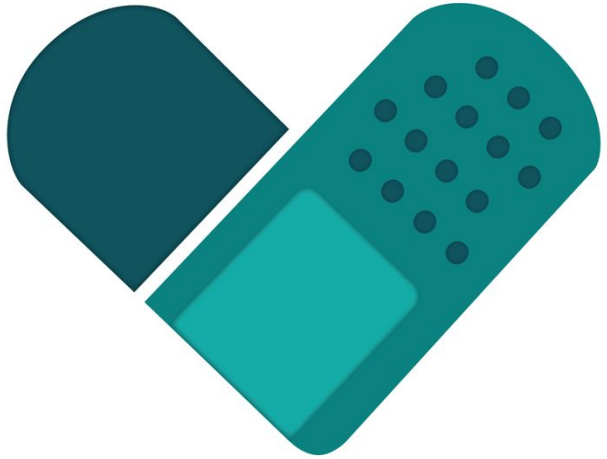


Communities for Immunity

Museums and Libraries as Trusted Community Partners

Applicant Webinar

August 13, 2021

Presenters

Christofer Nelson
(pronouns: he/him/his)
President and CEO
Association of Science and Technology Centers (ASTC)

Amanda Fisher
(pronouns: she/her/hers)
Manager of Gender Equity Initiatives
ASTC

info@communitiesforimmunity.org

Communities for Immunity
Museums and Libraries as Trusted Community Partners

Agenda

- Welcome
- Communities for Immunity overview
- What makes a strong project?
- Overview of resources
- Application process
- Awardee requirements
- Questions

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity

Supports COVID-19 vaccine confidence building efforts by helping libraries and museums educate their communities about coronavirus vaccinations, through:

- Sharing new and existing resources to educate community members about vaccines
- Funding local efforts of museums and libraries to increase confidence in the COVID-19 vaccines
- Enabling museums and libraries to leverage their deep relationships within local communities to conduct effective engagement

Communities for Immunity

Museums and Libraries as Trusted Community Partners

U.S. Surgeon General Vivek K. Murthy

"Museums and libraries are the vaults that hold our knowledge and history. They educate us on the discoveries and blunders of our past. That's the foundation upon which Communities for Immunity will equip the American people with accurate, reliable, science-based information. This partnership comes at a crucial time. We need more trusted messengers who let science lead, as they help Americans make informed health decisions for our families."

Communities for Immunity

Museums and Libraries as Trusted Community Partners

What are vaccine confidence and vaccine hesitancy?

The **CDC** defines vaccine confidence as:

"the trust that patients, their families, and providers have in recommended vaccines, providers who administer vaccines, and processes and policies that lead to vaccine development."

The **World Health Organization** defines vaccine hesitancy as:

"delay in acceptance or refusal of vaccines despite availability of vaccine services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines. It is influenced by factors such as complacency, convenience and confidence."

Communities for Immunity seeks to address these factors at the local level.

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Why museums and libraries?

"Museums and libraries are essential community infrastructure, serving as trusted sources of education, boosting local economies, and fostering a sense of belonging and connection. This work is a model for how our organizations can work together to have even deeper social impact by supporting and sustaining healthy, resilient, well-informed communities."

— Laura Lott, President and CEO of the **American Alliance of Museums**

"Access to information about vaccines and trusted messengers to effectively convey it locally is a matter of life and death. America's 117,000 libraries provide both, serving communities at greatest risk of contracting the coronavirus and those most hesitant to receive the vaccine."

— Patty Wong, President of the **American Library Association**

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity Coalition

Federal funding from the **Centers for Disease Control and Prevention (CDC) and the Institute of Museum and Library Services (IMLS)**

ASTC Association of Science and Technology Centers

American Alliance of Museums

INSTITUTE of Museum and Library SERVICES

NIH National Library of Medicine
Network of the National Library of Medicine

ASSOCIATION OF AFRICAN AMERICAN MUSEUMS

ALA American Library Association

ASSOCIATION OF CHILDREN'S MUSEUMS

ARSL THE ASSOCIATION FOR RURAL & SMALL LIBRARIES

ATALM Association of Tribal Archives, Libraries, & Museums

URBAN LIBRARIES COUNCIL

Communities for Immunity
Museums and Libraries as Trusted Community Partners

Who can apply?

Eligible organizations:

- Museums, libraries, science centers, zoos, aquariums, gardens, and other similar U.S.-based cultural institutions
- Must be either a part of State/local government or a private nonprofit organization with tax-exempt status
- Must be eligible to receive Institute of Museum and Library Services (IMLS) funding as outlined at https://www.imls.gov/grants/apply-grant/eligibility-criteria

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Awards overview

Two award rounds:

- **Round One**: September 2021
  - Application window: August 5–September 2
  - 100 awards ranging from $1,500–$10,000
  - Projects completed by December 10, 2021

- **Round Two**: November 2021
  - Application window: October 4-29
  - 154 awards ranging from $1,500–$100,000
  - Projects completed by March 31, 2022

Organizations may apply for funding in both rounds. Additionally, if your proposal is not selected in Round One, you may apply again for Round Two.

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Types of projects

Project design is only constrained by your creativity! We are seeking innovative ways to effectively engage target audiences.

Projects:

- May involve the use of existing resources, materials, and programs to communicate about vaccines
- May involve the creation of new resources, materials, and programs that can be shared with other organizations (recommended for proposals >$5,000)

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Museum Example: *Project Vaccine*

Museum of Science, Boston

- Town Halls
- Vaccine video series
- Public poll
- Virtual exhibits
- Infographic resources
- Expert conversations

Museum of Science

Communities for Immunity

Museums and Libraries as Trusted Community Partners

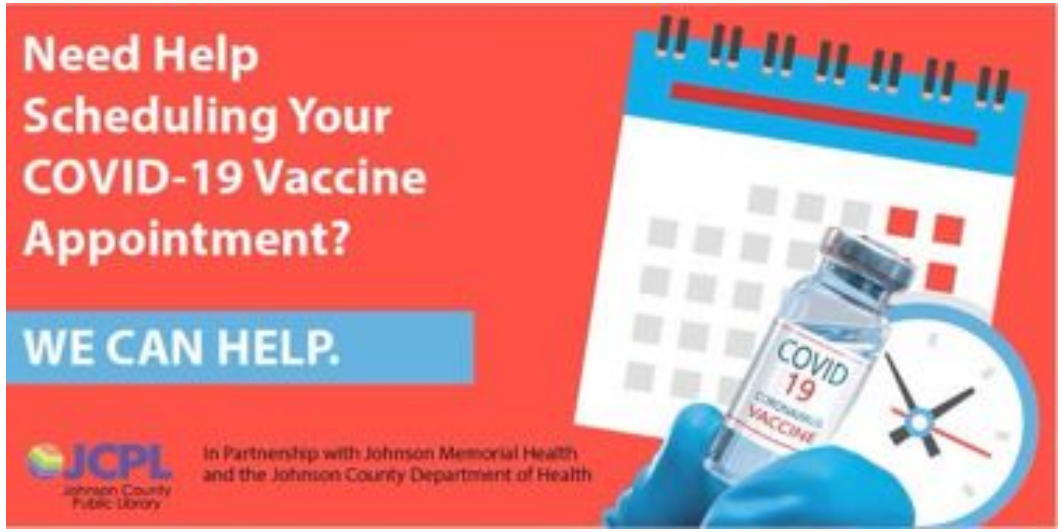
Library Example

Johnson County Public Library, Indiana

Partnered with local health department and hospital to help schedule vaccine appointments

- Trained 9 staff on county website
- Alerted community via media/social media outreach
- Scheduled hundreds of appointments

JCPL
Johnson County Public Library



Communities for Immunity
Museums and Libraries as Trusted Community Partners

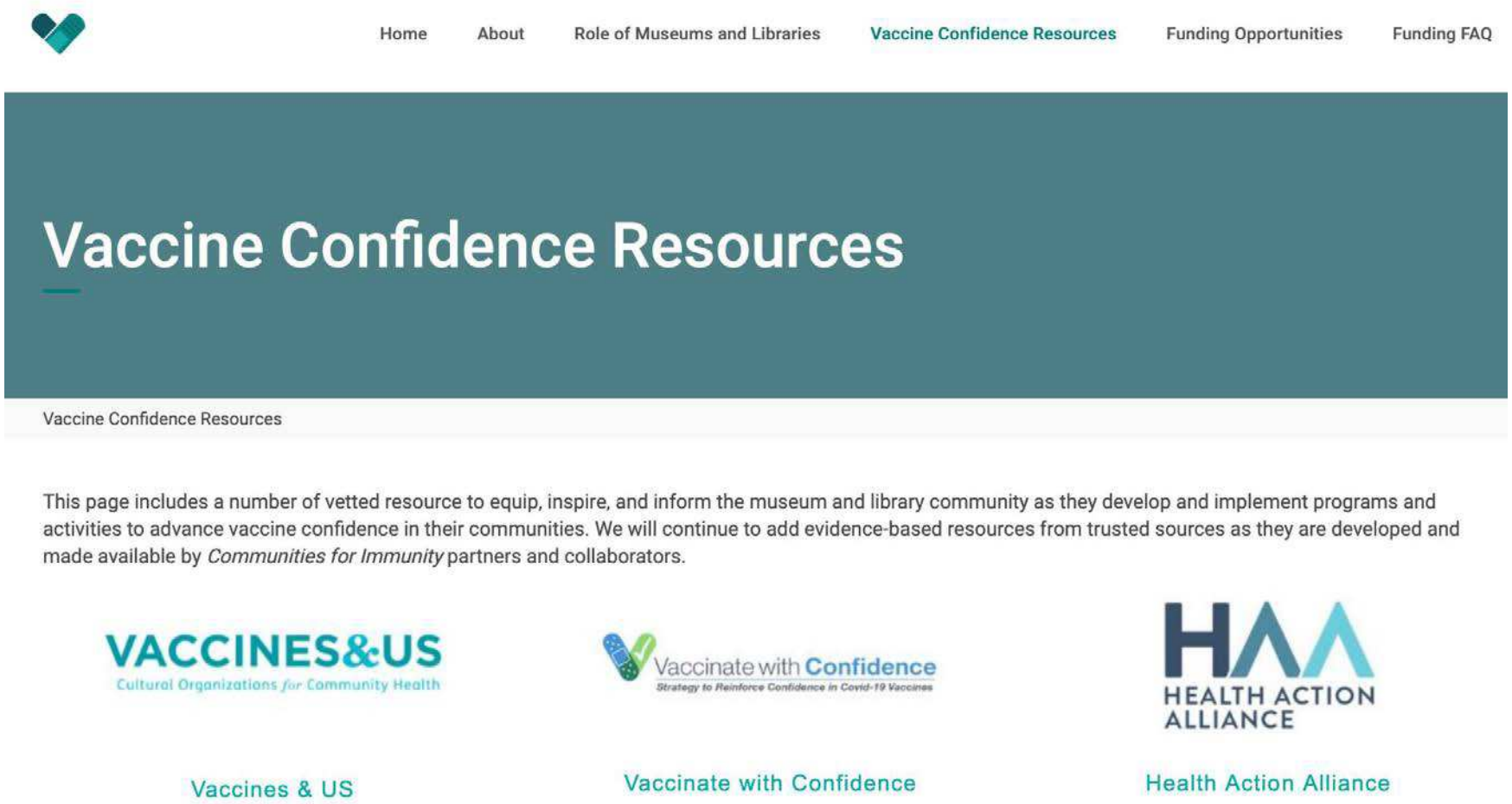
What makes a strong proposal?

- ✓ A project plan that addresses a community priority for vaccine confidence and uptake through evidence-driven approaches that incorporate the latest COVID-19 science and guidance
- ✓ A plan that leverages existing local COVID-19 vaccination efforts or fills important gaps in vaccine confidence and uptake work
- ✓ A thoughtful approach to audience selection, informed by data from public health officials and other sources about vaccine confidence levels in communities and local vaccine uptake
- ✓ A plan to work with partners, including government officials and/or other cultural and educational institutions

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity Resource Page



Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity Resources

Partnerships and Community Engagement

NISE Network

Creating Successful Collaborations

This video features advice on creating successful collaborations between museums and community serving organizations from both museum and community organization professionals.

NISE Network

Museum and Community Partnerships: Collaboration Guide

Guide for museums working with community youth-serving organizations.

EXPLORE SCIENCE

NISE network

NANOSCALE INFORMAL SCIENCE EDUCATION

NISE Network

Museum and Community Partnerships: Collaboration Tips

One-page of tips for all kinds and levels of partnerships.

+ Transcript

Marsha Semmel

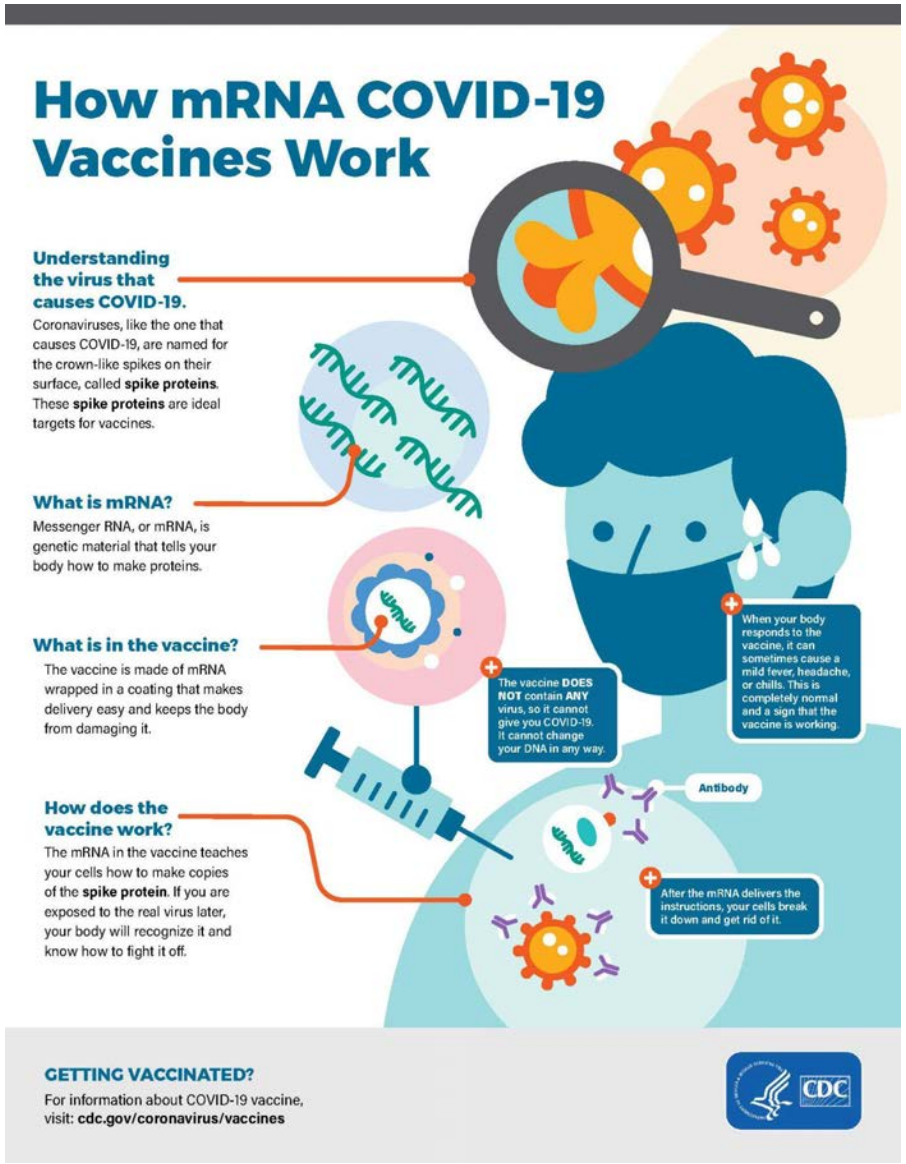
Power of Partnerships to Share the Importance of Vaccines

Semmel shares why Vaccines & US: Cultural Organizations for Community Health is an opportunity to use the power of partnership to help address the problem of vaccine hesitancy.

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity Resources



Communication Resources for COVID-19 Vaccines

Updated June 10, 2021 Print

Communication Toolkits

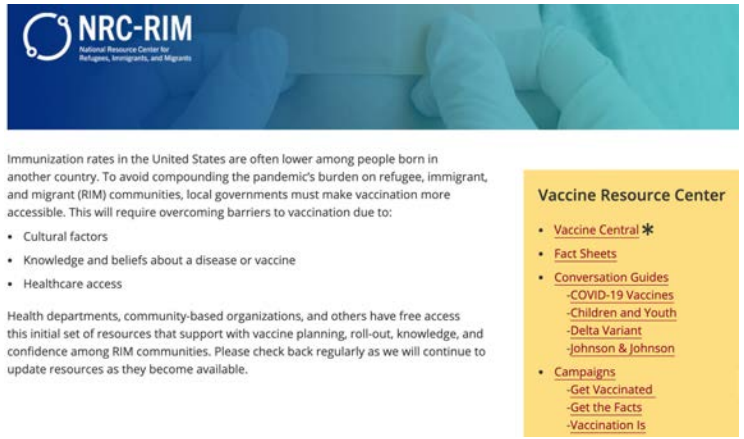
Find resources to guide vaccination planning and communication resources for specific populations.

Communication Toolkits

Vaccine Social Media Toolkit

Social media resources to encourage your community to roll up their sleeve for a COVID-19 vaccine.

Social Media Toolkit



Communities for Immunity

Museums and Libraries as Trusted Community Partners

Communities for Immunity Resources

Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

How to Engage the Arts to Build COVID-19 Vaccine Confidence

Creative Approaches to COVID-19 Vaccination to Unite the Arts and Sciences

cdc.gov/vaccines/covid-19/vaccinate-with-confidence/art

Bust Common Myths and Learn the Facts

Can receiving a COVID-19 vaccine cause you to be magnetic?

No. Receiving a COVID-19 vaccine will not make you magnetic, including at the site of vaccination which is usually your arm. COVID-19 vaccines do not contain ingredients that can produce an electromagnetic field at the site of your injection. All COVID-19 vaccines are free from metals.

Learn more about the ingredients in the COVID-19 vaccinations authorized for use in the United States.

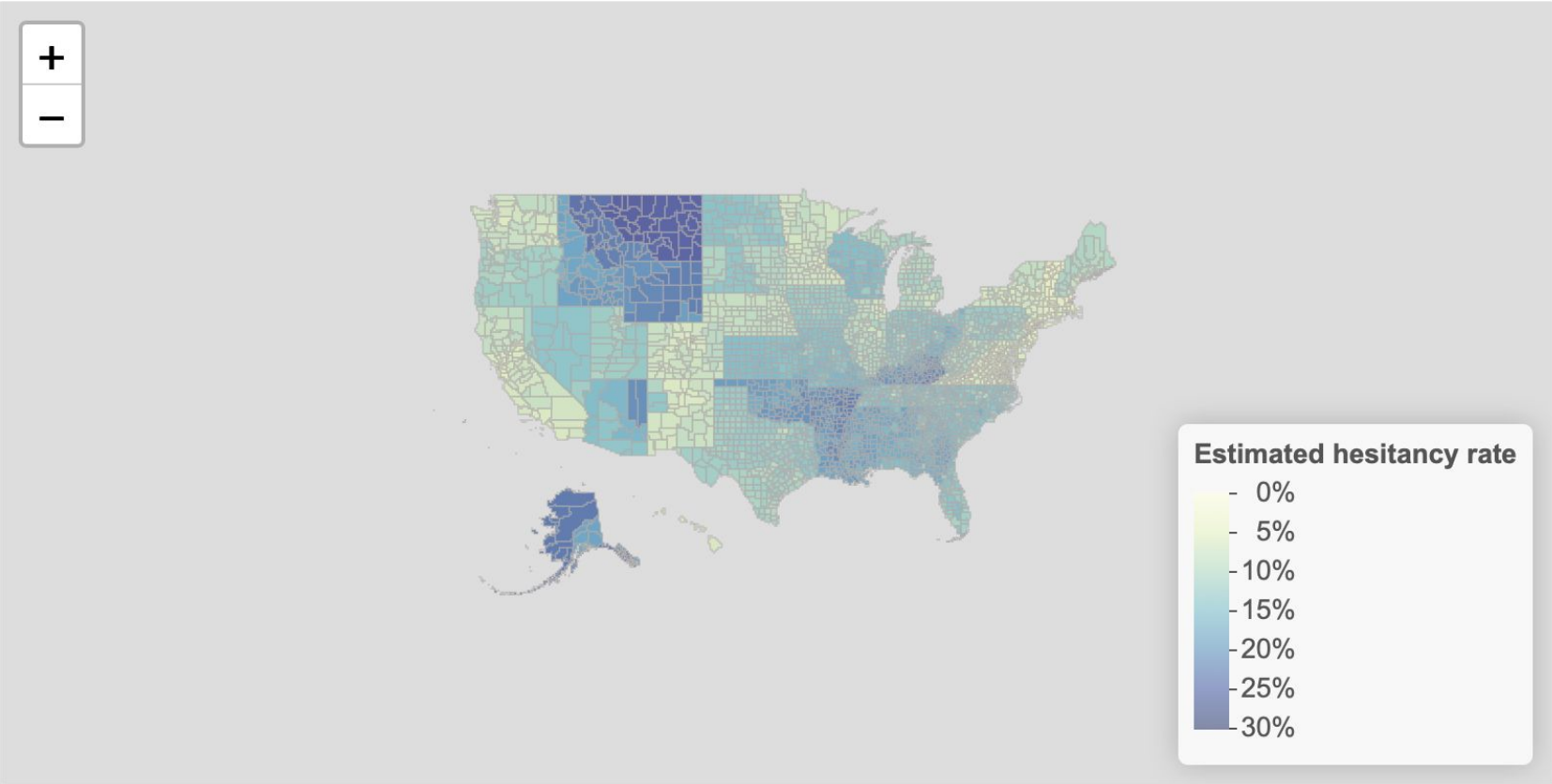
cdc.gov/coronavirus/2019-ncov/vaccines/facts

Communities for Immunity
Museums and Libraries as Trusted Community Partners

Vaccine Hesitancy Data

COVID-19 Vaccine Hesitancy Data in the United States, by County

The map shows COVID-19 vaccination hesitancy estimates by county, plus additional facts to help you understand your outreach areas. Zoom in on an area and click on a county to see the information.



Communities for Immunity

Museums and Libraries as Trusted Community Partners

Application process

- Establish a free account with MyASTC: https://myastc.astc.org/
- Complete the *Communities for Immunity* funding application
  - Organization information
  - Narrative description
  - Identification of target audience
  - Project budget and timeline
- Upload budget in provided template

Round One awardees will be selected and notified on a rolling basis August 19–September 16. Round One projects must be completed by December 10.

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Requirements if selected

Awardees must:

- Participate in project evaluation activities (scaled to the size of award)
- Track and document audience reach
- Contribute to a Community of Practice to share new information, tools, promising practices, and resources
- Track and document award expenditures
- Submit a final report on award activities and outcomes
- Attend a mandatory online meeting for awardees

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Additional resources

CommunitiesforImmunity.org:

- Applicant toolkit:
  www.communitiesforimmunity.org/applicant-toolkit

- Funding FAQs:
  www.communitiesforimmunity.org/frequently-asked-questions

- Vaccine confidence resources:
  www.communitiesforimmunity.org/vaccine-confidence-resources

Communities for Immunity

Museums and Libraries as Trusted Community Partners

Questions?

info@communitiesforimmunity.org

Communities for Immunity

Museums and Libraries as Trusted Community Partners