



Inclusa, Inc. Request for Application (RFA) COVID-19 Vaccination Community Outreach

Opportunity Overview

[Inclusa](#) is a managed care organization in Wisconsin, managing the provision of a person-centered and community-focused approach to long-term care services and supports to over 15,100 Family Care members across its 68-county service region in Wisconsin. Inclusa's vision is to empower people to explore and achieve life's possibilities. Our mission: "In order to maximize health outcomes, Inclusa proactively partners with others to build vibrant and inclusive communities that offer people dignity, choice, and connections."

The coronavirus pandemic has been difficult for everyone, yet has adversely affected certain populations more than others. Vaccination is a critical tool for containing the coronavirus and minimizing the adverse impact of COVID-19.

Inclusa recognizes trusted messengers who understand the life experiences of the diverse individuals, families, and communities in Wisconsin are in the best position to promote understanding and acceptance of COVID-19 vaccination among these populations.

On April 1, 2021 the Wisconsin Department of Health Services (DHS) [announced \\$6.2 million in grants](#) will be awarded to 100 organizations in Wisconsin, as part of a community outreach grant program established to promote racial and geographic equity in COVID-19 vaccination efforts. Inclusa is excited to be one of those grant recipients. You can view the full list of recipients [here](#).

Because partnership, innovation, and respect are three of Inclusa's core values, we are offering a total funding of \$25,000 to partner with us to:

- Educate about COVID-19 and COVID-19 vaccines,
- Support people to make educated personal decisions about COVID-19 vaccination, and
- Eliminate barriers to COVID-19 vaccination in underserved communities in Wisconsin.

Funding is available for organizations serving the following target populations in Wisconsin:

- Hmong communities
- Latinx communities
- Black communities
- Rural, agricultural communities

Desired Outcomes

Funding is available to achieve one or more of the following outcomes for members of the target population(s):

- They receive accurate information regarding COVID-19 vaccinations.
- They receive decisional support when needed to make an educated decision regarding COVID-19 vaccination.
- They feel confident in their decision-making process about COVID-19 vaccination.
- Eliminate one or more barriers to receiving a COVID-19 vaccination.

Timeline and Submission

Application due date: April 30, 2021 at 4:30 pm CST to <https://forms.office.com/r/Tk07kAnkD0>

Anticipated award notification date: May 7, 2021

Award activities must be completed by August 20, 2021 at 4:30 pm CST

Send questions regarding award funding to: qualityinnovation@inclusa.org

Eligible Organizations

Applicants must be based in Wisconsin, conduct their proposed community outreach work in Wisconsin, and be one of the following:

- Nonprofit entities certified as a 501(c)(3) by the federal Internal Revenue Service
- Have projects sponsored by another 501(c)(3) organization
- Local/tribal government entity
- K-12 school or district

Eligible organizations may not discriminate on the basis of race, ethnicity, religion, sex, sexual orientation, gender identity/expression, age, or national origin in their staffing policies, use of volunteers, or provision of services.

Commitments

Award Recipients will:

- Implement activities outlined in their application to reduce barriers to COVID-19 vaccination.
- Provide accurate education to populations served in an acceptable manner to the community that it serves.
- Use other evidence-based materials from reputable sources.
- Use culturally competent messaging and services.
- Provide regular updates about outcome progress and respond to requests for information/activity from Inclusa.
- Prepare and submit expense reports by the end of the grant period.
- Implement all activities funded by the award in Wisconsin.

Inclusa will:

- Provide funding for efforts to achieve the desired outcomes of this award notice.
- Provide evidence-based educational materials that recipients *may* use to support educational activities.
- Provide award reporting documents.
- Provide technical assistance as needed and requested by award recipients.
- Report to Wisconsin Department of Health Services (DHS) regarding recipient activities, experiences, challenges, and successes.

Allowable and Unallowable Expenses

Examples of Allowable Expenses (from Wisconsin DHS Request for Application (RFA): COVID-19 Vaccination Community Outreach)

- Personnel (salary/wages, fringe benefits).
- Travel for provision of services (excluding meals and in compliance with state and local restrictions).
- Supplies (office resources, community outreach materials).
- Contractual costs (staffing, grassroots awareness campaigns).
- Purchasing gift cards or other incentives (in compliance with State requirements, at nominal levels to be detailed in the proposal).
- Indirect expenses benefiting multiple projects/activities (must be <10% of total proposed project budget).
- Translation and production/printing services.

Examples of Unallowable Expenses – major categories (from Wisconsin DHS Request for Application (RFA): COVID-19 Vaccination Community Outreach)

- Capital purchases or leases.
- Reimbursement of pre-award costs.
- Funding advocacy or lobbying efforts.
- Purchase of vaccines or clinical care to the public.
- Research.

Please note that outreach materials, including existing materials translated into additional languages, created with this award, are to be made available publicly for use with other communities and other areas of the state as applicable.

Application Review

Favorable applications will:

- Be culturally competent.
- Serve at least one of the target populations.
- Be able to start quickly (within one month of award).
- Comply with public health guidance, science, and evidence-based practice about COVID-19.
- Demonstrate an understanding of target population, barriers faced, and ways to advance racial/economic/geographic equity.
- Describe experience working within the target identified population(s).
- Be less than \$2,000 - the maximum amount that may be requested for one award.

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