



**Ohio Department of Health
Office of Health Opportunity
COVID-19 Vaccine Education and Outreach Mini-Grants**

Request issued by ODH: November 8, 2021

Important Dates

The budget period for this funding opportunity is January 7, 2022 – June 7, 2022.

- Questions due for Bidder's Conference: November 19, 2021
- Virtual Bidder's Conference: November 29, 2021 at 1:00 PM
- **Applications due: December 20, 2021, at 5:00 PM**
- Deadline to register for Ohio Shared Services: December 20, 2021
- Award notices emailed: January 7, 2022
- Mandatory Vaccine Education Training for Awarded Applicants: January 14, 2022

Project Overview

The Ohio Department of Health's (ODH) Office of Health Opportunity (OHO) announces the availability of funding for local, grassroots and non-governmental organizations ("Community Partners") throughout the state for the purpose of establishing and supporting COVID-19 Education and Outreach Projects, increasing vaccine confidence and connecting Ohioans to vaccination opportunities, resources and support to mitigate the impact of COVID-19 in their communities.

The COVID-19 Vaccine Education and Outreach Mini-Grants are funded by a two-year grant from the Centers for Disease Control and Prevention (CDC), [CDC-RFA-OT21-2103: National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities](#) (OT21) through the Coronavirus Response and Relief Supplemental Appropriations Act, 2021.

This funding opportunity will support Community Partners' ability to reach Ohioans who may experience disparities related to COVID-19 with accessing health and safety information and local resources on testing, masking and vaccination. Community Partners will also focus on empowering racial and ethnic minorities and those living in Ohio Health Improvement Zones. These zones are in neighborhoods that have a high [Social Vulnerability Index \(SVI\)](#) ($\geq .75$) as established by Centers for Disease Control (CDC) and the Agency for Toxic Substances and Disease Registry (ATSDR) and experience the greatest barriers to health. Interactive maps census tract information, and more information about SVI can be found on the Ohio Health Improvement Zones Dashboard, here: <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/health-equity/health-improvement-zones>



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For questions about the dashboard, contact MinorityHealth@odh.ohio.gov.

Through this initiative Community Partners will meaningfully engage with community members in populations of focus to provide COVID-19 educational materials and information.

- Education includes the sharing of information to individuals or groups (e.g., flyers, presentations, small group discussions, door to door outreach and engagement).
- COVID-19 information may include but is not limited to risk of infection, transmission, and severity; prevention strategies; vaccine safety and efficacy, where to access testing resources and vaccination opportunities, and encouragement of use of masks in situations recommended by the CDC.
- Populations of focus for this funding opportunity include:
 - Health Improvement Zones in urban and rural communities
 - Racial and ethnic minorities

Community Partners may choose to focus their outreach in a specific neighborhood or focus on one or multiple groups they have experience working with in the community that are likely to experience COVID-19 disparities in vaccination rates, infection, and severity and may include those living with a disability, those experiencing homelessness and who are housing insecure, individuals with limited English proficiency, people who are pregnant, children and adolescents, older adults, and Black residents aged 18-34.

Funding Opportunity:

A total of \$110,000 will be awarded. Awards will be capped at \$5,000 per organization. Applicants must briefly describe the deliverables/activities that they will be implementing and the allowable associated costs.

Acceptable use of funds may include:

- Staffing
- Educational materials, including printing
- Reasonable and allowable incentives to encourage participation in educational opportunities or reduce barriers
 - Examples of allowable incentives: Generic gift cards; store vouchers; fare cards for transportation; and gas cards.
 - Examples of unallowable incentives: Cash; lottery tickets or games of chance; alcohol; drugs; entertainment expenses; food; commemorative or promotional items; and gift cards that can be used only at a specific commercial outlet.
 - Maximum value of incentives cannot exceed \$100 per person.
- Dissemination costs
- Mileage/travel



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Any costs may be disallowed if deemed unallowable or in violation of ODH and federal rules and regulations. Unallowable costs include:

- Clinical care (e.g., vaccine administration)
- Vehicle purchase
- Construction costs
- Furniture or equipment

Eligible Applicants:

Organizations eligible to apply must have a federal tax ID number are described, below:

Community coalitions, refugee resettlement agencies, settlement houses, community health worker agencies, peer run organizations, housing providers, faith-based organizations, schools, and other non-profit or community-based organizations that commonly or characteristically serves one or more of the populations of focus or Health Improvement Zones.

IMPORTANT: Registering with Ohio Shared Services

Your organization must be registered to conduct business with the state of Ohio in the Ohio Shared Services/OAKS payment system. To learn more on how to register, please visit <https://supplier.ohio.gov/>. Should you have questions about Ohio Shared Services or the registration process, you may contact via e-mail at ohiosharedservices@ohio.gov or call 1-877-644-6771. If you if you are not already registered with Ohio Shared Services and are considering applying for this funding opportunity, it is recommended that you start this process immediately. You must be registered by the application due date of December 20, 2021.

Scope of Work:

Community Partners must have staff and/or materials onsite in physical locations, at virtual events or during engagement activities that meet specific needs of the community. Activities may include various channels of communication (e.g., phone/text, social media, flyers, community partners, mail, internet, home delivery services, mobile apps, community boards, etc.) and could include any of the following activities:

- Partner with other community-based organizations to engage individuals at onsite events such as food pantries, produce giveaways, faith-based events, senior centers, farmer's markets, grocery stores, community and school events with vaccine education and information including scheduling those ready for a vaccine, contacting the Ohio COVID-19 Hotline, and/or navigating local testing options.
- Identify and target virtual platforms (e.g., community Facebook pages, social media challenges and campaigns, town hall activity boards, school newsletters, church bulletins, virtual fairs, social media live chats) that can be used for disseminating resources and information.



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- Implement a door-to-door campaign to spread information about safety and efficacy of COVID-19 vaccines.
- Host culturally and linguistically appropriate educational events (virtually or with safety protocols for in person convening).

Community Partners are required to complete a virtual, state-led COVID-19 educational session and overview of resources and materials related to COVID-19 before they are permitted to implement any activities associated with this funding opportunity. This training will be on Thursday January 14, 2022 at a time TBD. Additional information will be provided with award notifications.

ODH will provide templates for printed outreach materials. Organizations should consider any printing costs in their budget. Community Partners may develop supplemental resources that must be approved by ODH prior to distribution to the public. Information should be disseminated in locations where people already access services or safely interact, including but not limited to community centers, food pantries, Grab & Go meal pick-up, produce distribution sites, churches/temples/mosques, COVID-19 testing sites, and locations culturally relevant to a variety of citizens in communities that experience the greatest barrier to health. Applicants must consider ways to reach those with limited literacy skills, health literacy, English proficiency and access to broadband services and/or public meetings.

All implementing and collaborating partners will adhere to local and state guidance regarding COVID-19 safety measures, including physical distancing, wearing masks, and hand hygiene while working with individuals and in the community.

Questions and Technical Assistance

All questions must be submitted electronically to MinorityHealth@odh.ohio.gov with "COVID-19 Vaccine Education Mini-Grant" in the subject line by 5 p.m. on November 19, 2021. Please do not contact any ODH staff member directly with questions regarding this funding opportunity.

A virtual Bidder's Conference to overview and answer questions related to this funding opportunity will be held on November 29, 2021 at 1:00 PM. [Click here to join the meeting.](#)

Application and Award

After review of submitted applications, award notices will be emailed and funds will be disbursed by ODH directly to the implementing organization.

Applications will be received through 5 p.m. Monday, December 20, 2021. Award notifications will be emailed to the Project Director by Friday, January 7, 2022.

An organization at the federal tax identification (FTID) number level, independent of number of sites, may submit no more than one Request for Funding up to \$5,000.



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Organizations may access the full amount of the award upon award notification and are expected to begin supporting their community outreach and education activities immediately. All awards must be fully expended by June 7, 2022 and reported to ODH no later than June 20, 2022.

Important - See Appendix D to review Application Review Process and Health Opportunity Standards.

Reporting Requirements

Organizations are required to submit the following information in a performance report template to be provided by ODH 1) Funds expended, 2) the number of new, existing, or expanded partnerships that are *mobilized* to reduce COVID-19 health disparities and 3) the number of individuals engaged in vaccine education through deliverables and activities associated with this funding opportunity. See the Performance Reporting Guidance (Appendix B) for additional information.

Reporting periods and due dates are as follows:

Period of Performance	Report Due Date
January 7 – February 28	March 10, 2022
March 1 – April 30	May 10, 2022
May 1 – June 7	June 17, 2022

How to Request Funding

Complete the Request for Funding Form (Appendix A) using the instructions below. Please check all information for accuracy and completeness. OHO will use the contact information provided to notify applicants if they are awarded.

1. Enter the name of the organization on the associated with the federal tax ID number of the applicant organization.
2. Identify the individual who is the signing authority for the requesting organization and provide their email.
3. Provide contact information for the requesting organization, including a complete address. Provide a website, if applicable.
4. Enter the Federal Tax Identification number of the applicant organization.
5. Enter the Supplier ID No. If you do not have Supplier ID, apply at <https://supplier.ohio.gov>.
6. Check a box indicating if the requesting organization is a 501c3 or non-profit organization. **ATTACH COPY OF VERIFICATION TO THE REQUEST FOR FUNDING.**
7. Briefly describe the purpose or mission of your organization and/or and the services you typically provide to the community.



8. Enter the total number of years' experience that the application organization has been working directly with a population of focus to provide education, information, or resources in a culturally and linguistically appropriate manner.
9. Check the box indicating if your organization has ever received funding from ODH or any other State of Ohio office, agency, commission, or entity.
10. Provide the name and contact information for the primary contact for the project and enter a brief project title. This may or may not be the same person as the signing authority.
11. Enter the name of the county or counties that will be primarily served by this project separating each county by a comma.
12. Indicate if this project primarily serves a completely or partially rural county identified in the OHO Rural Counties List (Appendix C).
13. Indicate which region you will primarily serve through this funding opportunity. Only one region may be selected. To identify which region your organization serves, see OHO OT21 Regional Map (Appendix E).
14. Indicate if your project serves at least one Health Improvement Zones. If yes is selected, you are required to provide the census tract number(s) served by the project. Applications for projects that are not in Health Improvement Zones will not be accepted.
15. Indicate if your project will primarily provide outreach and education to members of one or more racial and ethnic minority groups. You may select one or both Health Improvement Zones and racial and ethnic minority groups, if applicable to your project.
16. Indicate if the applicant organization's staff are cultural peers to or reflect the applicant's population of focus. The applicant organization should be a trusted messenger. Cultural peers can be identified through various methods that may include demographics, lived experience, geography, or group association or identity.
17. Provide a brief project description and how it supports the scope of work or achieves the purpose of this funding opportunity for the population of focus.
18. Describe the specific deliverables or activities being proposed and the allowable associated costs for each deliverable.
19. Provide the Period of Performance or anticipated dates the project will start and end in the format requested.
20. Provide the estimated reach for the total number of people who Community Partners will engage with in their projects across all populations, not just the specific population of focus.
21. Calculate subtotals of each deliverable and provide the total amount of funding requested, not to exceed \$5000.
22. Sign and date the Request for Funding Form. **PLEASE USE BLUE INK.**

Tips to Prepare Your Budget

- A well-prepared budget should be reasonable and demonstrate that the funds being asked for will be used wisely.



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- The budget should be as concrete and specific as possible in its estimates. Make every effort to be realistic and estimate costs accurately.
- All expenses, contracts, purchase orders, invoices, receipts, etc. associated with this funding opportunity should be safely stored and easily accessed in the event of an audit.
- Each section of the budget (e.g., deliverables, associated costs) should be completed entirely.

Sample Budget

- Deliverable 1: Provide incentive program for youth basketball leagues for free participation fees (\$125 max per family) for vaccinated household members until funds exhausted for up to 20 families. \$2500
- Deliverable 2: Invite parents to meet & greet with high school coach who will provide vaccine education to families who attend. Event will be recorded and promoted on social media with a paid promotion. \$2500

Submitting your Request for Funding Form

Please review forms carefully for accuracy and completion before submitting.

1. Emailed the signed and dated "Request for Funding Form" and any supporting documentation (e.g., nonprofit Verification Form) and submit to MinorityHealth@odh.ohio.gov as email attachments.
 - Attach documents in PDF format.
 - Enter "COVID-19 Vaccine Education Mini-Grant" in the subject line.
2. You will receive an autoreply indicating your email has been received. This will serve as confirmation your application was received.

Appendices

- A. Request for Funding Form
- B. Performance Measure Guidance
- C. OHO Rural Counties List
- D. Application Review Process and Health Opportunity Standards
- E. OHO OT21 Regional Map



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Appendix A

COVID-19 Vaccine Education Mini-Grant
Request for Funding Form

Instructions:

- Email signed and dated "Request for Funding Form" to: MinorityHealth@odh.ohio.gov.
- Use PDF format for attachments.
- Enter "COVID-19 Vaccine Education Mini-Grant" in the subject line.
- Requests for more than \$5,000 will not be accepted.
- Detailed instructions are provided in the funding announcement.

Organization Information

Name of Organization:

Signing Authority Name:

Email:

Street Address:

City:

State: OHIO

ZIP:

County:

Phone:

Website:

Federal Tax ID No.:

Supplier ID No.:

501c3 or Ohio non-profit verification: Yes. (Please attach copy.) No.

Mission/Purpose:

Years of experience working directly with community to provide education, information or resources in a culturally and linguistically appropriate manner:

Have you previously received funding from the State of Ohio? Yes. No.

Project Information

Project Director:

Email:

Phone:

Name of Project:

Will this project serve one or more rural counties identified on the Rural Counties List (Appendix C)?
 Yes No

Counties served by this project (separate by commas):



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Region routinely served by this project (select only one):

- 1 - Northwest (NW)
- 2 - Northeast (NE)
- 3 - West Central (WC)
- 4 - Central (CEN)
- 5 - Northeast Central (NEC)
- 6 - Southwest Central (SWC)
- 7 - Southeast Central (SEC)
- 8 - Southeast (SE)

Will this project serve one or more Ohio Health Improvement Zones?

- Yes
- No

If yes, please list census tracts number(s) here (separate by commas):

Will this project serve racial and ethnic minorities? Yes No

Does the applicant organization's community-based staff, leadership, and/or board reflect the priority population for this project?

Community-Based Staff

- Yes
- No

Leadership (e.g., team leads, managers, CEOs)

- Yes
- No

Board (e.g., board, steering committee, etc.)

- Yes
- No
- N/A

Project Description: Overview of the program you would like funded and how the project will support the scope of work for a population of focus.



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Deliverables: Briefly describe the deliverables or individual activities being proposed and a brief description of allowable associated costs (staffing, supplies, contracts, equipment, other) for each deliverable.

Period of Performance (MM/DD/YYYY to MM/DD/YYYY):

Estimated Reach of Activity:

Total Amount of Funding Requested:

By signing below, I agree that the organization will use the COVID-19 Vaccine Education and Outreach Mini-Grant funding for its intended purpose.

Print Name of Signing Authority for Applicant Organization

Signature of Signing Authority for Applicant Organization
PLEASE USE BLUE INK FOR SIGNATURE AND DATE

Date Signed



Appendix B

Performance Reporting Guidance

Organizations are required to submit the following information in performance report template to be provided by ODH.

1. Funds expensed during the reporting period and the dollar amount of funds applied to support rural outreach.
2. The number of new, existing, or expanded partnerships that are mobilized to reduce COVID-19 health disparities throughout the period of performance indicated on their application
3. The number of individuals provided outreach and engaged in vaccine education through the deliverables and activities associated during the reporting period.

Funds expensed for each reporting period will be provided as a total dollar amount expensed. Funded organizations are required to track and report what dollar amount of their expensed funds were applied in rural counties during the period of performance. This rural carveout may be reported by total funded amount and does not need to be reported by deliverable. The OHO Rural Counties List is in Appendix C.

Mobilized partnerships occur when applicant organizations assemble with other groups, organizations, or entities to act together in a coordinated way to bring about shared outcomes.

Examples of partner mobilization include but are not limited to:

- Building community capacity with traditional and nontraditional partners
- Building and implementing cross-sectoral partnerships
- Developing community advisory groups or other collaborative mechanisms
- Identifying and establishing collaborations with critical or key partners who support populations of focus

Total partnerships are the count of all new, existing, and expanded partnerships mobilized to address COVID-19 health disparities and inequities.

New partnerships mobilized are the count of new partnerships mobilized to address COVID-19 health disparities and inequities. New partnerships include any organization that the recipient has not worked with in the past in funded or unfunded capacities. This number will serve as the numerator of the proportion for new partnerships mobilized.

Existing partnerships mobilized are the count of existing partnerships mobilized to address COVID-19 health disparities and inequities. Existing partnerships include organizations that recipients are currently working with or have worked with previously to address COVID-19 health disparities and inequities.



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Expanded partnerships mobilized are the count of expanded partnerships mobilized to address COVID-19 health disparities and inequities. Expanded partnerships include those partnerships that funded organizations are currently working with or have worked with previously that will be enhanced through increased membership, mission, or engagement and is fully or partially supported with dollars from this funding opportunity.

Community outreach involves offering education, planning, and support of activities to community members freely, equitably and openly. Meaningful community outreach should provide opportunities for community members to choose and act upon the ways in which they believe are most fulfilling to themselves and their neighborhoods.

Outreach total is the count of all individuals involved in vaccine education and outreach activities to address COVID-19 health disparities and inequities that are fully or partially supported by this funding opportunity.

(Optional Measure) **Prioritized outreach** is the count of individuals in the prioritized population involved in vaccine education and outreach activities to address COVID-19 health disparities and inequities and is fully or partially supported with dollars from this funding opportunity.



Appendix C

Office of Health Opportunity (OHO)
Rural Counties List

Projects funded by ODH's Office of Health Opportunity may plan, prioritize, and report on efforts in Ohio's Health Improvement Zones in "completely and partially rural" communities listed below.

The list below is a list of rural counties in Ohio provided by the State Office of Rural Health that aligns with Health Resources and Services Administration (HRSA) definitions of rural counties. Partially rural counties are listed because they are rural; but do not meet the HRSA definition due to ZIP code data.

Completely Rural

1. Adams
2. Ashland
3. Ashtabula
4. Athens
5. Auglaize
6. Champaign
7. Clinton
8. Columbiana
9. Coshocton
10. Crawford
11. Darke
12. Defiance
13. Erie
14. Fayette
15. Gallia
16. Guernsey
17. Hancock
18. Hardin
19. Harrison
20. Henry
21. Highland
22. Holmes
23. Huron
24. Jackson
25. Knox
26. Logan
27. Marion
28. Meigs
29. Mercer

30. Monroe
31. Morgan
32. Muskingum
33. Noble
34. Ottawa
35. Paulding
36. Pike
37. Preble
38. Putnam
39. Ross
40. Sandusky
41. Scioto
42. Seneca
43. Shelby
44. Tuscarawas
45. Van Wert
46. Vinton
47. Washington
48. Wayne
49. Williams
50. Wyandot

Partially Rural

1. Carroll
2. Fairfield
3. Fulton
4. Hocking
5. Madison
6. Perry
7. Pickaway
8. Wood



Appendix D

Applicant Selection Process and Health Opportunity Standards

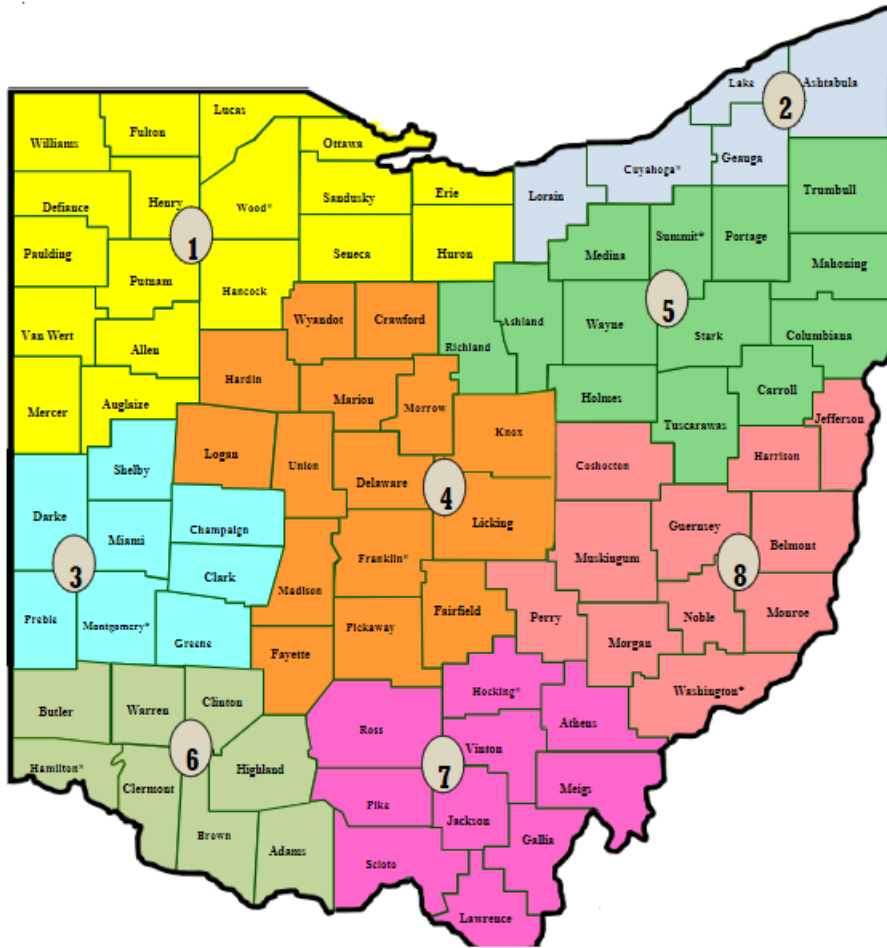
1. Only eligible applicants will be accepted.
2. Inaccurate or incomplete applications will not be accepted.
3. Accepted applications will be scored according to Health Opportunity Standards:
 - A. Organization is a non-profit or community-based organizations that commonly or characteristically serves one or more of the populations of focus or Health Improvement Zones. (15 points)
 - B. Organization demonstrates that their community- based staff, leadership, and/or board are cultural peers of the populations of focus associated with this funding opportunity (15 points).
 - C. Project Director has at least 2 years’ experience working directly with the community to provide education, information or resources in a culturally and linguistically appropriate manner (15 points).
 - D. Organization demonstrates understanding of the scope of work in the project description and that proposed deliverables support the purpose of this funding opportunity (20 points).
 - E. Organization demonstrates that proposed activities will be prioritized for Health Improvement Zones and/or racial and ethnic minorities (20 points).
 - F. Organization provided a reasonable and appropriate budget that supports the deliverables identified in applicant’s proposal (15 points).
4. Qualified applicants with a with a score higher than 78 meet minimum Health Opportunity Standards.
5. At least one qualified applicant will be awarded from each region identified in the OHO OT21 Regional Map (Appendix E). The total funding amount per organization will not exceed \$5,000.
6. Total funding of \$110,000 has been allocated based on the total number of Health Improvement Zones per region.

Region	Allocation Amount
1 - Northwest (NW)	\$15,000
2 - Northeast (NE)	\$30,000
3 - West Central (WC)	\$10,000
4 - Central (CEN)	\$15,000
5 - Northeast Central (NEC)	\$15,000
6 - Southwest Central (SWC)	\$15,000
7 - Southeast Central (SEC)	\$5,000
8 - Southeast (SE)	\$5,000

7. Funding may be redistributed amongst regions if there is not an adequate number of qualified applicants available in the region.

Appendix E

OHO OT21 Regional Map



- 1 Northwest (NW)
- 2 Northeast (NE)
- 3 West Central (WC)
- 4 Central (CEN)

- 5 Northeast Central (NECS)
- 6 Southwest Central (SWC)
- 7 Southeast Central (SEC)
- 8 Southeast (SE)