your institution name or abbreviation followed by a keyword(s) driven title (i.e., NC NCSU Community Health Project). If more than one institution is applying together as a team, please indicate all states and institutions in the title (i.e., NC NCSU NCA&T Community Health Project). (fill in blank 15 words)

Project Title:

2. Who is the priority population for your project? (fill in blank 20 words) We recommend that you connect with your state immunization program to identify your priority population and use the Rapid Community Assessment tools ([CDC Vaccines & Immunizations Rapid Community Assessment Guide](#)) to conduct your assessment. Your project is not limited to the examples provided in the next table. (fill in blank 20 words)

Examples of potential priority populations from CDC and the Kaiser Family Foundation	
<ul style="list-style-type: none"> ● 18-29 ● 30-49 ● 50-64 ● 65 and older ● Minority (all persons except white, non-hispanic) ● Women ● Long term care facilities 	<ul style="list-style-type: none"> ● High-risk medical conditions ● Persons experiencing homelessness ● Person with substance abuse disorder ● Low income households/Below poverty ● Multi-Unit Structures (10 or more units) ● Health Care Providers ● Agricultural Workers ● Others...

Who is the priority population for your project?

3. Describe in a narrative the data-driven rationale for selecting your priority population, such as their vaccine concerns, frustrations, access issues, etc. Provide the summary results and data sources of your initial assessment of that population. (fill in the blank max. 500 words) The [CDC Vaccines & Immunizations Rapid Community Assessment Guide](#) will be a helpful resource.

Narrative:

4. List the following information about your priority population being targeted. (1) the county or counties where your work will focus, (2) the anticipated number of people in your priority population you will reach in each county, (3) the [Social Vulnerability Index \(SVI\)](#) for each county, (4) the vaccination rate for each county at the time of application, and (5) optionally, other data sources that describe your location(s) selected. If you have identified more than 10 counties please create a table like this and upload. (complete the table - If you plan to serve more than 10 counties or combinations of counties and populations, please create a table like this and upload/attach)

Priority Population Locations and Data				
County	Anticipated Reach for Priority Population	SVI for each County	Current Vaccination Rate for the County	Other Data/Justification

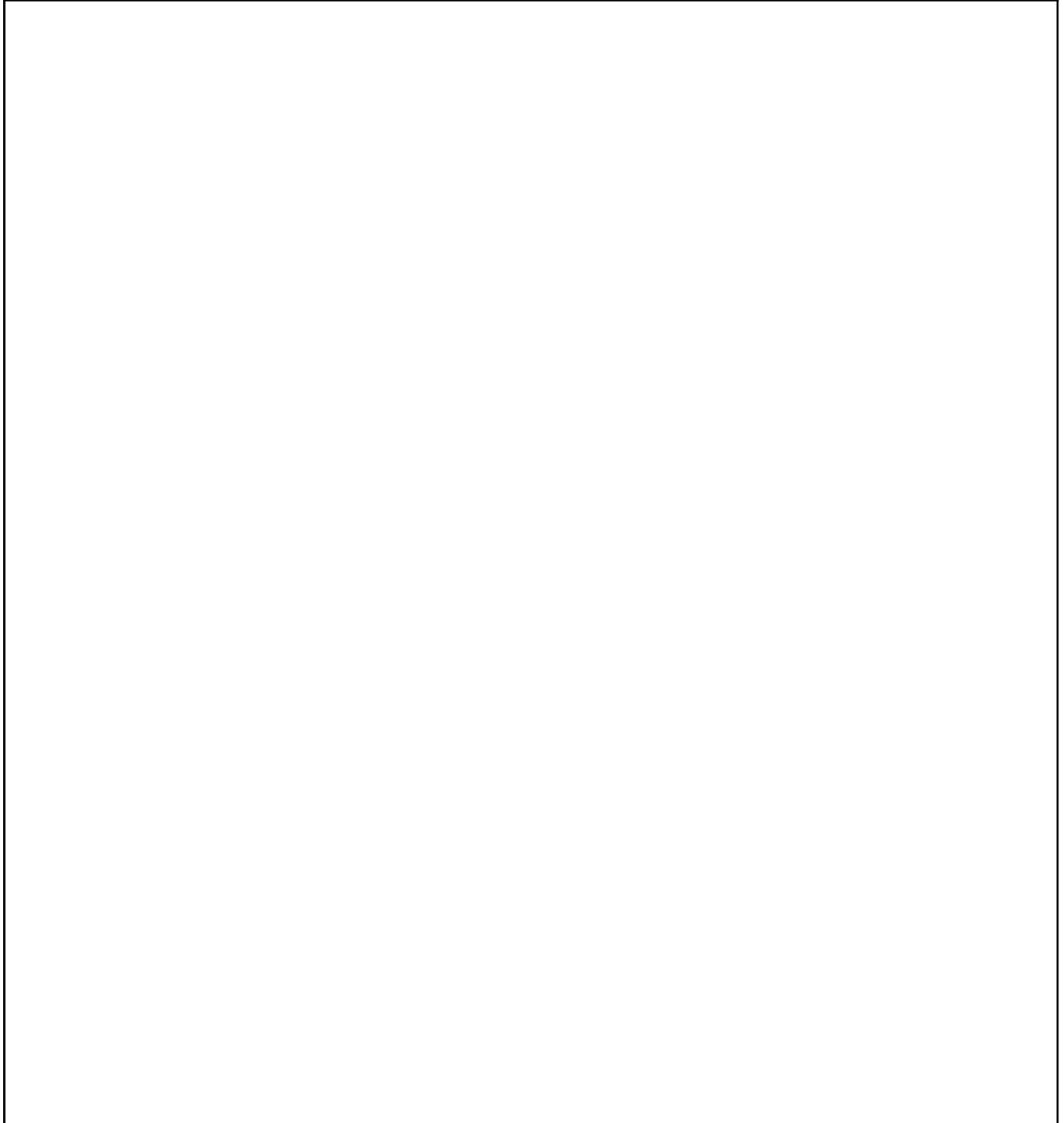
5. Describe the ways your team members and partners are already engaged with your priority population. (fill in the blank max. 250 words)

6. Which of these intended results will you measure and report for your priority population? (A useful resource is [Increase Vaccine Confidence and Uptake](#)) (Select all that apply)
- a. Priority Population has higher trust in vaccines
 - b. Priority Population feels vaccines are safe
 - c. Priority Population feels vaccines are important for health and disease prevention
 - d. Priority Population has strong social norms emphasizing vaccinations
 - e. Priority Population has fewer (lower) barriers to accessing vaccine
 - f. Priority Population demonstrates Increases in vaccination rates
 - g. Other (write in)

Other (write in)

7. Describe how you will measure the intended results selected above. Include details describing the intended data collection approach (method) and/or data collection tool(s) to be used. (fill in the blank max. 500 words)

Describe how you will measure the intended results selected above.



8. Describe your project using the Unique Value Proposition (UVP) framework your team developed during the workshop [EXCITE Pre-Decisional Activity 2 Pilot Project Application Workshop on April 21 or 22](#). (fill in the blank max. 250 words)
- a. Framework for the UVP: "A <project description> for <target community members/participants> that <key value> enabling <primary benefits> unlike <existing alternatives>."
 - b. Example: A series of community listening sessions co-created with tribal partners followed by a vaccine mobile clinic for tribal elders that honors community values and traditions enabling influential and medically vulnerable elders to model willingness to be vaccinated unlike relying on vaccine clinics alone.

Unique Value Proposition (UVP):

9. Identify the solutions you will use to increase vaccine confidence and uptake by selecting the paired problem domains and interventions for the focus of your work with your priority population. The selection describes your project and defines what you will be reporting in the future, including baseline and follow-up data. Refer to the document, [Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake](#), for more details about your options below. (select all that apply, and if you choose an Other Intervention, identify what your intervention in the blank provided)

- a. Domain: What People Think and Feel + Intervention: Educational campaign
- b. Domain: What People Think and Feel + Intervention: Institutional recommendation
- c. Domain: Social Processes + Intervention: On-Site Vaccination
- d. Domain: Social Processes + Intervention: Free/Affordable Vaccines
- e. Domain: Practical Issues + Intervention: On-site Vaccination
- f. Domain: Practical Issues + Intervention: Free/Affordable Vaccines
- g. Domain: Motivation + Intervention: Educational campaign
- h. Domain: Motivation + Intervention: Vaccine Reminders and Information Recall
- i. Domain: Motivation + Intervention: Message Framing
- j. Domain: Motivation + Intervention: Vaccination Incentives
- k. Domain: Motivation + Intervention: Institutional Recommendation
- l. Domain: Motivation + Intervention: Vaccine Champions

m. Domain: What People Think and Feel + Intervention: Other (fill in the blank)

n. Domain: Social Processes + Intervention: Other (fill in the blank)

o. Domain: Practical Issues + Intervention: Other (fill in the blank)

p. Domain: Motivation + Intervention: Other (fill in the blank)

10. Please provide a short summary of your intervention/project(s) that align with your selection(s) in the previous question. Include a data-informed rationale to support your proposed intervention and how you will iterate (test, evaluate, and revise) the intervention and repeat for desired results. (fill in the blank max. 500 words)

Short summary of your intervention/project(s) selected in the previous question.

11. Describe other initiatives of which you are aware currently targeting your priority population. How is your proposed intervention different from, or augmenting, existing efforts? We suggest connecting with your [State Health Departments](#), [Indian Health Services](#) and/or conducting an environmental scan using the Rapid Community Assessment tools ([CDC Vaccines & Immunizations Rapid Community Assessment Guide](#)). (fill in the blank max. 250 words)

Describe other initiatives of which you are aware currently targeting your priority population.

12. Provide a list of your major milestones for this two-year maximum project. Including milestone activity, month and year. (complete the table - If you have more than 10 major milestones please create a table like this and upload/attach)

Milestones		
Milestone	Month	Year
Final Report using an online template	March	2023

13. List Primary Stakeholders/Partners (up to 10) identified for collaboration with this project. List: (1) name, (2) affiliation (3) role in the project, and (4) previous stakeholder/partner (Y/N). Partnerships with healthcare professionals are required to enable your project to be directly connected to immunization access and overall vaccination rates for your priority population. Partnerships with pharmacy groups, and/or other community health/vaccine providers, including the NACHC and those participating in the REACH program are encouraged. (complete the table) Your project is not limited to the examples provided in the table below. Refer to **Step Two** of the [CDC Vaccines & Immunizations Rapid Community Assessment Guide](#) (a table will be provided to insert at up to 5 stakeholders/partners and the associated data points.

Examples of potential stakeholders/partners	
<ul style="list-style-type: none"> • Chambers of Commerce • Civic or service organizations • Community-based organizations (CBOs) • Community health/vaccine providers • Colleges and universities • Environmental organizations • Federal agencies • Health clinics • Hospitals • Libraries • Local Business / for-profit (agricultural cooperatives, energy cooperatives, company or employer) • Local emergency management services • Mayor's office 	<ul style="list-style-type: none"> • Membership Organizations / non-profit (Farm Bureau, FFA, 4-H, Rotary, Elks, VFW, Specialist Organizations) • National Association of Community Health Centers (NACHC) • News media (local newspapers, magazines, radio stations, TV news stations, etc.) • Parent Teacher Associations (PTAs) • Pharmacy groups • Public health departments • Racial and Ethnic Approaches to Community Health (REACH) program • Religious organizations (churches, mosques, synagogues, etc.) • University public health program • Others...

Stakeholder/Partners			
Stakeholder/Partner Name	Affiliation	Stakeholder/Partner Role	Have you worked with the stakeholder/partner? Y/N

14. List the primary team members (up to 10) including: (1) name, (2) title (3) affiliations, and (4) team role. (complete the table - If you have more than 10 team members, please create a table like this and upload/attach)

Team Members			
Team Member's Name	Title	Affiliation	Team Role

15. Provide an example of a time when the Principal Investigator for this proposal demonstrated passion and drive to succeed when leading a difficult social challenge project. (fill in the blank max. 250 words)

16. Share an example of when the Principal Investigator led an innovation that didn't go as planned/expected and what was learned from it. (fill in the blank max. 250 words)

17. Share a past experience when the Principal Investigator has worked in and with communities to explore attitudes and beliefs, co-create solutions with community members, test messages, evaluate, and iterate to success. (fill in the blank max. 250 words)

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18. Budget: The budget should address each of the major cost categories (salaries, fringe benefits, equipment, travel, supplies, other direct costs and indirect costs) as applicable. These funds cannot be used to purchase vaccines. No match is required. These funds can not be used to purchase vaccines. No match is required. See the federal guidance [CFR 200 Cost Principles](#) for more guidance. While the Extension Foundation has few limitations on the budget items, you will have to operate within your approved expenditures within your institution's grants and contracts offices. Items such as gift cards, food, medical equipment, etc. may or may not be allowable or come with restrictions as an expenditure within your grants and contracts office. The online form will be fillable.

Budget items as seen in the application	
Personnel Costs	
- Salary	\$
- Fringe Benefits	\$
Total Personnel Costs	\$
Direct Costs	
- Equipment	\$
- Supplies	\$
- Travel	\$
- Other Direct Costs	\$
Total Direct Costs	\$
Total Indirect Costs (Indirect costs should be based on your pre-negotiated federal rate. Your institution has the option to reduce or waive the indirect cost rate)	
	\$
Grand Total	\$

19. Budget Narrative for each cost line in the budget. The budget justification is a categorical description of the proposed costs. Generally, it explains staffing and supply/service consumption patterns, the methods used to estimate/calculate (including escalation or inflation factors) and other details such as lists of items that make up the total costs for a category. The budget justification should address each of the major cost categories (salaries, fringe benefits, equipment, travel, supplies, other direct costs and indirect costs). Please provide detailed justifications of the proposed budget.

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20. Awardee must agree to the following expectations as conditions of an award for a completed submission:

- Agreement that Principal Investigator budgets an average of one hour per week for networking activities in addition to grant administration and program activities
- Agreement to conduct pilot testing for project messaging and/or products and then share evaluation results collected.
- Agreement to have at least 3 team members participate in virtual project acceleration events over the two years of this grant.
- Agreement to participate in interviews to help boost visibility of your project.
- Agreement to update activities and reach quarterly via the online EXCITE Portal to the National Immunization Education Landscape that includes contributing resources created and openly sharing in the EXCITE Asset Repository as examples of vaccination education outreach.
- Agreement to participate in EXCITE evaluation activities about the overall EXCITE initiative and periodic sharing sessions with peers and partners.
- Agreement to provide a final report (online template will be provided).

LATEST INFORMATION & QUESTIONS:

- Subscribe to our mailing list at the EXCITE Home Page: <https://extension.org/immunization>
- Send Question to: excite@extension.org
- Attend the live EXCITE Pre-Decisional Activity 2 Pilot Project Application Workshop on April 21 or 22 - register on the website <https://extension.org/immunization>