



## Immunization Grant Examples

### Example #1: Media Campaign

#### **Required Action Area:**

- Enhance/amplify messaging (including through translation) to promote COVID-19 vaccination, especially among underserved populations.

#### **Population:**

The population served is the residents in a 60-mile radius area surrounding our organization where most of the census tracts show high social vulnerability according to the Social Vulnerability Index.

#### **Reach:**

We are an established Spanish-language radio station reaching approximately 3,000 listeners each week. We estimate that this campaign will reach around 4,000 individuals within the community.

#### **Proposed Activities:**

This 2-year project focuses on amplifying messaging to promote COVID-19 vaccination, especially among underserved populations. This will be accomplished by providing equitable, accessible information to the socially vulnerable population of individuals with limited English proficiency. The campaign will involve short informational spots on local radio and television, as well as information displayed in areas such as bus stops and public restrooms. Print materials will be created and out for display at the local library, community centers, faith-based organizations, and other identified places where this population is likely to gather. All media will be translated into 5 different languages (English, Spanish, Vietnamese, Swahili, and Somali).

### Example #1: Media Campaign

<b>BUDGET TABLE</b>				
<i>(Include amounts only for activities included in grant request.)</i>				
Complete each of the applicable budget categories (personnel salary benefits, supplies, consultants, administrative expense).				
Category	Year 1	Year 2	Year 3	Totals
Salary and Fringe Benefits	\$	\$	\$	\$
Consumable Supplies	\$12,000	\$12,000		\$24,000
Mileage				
Contracted Services	\$70,000	\$70,000		\$140,000
Contracted Staffing	\$10,400	\$10,400		\$20,800
Administrative Fees (maximum 10%)	\$6,000	\$6,000		\$12,000
<b>Totals</b>	<b>\$98,400</b>	<b>\$98,400</b>	<b>\$</b>	<b>\$196,800</b>

<b>BUDGET NARRATIVE</b>	
<i>(Include amounts only for activities included in grant request.)</i>	
Provide a description and justification for each category included in the budget table.	
Reimbursable expenses may include, but are not limited to:	
<ul style="list-style-type: none"> <li>• Salary and Fringe Benefits: Document each position included in the budget (indicating if the position is existing or new) to support the proposed work. Include FTE %, salary and fringe benefits (maximum 25% of salary) being used to calculate the annual total. This category does not include consultants or contract workers not considered regular employees of the organization.</li> <li>• Consumable supplies: gloves, syringes, bandages, printed materials, imprinted items, etc.</li> <li>• Mileage: travel to clinic locations (U.S. reimbursement rate)</li> <li>• Contracted services: specific limited time services for health promotion activities</li> <li>• Contracted staffing: nurses for vaccine administration, data entry staff, etc.</li> <li>• Administrative Expenses (if applicable): Maximum 10% of the total budget request. Expenses which are not project specific but support organization's overhead and necessary to the operation of the project (postage, telephone bills, printer ink, facility rent/lease, utilities, etc.)</li> </ul>	
Salary	
Consumable Supplies	Estimated \$1,000/month on print materials
Mileage	
Contracted Services	Estimated \$30,000/year contract with local marketing agency to develop content and translate as appropriate for printed and digital marketing. Estimated \$40,000/year to contract with local agency to buy spots on local TV and radio stations, as well as space at local bus stops and public restrooms. This price includes payment for advertisements.
Contracted Staffing	Social media and data entry expert. \$20/hr. for 10 hr./week.
Administrative Fees	Estimated \$500/month for telephone bills, internet access, and computer software for data tracking

## **Example #2: Staffing/Infrastructure**

### **Required Action Area:**

- Promote COVID-19 and other vaccinations to increase vaccine confidence in racial and ethnic minority groups and to increase accessibility for people with disabilities.

### **Population:**

The target population is underserved communities in the county, especially individuals who are uninsured or covered by Medicaid.

### **Reach:**

As an FQHC, we serve approximately 3,000 patients annually. This project is estimated to reach approximately 1,500 people.

### **Proposed Activities:**

This local FQHC will create and hire a “vaccine navigation team” of 6 part-time individuals to serve the community over the next year. This team will monitor and improve access to vaccinations in underserved communities including racial and ethnic minority groups and other populations found to have low access. The vaccine navigation team will be made up of people speaking English, Spanish, and Vietnamese. They will staff a local warm-line where individuals can call with any questions they may have about vaccines, and will serve as translators during outreach and education events. They will also provide weekly door-to-door educational services, where they will provide information to households about all FQHC services, including all recommended vaccinations. If desired, they will also assist in making appointments and/or arranging transportation for services. The team will help individuals and families in the local community navigate through the process of receiving all suggested vaccines (including the COVID-19 vaccine if applicable) as efficiently and easily as possible.

## Example #2: Staffing/Infrastructure

BUDGET TABLE				
<i>(Include amounts only for activities included in grant request.)</i>				
Complete each of the applicable budget categories (personnel salary benefits, supplies, consultants, administrative expense).				
Category	Year 1	Year 2	Year 3	Totals
Salary and Fringe Benefits	\$195,000	\$	\$	\$195,000
Consumable Supplies	\$3,600			\$3,600
Mileage	\$1,008			\$1,008
Contracted Services	\$3,600			\$3,600
Contracted Staffing				
Administrative Fees (maximum 10%)	\$2000			\$2000
<b>Totals</b>	<b>\$205,208</b>	<b>\$</b>	<b>\$</b>	<b>\$205,208</b>

BUDGET NARRATIVE	
<i>(Include amounts only for activities included in grant request.)</i>	
Provide a description and justification for each category included in the budget table.	
Reimbursable expenses may include, but are not limited to:	
<ul style="list-style-type: none"> <li>• Salary and Fringe Benefits: Document each position included in the budget (indicating if the position is existing or new) to support the proposed work. Include FTE %, salary and fringe benefits (maximum 25% of salary) being used to calculate the annual total. This category does not include consultants or contract workers not considered regular employees of the organization.</li> <li>• Consumable supplies: gloves, syringes, bandages, printed materials, imprinted items, etc.</li> <li>• Mileage: travel to clinic locations (U.S. reimbursement rate)</li> <li>• Contracted services: specific limited time services for health promotion activities</li> <li>• Contracted staffing: nurses for vaccine administration, data entry staff, etc.</li> <li>• Administrative Expenses (if applicable): Maximum 10% of the total budget request. Expenses which are not project specific but support organization's overhead and necessary to the operation of the project (postage, telephone bills, printer ink, facility rent/lease, utilities, etc.)</li> </ul>	
Salary	6 new part-time positions (25 hr./week) at \$25/hr.
Consumable Supplies	Estimated \$300/month for printed supplies. Includes brochures, rack cards, and informational material in English, Spanish, and Vietnamese.
Mileage	Estimated 150 miles driven per month for 1 year period, reimbursed at \$0.56/mile
Contracted Services	Contract with local transportation service for when in-house transportation is not available. Allotted \$300/month for rides as needed.
Contracted Staffing	
Administrative Fees	Estimated \$200/month in postage and phone bills

### **Example #3: Community Events**

#### **Required Action Area:**

- Partner, plan, and implement vaccination activities with critical organizations, high-risk, and specific populations.

#### **Population:**

Our project seeks to serve areas of the county where high-risk populations reside. This includes (but is not limited to) senior housing areas, areas with a high population of low-income or homeless individuals, and congregate settings serving people with disabilities.

#### **Reach:**

On average, the Family Service Center serves around 2,000 people annually. Over 1500 of these also fall into a high-risk category, such as older adults, those experiencing homelessness, or those living in a congregate setting. It is estimated that this project will reach around 1000 individuals.

#### **Proposed Activities:**

Using provided funding, the Family Service Center will partner, plan, and implement vaccination activities with critical organizations, high-risk, and specific populations. These activities will be provided through health promotion events at various locations throughout the county, held on a quarterly basis over 2 years. These events will provide information and referrals to local county health services and resources, including (but not limited to) mental and behavioral health services, dental and vision services, WIC and SNAP applications, housing assistance, and veteran services. Information on routine childhood vaccinations and COVID-19 vaccinations will be available, and nursing staff will be available to provide vaccinations on-site. All information will be provided in both English and Spanish, and Spanish translators will be present at each event.

### Example #3: Community Events

<b>BUDGET TABLE</b>				
<i>(Include amounts only for activities included in grant request.)</i>				
Complete each of the applicable budget categories (personnel salary benefits, supplies, consultants, administrative expense).				
Category	Year 1	Year 2	Year 3	Totals
Salary and Fringe Benefits	\$9,360	\$10,400	\$10,400	\$30,160
Consumable Supplies	\$2,000	\$2,000	\$2,000	\$6,000
Mileage	\$1,120	\$1,120	\$1,120	\$3,360
Contracted Services	\$800	\$800	\$800	\$2,400
Contracted Staffing	\$1,440	\$1,440	\$1,440	\$4,320
Administrative Fees (maximum 10%)	\$1,680	\$1,680	\$1,680	\$5,040
<b>Totals</b>	<b>\$18,320</b>	<b>\$19,360</b>	<b>\$19,360</b>	<b>\$51,280</b>

<b>BUDGET NARRATIVE</b>	
<i>(Include amounts only for activities included in grant request.)</i>	
Provide a description and justification for each category included in the budget table. Reimbursable expenses may include, but are not limited to:	
<ul style="list-style-type: none"> <li>• Salary and Fringe Benefits: Document each position included in the budget (indicating if the position is existing or new) to support the proposed work. Include FTE %, salary and fringe benefits (maximum 25% of salary) being used to calculate the annual total. This category does not include consultants or contract workers not considered regular employees of the organization.</li> <li>• Consumable supplies: gloves, syringes, bandages, printed materials, imprinted items, etc.</li> <li>• Mileage: travel to clinic locations (U.S. reimbursement rate)</li> <li>• Contracted services: specific limited time services for health promotion activities</li> <li>• Contracted staffing: nurses for vaccine administration, data entry staff, etc.</li> <li>• Administrative Expenses (if applicable): Maximum 10% of the total budget request. Expenses which are not project specific but support organization's overhead and necessary to the operation of the project (postage, telephone bills, printer ink, facility rent/lease, utilities, etc.)</li> </ul>	
Salary	Salary for new position of health promotion event lead position, 10 hr./week at \$18/hr. for year 1 and \$20/year for years 2 and 3
Consumable Supplies	Estimated \$500/event for gloves, syringes, bandages, and printed vaccine education material in multiple languages
Mileage	Estimated 100 miles driven per event, reimbursed at rate of \$0.56/mile for 5 total vehicles
Contracted Services	Table and chair rental for community resource fair, estimated \$200 per event
Contracted Staffing	Two nursing staff members to administer vaccinations. \$30/hr. Estimated event time is 6 hours/event.
Administrative Fees	Estimated \$140/month in telephone bills and postage costs

#### **Example #4: Mobile Vaccination Clinics**

##### **Required Action Area:**

- ☑ Implement vaccine strike teams, mobile vaccine clinics, satellite clinics, temporary, or off-site clinics to travel and provide vaccination services in non-traditional settings and/or to supplement the work of local health departments in underserved communities.

##### **Population:**

Our project seeks to serve the vaccine-hesitant in the Diocese. The vaccination rate among people over 12 in the counties served by the Diocese is less than 45%.

##### **Reach:**

The thirteen congregations in this partnership have a total weekly attendance of 416 parishioners. We anticipate reaching 400 people with messaging and our goal is to vaccinate 50 people.

##### **Proposed Activities:**

Each week, a vaccine strike team will travel to a participating church and administer vaccines. Parish leadership in the thirteen congregations have agreed to host a clinic, promote participation and provide volunteer support.

**Example #4: Mobile Vaccination Clinics**

BUDGET TABLE				
<i>(Include amounts only for activities included in grant request.)</i>				
Complete each of the applicable budget categories (personnel salary benefits, supplies, consultants, administrative expense).				
Category	Year 1	Year 2	Year 3	Totals
Salary and Fringe Benefits				
Consumable Supplies	\$6,500			\$6,500
Mileage				
Contracted Services	\$5,000			\$5,000
Contracted Staffing	\$2,340			\$2,340
Administrative Fees (maximum 10%)	\$6,920			\$6,920
Totals				\$20,760

BUDGET NARRATIVE	
<i>(Include amounts only for activities included in grant request.)</i>	
Provide a description and justification for each category included in the budget table.	
Reimbursable expenses may include, but are not limited to:	
<ul style="list-style-type: none"> <li>• Salary and Fringe Benefits: Document each position included in the budget (indicating if the position is existing or new) to support the proposed work. Include FTE %, salary and fringe benefits (maximum 25% of salary) being used to calculate the annual total. This category does not include consultants or contract workers not considered regular employees of the organization.</li> <li>• Consumable supplies: gloves, syringes, bandages, printed materials, imprinted items, etc.</li> <li>• Mileage: travel to clinic locations (U.S. reimbursement rate)</li> <li>• Contracted services: specific limited time services for health promotion activities</li> <li>• Contracted staffing: nurses for vaccine administration, data entry staff, etc.</li> <li>• Administrative Expenses (if applicable): Maximum 10% of the total budget request. Expenses which are not project specific but support organization’s overhead and necessary to the operation of the project (postage, telephone bills, printer ink, facility rent/lease, utilities, etc.)</li> </ul>	
Salary	
Consumable Supplies	Estimated \$500/event for gloves, syringes, bandages, and printed vaccine education material in multiple languages, 13 events total
Mileage	
Contracted Services	Contract with marketing firm for messaging and translation services, \$5,000/yr.
Contracted Staffing	Two nursing staff members to administer vaccinations. \$30/hr. Estimated event time is 6 hours/event.
Administrative Fees	Total of 5% of project costs

