



# COVID-19 and Influenza Vaccine Uptake Initiative

Notice of Funding Opportunity

**Funded Under the Administration for Community Living's**

COVID-19 and Influenza Vaccine Uptake Initiative for Older Adults and People with Disabilities  
NOFO (HHS-2023-ACL-AOA-HDRC-0043)

# Funding Opportunity Description

## Background and Overview

[The National Council on Aging \(NCOA\) will award](#) approximately 250 grants for 6-, 12-, or 15-month projects. Grant awards will support a larger national vaccination program, funded under the U.S. Administration for Community Living's, COVID-19 and Influenza Vaccine Uptake Initiative for Older Adults and People with Disabilities Notice of Funding Opportunity (HHS-2023-ACL-AOA-HDRC-0043), under which NCOA was funded. This funding opportunity has a main goal to increase the number of older adults and people with disabilities receiving COVID-19 and Influenza vaccinations.

## Application Due Date

Applications will be accepted and reviewed on a rolling basis until March 1, 2023, or until funds are exhausted. Project start dates can begin in early January 2023 and close as late as April 15, 2024.

## Tiered-Based Awards

Qualifying organizations/agencies may select from one of two funding tiers that differ in available funding and required performance metrics.

### Tier 1 Awards

Tier 1 Awards, also known as Community Action Grants, will support specific county, city, or other jurisdictional locales for a more targeted approach to vaccination efforts than Tier 2 Awards. This grant will also support a vaccination strategy that has one or more specific target populations. An organization/agency may request grant awards with a minimum amount of \$50,000 and a maximum amount of \$150,000. Approximately 200 grants are expected to be awarded under this Tier.

### Tier 2 Awards

Tier 2 Awards, also known as Regional Collaborative Grants, will support statewide/territory coverage, regional (e.g., multiple counties), or across state lines, if applicable. An organization/agency may request grant awards with a minimum amount of \$450,000 and a maximum amount of \$500,000. Approximately 50 to 60 grants are expected to be awarded under this Tier.

All qualifying organizations/agencies for both Tier 1 and Tier 2 Awards will be expected to work with coalitions/partners to mobilize education, outreach, and vaccine administration for COVID-19 and Influenza vaccines for older adults and people with disabilities. An applicant will receive preferential points for including senior centers, federally qualified health centers, and/or public health departments in their application. To receive preferential points, one of these entities must receive funding from the applicant under this award. A letter of commitment is required from either the senior

center, federally qualified health center, or public health department, detailing their role in the project.

## Target Population

For either Tier, a focus should include reaching older adults and people with disabilities from underserved communities, including English Language Learners, homebound, Black, Hispanic/Latino, urban and rural Indigenous and Native American persons, Asian Americans and Pacific Islanders, and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer persons; persons living in rural areas; those at risk of institutionalization; those adversely affected by persistent poverty and inequality; and others who face additional barriers, including the historically underserved and marginalized. Qualifying organizations/agencies also may target persons who face accessibility issues related to physical, intellectual, and/or sensory disabilities. Other populations may be included; however, the grant must prioritize the above-described target populations.

## Eligible Activities

Eligible activities must be directly aligned with the goal of this funding opportunity. Qualifying organizations/agencies may apply for funding using one or more of the following eligible activities:

1. Host community COVID-19 and Influenza vaccination clinics.
2. Provide in-home vaccinations.
3. Arrange or provide accessible transportation to vaccination sites.
4. Conduct outreach, education, and decision support to older adults and people with disabilities regarding COVID-19 and Influenza vaccines.
5. Disseminate credible information about COVID-19 and Influenza vaccines, and direct older adults and those with disabilities with questions to additional sources of information.
6. Identify people who may experience barriers to getting COVID-19 and Influenza vaccinations, including those who are unable to independently travel to a vaccination site, or who require language, personal assistance, or other supports.
7. Help schedule COVID-19 and Influenza vaccination appointments.
8. Provide personal support (e.g., peer support) to older adults and people with disabilities in support of COVID-19 and Influenza vaccines.
9. Provide referral services in support of COVID-19 and Influenza vaccines.

In regard to counting the number of vaccinations provided, a vaccination is defined as a community member agreeing to be vaccinated or receiving vaccination. Examples of ways an awardee can facilitate vaccination include, but are not limited to, arranging or providing transportation to a vaccine site/appointment, scheduling or registering an individual for a vaccine appointment, providing personal support to register for a vaccine appointment, providing referral services in support of vaccinations, promoting and supporting a vaccination event, and hosting a vaccination clinic/event. Vaccinations will be counted by collecting data via required surveys (see Reporting section). Each community member can only be counted once.

## Required Activities

1. Educate and train community outreach workers or other personnel on a range of supportive services for education, outreach, or the administration of vaccines.
2. Track and monitor vaccination and social service referrals.
3. Submit monthly and end-of-program reports and other data requests in a timely manner.
4. Participate in monthly learning collaborative sessions.

## Eligibility Information

### Eligible Applications

Entities eligible to apply for grants under this program are limited to the organizations/agencies listed below:

1. Senior center
2. Community center
3. Local community organization that serves, supports, and includes older adults and people with disabilities
4. Faith-based organization that serves, supports, and includes older adults and people with disabilities
5. Governmental agencies
6. Other federally recognized nonprofit organizations

Area agencies on aging (AAAs), No-Wrong Door Systems (NWDS)/Aging and Disability Resource Centers (ADRCs), centers for independent living (CILs), other ACL-funded disability networks, and other aging and disability community-based organizations (CBOs) have the opportunity to apply under a different call for proposals. Please check our NCOA website for more information.

Entities ineligible to apply for grants under this program are for-profit entities.

### Cost Sharing or Matching

No cost sharing or matching is required.

### Responsiveness and Screening Criteria

Applications that do not meet the above responsiveness criteria will be administratively eliminated and will not be reviewed. All applications will be screened to ensure a level playing field for all applicants. Applications that fail to meet screening criteria described above will not be reviewed and will receive no further consideration.

### Use of Grant Funds

Organizations/agencies must use the full amount of the award for the purposes set forth in their proposal. These funds may not be used for the following purposes:

- To influence any member of Congress, state, or local legislator to favor or oppose any legislation or appropriation with respect to this agreement
- For publicity or propaganda purposes; for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, radio, television, or film presentation designed to support or defeat legislation pending before Congress or state and local legislatures
- To pay the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence

## How to Apply

### Notice of Intent

Organizations wishing to apply for funds under this program are required to submit a notice of intent to NCOA via the application portal, which will be available soon. This notice is non-binding and does not need to describe the proposed project.

### Application

Applicants must submit an electronic proposal describing the project and the applicant, with background relevant to the issues outlined in these guidelines. This proposal must include the following items:

- Statement of need
- Target area and populations
- Description of the proposed approach for outreach and vaccination activities
- Data collection and evaluation processes
- Organizational capacity and diversity/equity considerations
- Budget and narrative explaining the budget
- Letters of commitment from key partners for preferential points, if included in the proposed model (letters should include an explanation of the role they will fill to support the program)
- Required documentation

All proposals should be submitted electronically. Emailed submissions will not be considered. NCOA will not accept any materials submitted late and will not be able to review incomplete proposals. Applications will be reviewed by a panel of subject matter experts in the fields of public health, community outreach and engagement, senior center services, and aging and disability services.

## Application Review Information

Applicants must document all their source material. If any text, language, and/or materials are from another source, the applicant must make it clear the material is being quoted and where the text comes from. The applicant also must cite any sources when they obtain numbers, ideas, or other material that is not their own. If the applicant fails to comply with this

requirement, regardless of the severity or frequency of the plagiarism, the reviewers shall reduce their scores accordingly, even to the degree of issuing no points at all.

Applications are scored based on a maximum of 100 points across the desired review criteria. An additional 5 points will be awarded for inclusion of key partners.

### **Statement of Need [10 points]**

- Provide a brief overview of the key elements of your proposed vaccination uptake initiative.
- Why is a vaccination uptake initiative necessary in your target area? In your response, describe the current system used for vaccine uptake, outreach, and enrollment for older adults and people with disabilities in your proposed target area.
- What unique impact can your organization/agency make to improve access to and uptake of vaccinations in your proposed target area?

### **Target Area and Populations [20 points]**

- Describe the population to be served by your proposed vaccination outreach and uptake initiative and the needs of the community that impact access to vaccines for older adults and people with disabilities. Some factors to consider include, but are not limited to, rates of risk for food insecurity, rates of economic insecurity, rates of isolation, lack of public transportation, and low participation rates for vaccinations.
- Describe your target area. The online grant system will allow you to select general descriptors based on your population's characteristics and size of your target area.
- Describe the specific geographic area(s) your proposed project will serve. List the city(ies), county(ies), statewide, or multiple states, if applicable.
- For each target population, describe the planned targeted outreach effort for that population.

### **Description of Approach [30 points]**

- Describe the approach your organization/agency will use to find, educate, and vaccinate target populations. If this approach is unique across demographic populations, please describe the approaches for each target population.
- Describe how you will coordinate your outreach efforts with other relevant organizations/agencies in your community/state. Identify key partner organizations/agencies and indicate the specific roles these partners will play in your initiative. If possible, secure letters of support from these partnering organizations.
- Describe your organization's/agency's experience with vaccine outreach and uptake. What specific activities have been conducted? What was the reach of previous activities? Who were your partners?
- Describe alternative solutions for instances when your organization's/agency's proposed approach does not work as expected.
- Describe how your program will continue after grant funding ends, if applicable. Include how you will embed the work into different components of your organization/agency.

### **Data Collection and Evaluation [15 points]**

- Describe how you will collect the required data described in the Reporting section below.

- Describe the experience you have in collecting demographic and vaccine-related data.
- Describe how you will measure and evaluate your organization's/agency's proposed work relative to your proposed goals and objectives.

### Management and Organizational/Agency Capacity [10 points]

- Identify the project director, describe relevant experience, and identify time commitment to this project.
- Identify other key staff, relevant experience, and time commitment.
- If applicable, discuss how volunteers will be utilized, recruited, trained, and managed.

### Diversity, Equity, and Inclusion [15 points]

- Provide any relevant information about your organization's/agency's strategic priorities, initiatives, and progress in promoting diversity, equity, and inclusion both within the organization/agency and/or how the organization/agency is working with communities.

### Inclusion of a senior center, federally qualified health center, or public health department [5 additional points]

- List any partner that fits these criteria and their supporting letter. Ensure they are included in the project budget.

### Budget and Budget Narrative

Complete the required budget and narrative justification online form.

### Attachments

- IRS Determination Letter (if applicable)
- The organization's most recent tax return (if applicable)
- The most recent financial audit
- Organization/Agency W-9 Form
- If your organization has an approved Negotiated Indirect Cost Rate Agreement ("NICRA"), please include this as an upload.

## Reporting

Grantees will be required to provide monthly web-based reports on the number and demographics of older adults and people with disabilities assisted. The monthly reports will be required over the full duration of the grant. Awarded organizations/agencies will be responsible for collecting the data elements listed below from all participating partnering entities and submitting them **via an NCOA-issued reporting tool no later than the 15th of each month.**

NCOA reserves the right to change the data elements required in the monthly report at any point during the grant period. Below are the data elements grantees will be required to report on a monthly basis:

- Number of older adults and persons with disabilities vaccinated
- Number of monthly outreach events
- Participant demographics (reported in aggregate numbers), including:

- Age range
- Gender
- Race and ethnicity
- Disability status
- Successes and challenges with reaching goal, outreach, and participant follow-up
- Participant stories
- Attitudinal changes in participants

All applicants will be required to attend a training on reporting. All reporting tools will be provided to the applicant.

## Program Direction and Technical Assistance Resources

NCOA will provide overall direction for the program and technical assistance, training, and tools to grantees to assist them in maximizing vaccination outreach and uptake. **Selected grantees will have a period of 15 days to begin required vaccination activities upon notice of award.**

### Grantees will be expected to:

- Designate a program-level staff member to serve as the Project Director, who will take responsibility for working with NCOA on program components, including the design, implementation, and evaluation of the project
- Submit programmatic and financial reports in a timely manner
- Participate in regular conference calls and web surveys
- Respond in a timely manner (within 1 business day) to NCOA inquiries and requests via email or telephone
- Share information and lessons learned with fellow grantees and NCOA staff

NCOA has gathered tools and resources to assist organizations/agencies that would like to implement the *COVID-19 and Influenza Vaccine Uptake Initiative for Older Adults and People with Disabilities* approach in their communities. The toolkit includes:

- An implementation guide that walks your organization/agency through all considerations necessary to be ready to implement the initiative in your community
- Examples of successful outreach strategies and materials you can adapt for your community

## Funder Contact(s)

### Inquiries

All inquiries regarding this RFP should be emailed to [vaccineuptake@ncoa.org](mailto:vaccineuptake@ncoa.org).



## About the National Council on Aging

The National Council on Aging (NCOA) is the national voice for every person's right to age well. We believe that how we age should not be determined by gender, color, sexuality, income, or ZIP code. Working with thousands of national and local partners, we provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security. Founded in 1950, we are the oldest national organization focused on older adults. Learn more at [www.ncoa.org](http://www.ncoa.org) and @NCOAging.