

COVID-19 COMMUNITY EDUCATION INITIATIVE TO ADVANCE HEALTH EQUITY THROUGH EDUCATION AND OUTREACH

REQUEST FOR APPLICATIONS (RFA) - ISSUED ON August 1, 2021

Deadline for applications – Wednesday, September 1, 2021, 5:00 pm

Purpose:

Amidst the ongoing COVID-19 pandemic, there remains a critical need to bolster opportunities for people from historically and currently marginalized communities to provide access to accurate, timely, and trustworthy information about COVID-19 in general, as well as information about COVID-19 prevention, testing, vaccination, and treatment. To identify key areas that need education and outreach resources to promote access and utilization of COVID-19 testing, vaccines, and treatment among Black and Latinx populations in Durham, it is imperative that solutions and recommendations come from the community and are based on their lived experiences.

This RFA is sponsored by the Duke School of Medicine and Duke Clinical and Translational Science Institute.

Funding Overview:

Awards will be made to five (5) community-based organizations that promote outreach and address COVID-19 related educational needs in the community.

A maximum of \$5,000 will be awarded to each organization to build their capacity to reach the Black and Latinx communities with timely, relevant, and trustworthy information, along with other resources that may reduce COVID-19 disparities.

This is a **RAPID RESPONSE** funding opportunity. Activities are expected to be completed within 3 months following receipt of funds. A final report regarding outcomes will be due 30 days after the end date. Reporting requirements will be provided when the awards are issued.

Applications will consist of:

- A description of the goals and objectives of the educational program, a plan for how goals and objectives will be achieved, and anticipated outcomes.
- Budget and a brief justification of expenses
- Submission of the application by 5:00 pm on Wednesday, September 1, 2021.
- Additional guidance is provided below.

Eligibility:

- Applicant organizations will be directly connected to **AACT+** and/or **LATIN-19**. These groups currently work to disseminate critical COVID-19 information, including education and resources, to address the needs in the Black and Latinx community.
- Planned activities must reach African American/Black and/or Latinx communities in Durham.
- Proposed strategies are expected to reflect critical needs and opportunities as of the time the grant is written. If these needs and opportunities should change in important ways during the grant period, adjustments to activities can be made with funder approval.
- Collaboration with other groups and organizations that utilize community health workers is encouraged (but not required) to maximize the impact of the reach in the community.

Approaches may include:

- Creating and disseminating videos that are culturally tailored to diverse communities.
- Hosting free information sessions regarding COVID-19 vaccinations.
- Engaging Black and Latinx healthcare workers and providers to reach out in their communities.

- Maximizing community vaccination sites (e.g., schools on weekends, churches).
- Developing and providing education resources for children, Community Health Workers, and providers.
- Improving, expanding, and partnering on communication strategies.
- Activities that support capacity building to enhance COVID-19 education, outreach, and services in the community.
- Other new and innovative approaches are encouraged.

Examples of allowable expenses:

- Personal Protective Equipment - Face masks, disposable gloves, face shields, thermometers for temperature checks, hand sanitizer including any dispensers needed, social distancing markers, sanitizing sprays, etc.
- Digital platform expenses such as ZOOM, Microsoft Teams, or WebEx costs
- Signage, printing, or office printing materials;
- Radio, TV, or digital media promotions, paid social media advertisements
- COVID-19 related educational items such as information pamphlets and brochures.
- Travel expenses to and from vaccination event and testing sites.
- Rental of tables, chairs, tents
- Snacks and beverages for participants and volunteers
- Promotional incentives

Examples of unallowable expenses:

- Car rentals, and hotel lodging
- Subscriptions, and memberships
- Office equipment such as phones, cell phones, printers, office furniture etc.
- Computers and computer equipment
- Meetings, trainings, registration and conference attendance costs
- Administrative costs, salaries, fundraising, and gratuities

How to Apply:

Use **[THIS](#)** online link to complete the funding application.

Online Application Includes:

- Descriptive Project Title
- Name of Project Lead
- Email address
- Participating organization(s) – include information about how participating organizations are involved with AACT+ and/or LATIN-19
- Description of program goals – what do you plan to do? (3-4 sentences)
- Description of program objectives – how do you plan to accomplish your goals? (3-4 sentences)
- What are the expected outcomes (e.g., increasing the number of people served) and impact (e.g., improved information sharing) of your proposed project (2-3 sentences)
- Budget and justification (up to \$5,000)

Deadline: Wednesday, September 1, 2021 (5:00 pm)

If you have any questions, please contact Leatrice Martin at 919-817-2671