



Communities for Immunity

Museums and Libraries as
Trusted Community Partners

Communities for Immunity Round Two Applicant Toolkit

Introduction

Thank you for your interest in participating in *Communities for Immunity*, an unprecedented partnership to boost COVID-19 vaccine confidence in communities across the United States that leverages the unique position of museums and libraries to employ highly localized approaches to reach the most vulnerable audiences.

The following resources will help you determine whether *Communities for Immunity* is a good fit for your institution and guide you through the application process.

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Communities for Immunity Application and Selection Process

US-based museums, libraries, and tribal organizations are eligible to apply for funding through the ASTC-administered *Communities for Immunity* award program to support projects that enhance understanding of and access to the COVID-19 vaccine. **Note:** organizations must be eligible to receive Institute of Museum and Library Services (IMLS) funding as outlined [here](#).

Communities for Immunity Award, Round Two

Applications are due October 29, 2021. We will provide you with a link to the application, which will be hosted on an online survey platform called Qualtrics. We expect the application to take 2-4 hours to complete. You may access your partially-completed application at a later time using the same link; if you do so, please use the **same** computer and browser used to start the application. You may contact a member of our team in case of technical difficulties.

With support from the Centers for Disease Control and Prevention (CDC) and IMLS, the Association of Science and Technology Centers (ASTC) will make awards to US-based organizations to enhance understanding of the COVID-19 vaccine and engagement with vaccine-hesitant populations.

In Round Two of *Communities for Immunity*, awards will focus on sustained engagement through the end of 2021 and first part of 2022. *Communities for Immunity* will prioritize projects that include cross-community partnerships, and are designed to engage the hardest-to-reach audiences, reach children and families as younger children become eligible for the vaccine, and include opportunities to build broader vaccine confidence and assess deeper community needs.

In Round Two, *Communities for Immunity* plans to award approximately:

- 10 micro-awards up to \$1,500
- 44 mini-awards up to \$2,500
- 60 small awards up to \$5,000
- 25 small engagement awards up to \$10,000
- 10 engagement awards up to \$20,000
- 4 project awards up to \$50,000
- 1 moonshot award up to \$100,000

Round Two applications are due October 29, 2021, and awards will be announced on November 19, 2021. Projects may begin immediately following award notification and execution of an agreement, and must be completed by March 31, 2022. Receiving awards in multiple rounds is possible, and applicants who were not successful in Round One may apply again in Round Two. Organizations do not need to have applied in Round One to be eligible for Round Two.

Round Two timeline

Application period	October 12-29, 2021
Webinars on Application	October 14 and 22, 2021
Awardee notification	November 19, 2021
Mandatory virtual meeting for awardees	To be announced
Projects implemented	November 20, 2021-March 31, 2022
Final reports due	April 29, 2022

Application requirements

Your proposal must include:

- A narrative describing how the proposed project will address COVID-19 vaccine confidence in your community through increased understanding of and/or access to the COVID-19 vaccine
- A description of the target audience, as well as evidence that the audience may be vaccine-hesitant
- A detailed project budget using the provided budget template
- A project timeline, including start date, end date, and significant milestones

Note: further information on proposal requirements, including information about COVID-19 vaccines, messaging approaches, and engagement with vaccine hesitant populations may be found in the FAQs.

Awardees will be required to:

- Participate in project evaluation, which may include pre- and post-project surveys, interviews with an external evaluator, and other evaluation activities
- Track and document audience reach, including demographics and number of participants
- Contribute information, tools, promising practices, and/or resources to a Community of Practice
- Track and document award expenditures and submit a final report on award activities and program outputs and outcomes. A final report template will be provided; more information may be found in the FAQs.
- Attend a mandatory online meeting for awardees

Strong proposals will include:

- A project plan that addresses a community priority for vaccine information, confidence, and uptake through evidence-driven approaches
- A thoughtful approach to audience selection, informed by data from public health officials and other sources about vaccine-hesitant communities and local vaccine uptake
- Awards at or above \$25,000: development of new resources, materials, and approaches that can be shared with other organizations is required
- A plan to work with partners, which may include:
 - Coordination and/or collaboration with public health officials
 - Partnerships between libraries, museums, tribal organizations, and other cultural institutions
 - Coordination with other community institutions who are also working to increase vaccine access and confidence (e.g. schools, universities, social service organizations)
 - **Note:** in the event multiple awards are granted in the same geographic area, coordination between awardees will be required. ASTC will help facilitate this coordination when awards are announced.

Selection process

Round One applications will be reviewed by staff from professional organizations involved with this award. These organizations include:

- The Association of Science and Technology Centers (ASTC)
- The American Alliance of Museums (AAM)
- The Network of the National Library of Medicine (NNLM)
- The American Library Association (ALA)
- The Association of African American Museums (AAAM)
- The Association of Children's Museums (ACM)
- The Association of Rural and Small Libraries (ARSL)
- The Association of Tribal Archives, Libraries, and Museums (ATALM)
- The Urban Libraries Council (ULC)

Review criteria will include:

- Potential of project to effectively engage local vaccine-hesitant target audience(s)
- Strength of impact, including estimated reach of project and quality of engagement
- Selection of target audience(s)
- Thoughtful incorporation or adaptation of existing resources and materials to communicate about vaccines (required for awards less than \$5,000)
- Development of new materials that can be shared with other organizations (suggested for awards at or above \$5,000)
- Demonstration of an evidence-driven approach to developing and delivering project activities
- Coordination with public health authorities, community organizations, and other partners working on vaccine confidence
- Diversity factors such as geographic distribution, institutional diversity, target audience diversity, and project variety
- Replicability (for projects over \$25,000)

Payment schedule

Awardees will receive 70% of the project payment upon execution of an award agreement with ASTC. The remaining 30% will be paid upon successful completion of the project and submission of the final report.

Certifications

By submitting an application, the applicant certifies that, should an award be made, the applicant will comply with assurances and certifications listed below.

Contact

Please email info@communitiesforimmunity.org with any additional questions.

Assurances and Certifications

Nondiscrimination

The applicant shall comply with the following nondiscrimination statutes and their implementing regulations:

1. Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. § 2000 *et seq.*), which prohibits discrimination on the basis of race, color, or national origin (note: as clarified by Exec. Order No. 13166, the applicant must take reasonable steps to ensure that limited English proficient (LEP) persons have meaningful access to the applicant's programs (see IMLS guidance at 68 Federal Register 17679, April 10, 2003));
2. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 701 *et seq.*, including § 794), which prohibits discrimination on the basis of disability (note: IMLS applies the regulations in 45 C.F.R. part 1170 in determining compliance with Section 504 as it applies to recipients of federal assistance);
3. Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681–1683, §§ 1685–1686), which prohibits discrimination on the basis of sex in education programs;
4. The Age Discrimination in Employment Act of 1975, as amended (42 U.S.C. § 6101 *et seq.*), which prohibits discrimination on the basis of age; and
5. The requirements of any other nondiscrimination statute(s) which may apply.

Debarment and Suspension

The applicant shall comply with 2 C.F.R. part 3185 and 2 C.F.R. part 180, as applicable. The authorized representative, on behalf of the applicant, certifies to the best of his or her knowledge and belief that neither the applicant nor any of its principals:

1. are presently excluded or disqualified;
2. have been convicted within the preceding three years of any of the offenses listed in 2 C.F.R. § 180.800(a) or had a civil judgment rendered against it or them for one of those offenses within that time period;
3. are presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses listed in 2 C.F.R. § 180.800(a); or
4. have had one or more public transactions (federal, state, or local) terminated within the preceding three years for cause or default.

Where the applicant is unable to certify to any of the statements in this certification, the authorized representative, on behalf of the applicant, shall attach an explanation to the application.

The applicant is required to comply with 2 C.F.R. part 180 (Subpart C) (Responsibilities of Participants Regarding Transactions Doing Business with Other Persons) as a condition of participation in the award. The applicant is also required to communicate the requirement to comply with 2 C.F.R. part 180 (Subpart C) (Responsibilities of

Participants Regarding Transactions Doing Business with Other Persons) to persons at the next lower tier with whom the applicant enters into covered transactions.

As noted in the preceding paragraph, applicants who plan to use IMLS awards to fund contracts should be aware that they must comply with the communication and verification requirements set forth in the above Debarment and Suspension provisions.

Federal Debt Status

The authorized representative, on behalf of the applicant, certifies to the best of his or her knowledge and belief that the applicant is not delinquent in the repayment of any federal debt.

Drug-Free Workplace

The authorized representative, on behalf of the applicant, certifies, as a condition of the award, that the applicant will or will continue to provide a drug-free workplace by complying with the requirements in 2 C.F.R. part 3186 (Requirements for Drug-Free Workplace (Financial Assistance)). In particular, the recipient must comply with drug-free workplace requirements in Subpart B (or Subpart C, if the recipient is an individual) of 2 C.F.R. part 3186, which adopts the Government wide implementation (2 C.F.R. part 182) of Sections 5152-5158 of the Drug-Free Workplace Act of 1988 (Pub. L. 100-690, Title V, Subtitle D; 41 U.S.C. §§ 701–707). This includes, but is not limited to: making a good faith effort, on a continuing basis, to maintain a drug-free workplace; publishing a drug-free workplace statement; establishing a drug-free awareness program for employees; taking actions concerning employees who are convicted of violating drug statutes in the workplace; and identifying (either at the time of application or upon award, or in documents kept on file in the recipient's offices) all known workplaces under federal awards.

Trafficking in Persons

The applicant must comply with Federal law pertaining to trafficking in persons. Under 22 U.S.C. §7104(g), any grant, contract, or cooperative agreement entered into by a Federal agency under which funds are to be provided to a private entity shall include a condition that authorizes the Federal agency (IMLS) to terminate the grant, contract, or cooperative agreement, or take other authorized actions, if the grantee or any subgrantee, or the contractor or any subcontractor, engages in, or uses labor recruiters, brokers, or other agents who engage in trafficking in persons, the procurement of a commercial sex act, the use of forced labor, or acts that directly support or advance trafficking in persons.

General Certification

The authorized representative, on behalf of the applicant, certifies that the applicant will comply with all applicable requirements of all other federal laws, executive orders, regulations, and policies.

Application Questions

Estimated time to complete: *Communities for Immunity* has designed the application process to be as simple and straightforward as possible. The application consists of four primary questions, a budget attachment, and some multiple choice selections. While we encourage you to take sufficient time to develop a thoughtful, evidence-based approach to project concept and design, we estimate completing the application itself will take no more than 2-4 hours.

Institutional Information

Organization information

- Organization name:
- Legal organization name (if different from above):
- Organization address:
 - Street
 - City
 - State or Territory
 - Zip Code
- Type of organization
 - Museum
 - Museum type – please select the category that best describes your organization:
 - Aquarium
 - Arboretum
 - Art museum
 - Botanical garden
 - Children’s/youth museum
 - Cultural center/institution
 - General museum
 - Historic house/site
 - History museum
 - Natural history/anthropology museum
 - Nature center
 - Planetarium
 - Science/technology center
 - Specialized museum
 - Zoological park
 - Other
 - Library
 - Library type – please select the category that describes your organization:
 - Public library or parent organization (e.g., municipality, etc.)
 - School library or parent organization (e.g., school district, university)
 - Academic or administrative unit (e.g., graduate school of library and information science)
 - Digital library
 - Library agency (i.e., government unit)
 - Library consortium
 - Library association
 - Other
 - Tribal organization
 - Other (explain)
- Number of staff
 - 1-10
 - 11-50
 - 51-100
 - 101+

- Annual budget
- Approximate annual number of visitors (please use pre-COVID 2019 data)
- Name of fiscal contact at your organization:
- Email of fiscal contact at your organization:

Primary application point of contact

- Full name:
- Job title:
- Email:
- Phone number:

Primary project point of contact (if different from above)

- Full name:
- Job title:
- Email:
- Phone number:

Organization leadership contact information for notification purposes

- Full name:
- Job title:
- Email:

Project Information

Has your organization previously developed or implemented community-facing projects or programs around COVID-19 awareness, public health measures related to COVID-19, and/or the COVID-19 vaccine? **Note:** Prior experience with these topics is *not* a requirement for this funding.

- No
- Yes
- If yes, describe the project or program (maximum 250 words)

Type of project activities you plan to implement (check all that apply):

- Distribute materials at our institution
- Create and distribute materials at our institution
- Distribute materials in our community (through outreach activities, community events, school programs, etc.)
- Create and distribute materials in our community (through outreach activities, community events, school programs, etc.)
- Distribute materials online
- Create and distribute materials online
- Display content at our institution (e.g., posters, video/graphics, exhibit panels, etc.)
- Create and display content at our institution (e.g., posters, video/graphics, exhibit panels, etc.)
- Display content in our community (e.g., billboards, posters, flyers, etc.)
- Create and display content in our community (e.g., billboards, posters, flyers, etc.)
- Create interactive exhibits
- Host educational programs
- Host vaccine administration site
- Host dialogue between community members and public health experts and/or other trained members of the community
- Other (please explain)

Total expected duration of your project activities (i.e., how long it will be displayed, timeframe of events, etc.):

- 1 week or less
- 2-4 weeks
- 1-3 months

- 6 months or more

Please provide a narrative description (maximum 1,000 words) of your proposed project, including:

- How the proposed project will address COVID-19 vaccine confidence in communities served by the awardee through understanding of and access to the COVID-19 vaccine (e.g., boosting access, engaging and informing target audiences, building community resilience, etc.)
- A description of any existing projects or materials that will be incorporated into the proposed project
- Any other important details

Please describe any planned coordination, partnerships, or other collaborative efforts with other organizations and/or local health officials (maximum 250 words), including:

- Name and description of partner(s)
- Primary role of partner

How do you define the project target audience (Select as many as apply or indicate you did not use a given characteristic to define your target audience.):

- Urbanicity
 - Urban
 - Suburban
 - Rural
 - Not applicable
- Race
 - American Indian or Native Alaskan
 - Asian
 - Native Hawaiian or Pacific Islander
 - Black or African American
 - Middle Eastern or North African
 - White
 - Other
 - Not applicable.
- Ethnicity
 - Hispanic or Latino
 - Not Hispanic or Latino
- Age range
 - 0-4
 - 5-11
 - 12-17
 - 18-64
 - 65+
 - Age range is not part of how we defined the target audience.
- Parents and caregivers
 - Of children ages 0-4
 - Of children ages 5-11
 - Of children ages 12-17
 - Not applicable.
- Political views
 - Conservative
 - Liberal
 - Independent
 - Not applicable.
- Income Level
 - Low income
 - Not low income
 - Income level is not part of how we defined the target audience.

Please describe the target audience for your project (maximum 750 words), including:

- Description of target audience demographics
- How the audience was selected, as well as evidence that the target audience is vaccine hesitant (e.g., data from national surveys, local public health authorities, or other validated sources)
- Description of your organization's or partner's connection to that target audience (including successful previous engagements)
- Estimated number of people the proposed project will reach and rationale behind that estimate

Describe the approach(es) (e.g., storytelling, dialogue, vaccine incentives, etc.) that you will be using to reduce vaccine hesitancy. Please cite evidence-based sources that support the effectiveness of your approach. These sources could describe the effectiveness of the approach for vaccine confidence specifically, for other health-related matters, or for combating misinformation in general (maximum 500 words).

Please describe how your project could be replicated or shared with other organizations, if applicable (maximum 500 words). **Note:** For projects over \$25,000, replicability (to include templates, facilitation guides, etc.) will be a core requirement for successful applications. If you are requesting this amount or more, please provide a detailed description of what materials will be made available for use by other institutions and when they will be available.

Please provide a brief statement, approved for public dissemination, about what this funding means for your community and COVID-19 vaccination efforts in your area (maximum 100 words). If chosen for funding, this statement may be used, in whole or in part, in a press release or other publicity related to *Communities for Immunity*.

Project budget and timeline

What is the total project budget? **Note:** Cost-share is *not* required for these awards, however, if additional funding or in-kind support will be used in the execution of this project, we request that this be documented in the project budget (see template).

What is the total amount requested in this proposal (if different than total project budget; otherwise leave blank)? **Note:** Awardees must follow the [cost principles outlined in 2 C.F.R. part 200](#).

Please fill out the attached budget template and upload it as an Excel file.

Please provide a timeline for the proposed project, including start date, end date, and significant milestones (maximum 250 words). **Note:** Projects must be completed by December 10, 2021.

Project reporting and evaluation

Awardees will be required to submit a short final report using a provided template. The final report will include: a brief summary of all project activities, photos of the project in action (e.g. pictures from events, pictures of exhibits, etc.), estimates of how many people were reached through the project, and a summary of how project funds were spent. Do you agree to submit this report, which may become publicly available?

- Yes
- No

Communities for Immunity will engage expert evaluators to assess the outcomes and impact of these projects. Do you agree to participate in project evaluation, including completing pre- and post-project surveys (voluntarily or subject to the availability of funds), participating in at least one interview with an external evaluator, and other evaluation activities?

- Yes
- No
- If no, what are your concerns with project evaluation (maximum 100 words)?

Awardees may be asked to participate at their own cost, unless additional funding is provided, in dissemination activities to share their projects. Dissemination activities may take place during or after the award period has ended. Examples of dissemination activities you may be asked to participate in include: writing a blog post, presenting

during a webinar or event, participating in conversations with Community of Practice members. Do you agree to participate in dissemination activities if requested?

- Yes
- No
- If no, what are your concerns with outreach (maximum 100 words)?

Do you have any additional questions or comments (maximum 500 words)?

Acknowledgement and Agreement of Terms

Check the boxes below to acknowledge your agreement with the following statements. Please note you must check all boxes to be considered for an award.

- If selected to receive an award, I will:
 - Sign an agreement before receiving funding
 - Track and document award expenditures
 - Document my project, including collecting program data, anecdotal information, and submitting photos/video allowable for wider distribution
 - Submit a final report about my project by January 31, 2022
 - Attend a mandatory online meeting for awardees
 - This project is motivated by the desire to share helpful resources with the broader museum and library community. As such, any work created by you solely for this project must be made freely available under a Creative Commons license that allows others to adapt, build upon, and distribute the work. You must agree to make any products that can be shared digitally, which are created with funds from the subaward, freely available through the project's digital platform. Any work that incorporates intellectual property from a third party, including yourself, will retain the original licensing provisions and rights granted by the third party, and you may exclude from the freely available work any third party intellectual property that is not able to be redistributed under the terms of a Creative Commons license.
- By checking the boxes below, I certify that:
 - My organization is eligible to apply for this award as it meets [eligibility criteria](#) as defined by the Institute of Museum and Library Services (IMLS)
 - I have informed my organization's leadership of this application and have their full support
 - My organization will comply with all applicable requirements of all other federal laws, executive orders, regulations, and policies, including those listed below.
 - To the best of my knowledge, all information provided in this application is truthful and accurate

Assurances and Certifications

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4. The Age Discrimination in Employment Act of 1975, as amended (42 U.S.C. § 6101 *et seq.*), which prohibits discrimination on the basis of age; and
5. The requirements of any other nondiscrimination statute(s) which may apply.

Debarment and Suspension

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1. are presently excluded or disqualified;
2. have been convicted within the preceding three years of any of the offenses listed in 2 C.F.R. § 180.800(a) or had a civil judgment rendered against it or them for one of those offenses within that time period;
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Trafficking in Persons

The applicant must comply with Federal law pertaining to trafficking in persons. Under 22 U.S.C. §7104(g), any grant, contract, or cooperative agreement entered into by a Federal agency under which funds are to be provided to a private entity shall include a condition that authorizes the Federal agency (IMLS) to terminate the grant, contract, or cooperative agreement, or take other authorized actions, if the grantee or any subgrantee, or the contractor or any subcontractor, engages in, or uses labor recruiters, brokers, or other agents who engage in trafficking in persons, the procurement of a commercial sex act, the use of forced labor, or acts that directly support or advance trafficking in persons.

Budget Template

Please use the following Budget Template as a guide as you put together your application materials. A budget spreadsheet (downloadable Excel file) for you to complete is provided in the application form.

Allowable expenses include, but are not limited to: materials, production costs, stipends for community partners, and staff time. Note that this award does not cover capital expenditures, alcoholic beverages, or admission fees. Awards of \$10,000 and less may not include indirect or overhead costs; awards of greater than \$10,000 may include indirect costs at the organization's current Federally negotiated rate, or at the *de minimis* rate of 10%.

If your plan includes programmatic components, they should be provided at no cost to participants. Programs that are free with paid admission are acceptable.

Do not include any elements that are being paid for by funding from other sources, only what these grant funds would be used for.

As an award recipient, your budget must follow the cost principles of [2 C.F.R. part 200](#).

Template

Name of Organization

Expense Category	Amount	Explanation
Staff (list individually)		
Materials (list individually)		
Other		
Total	\$0.00	

Example

Name of Organization

Expense Category	Amount	Explanation
Staffmember 1	\$200.00	Modifies existing resources
Staffmember 2	\$200.00	Distributes resources
Staffmember 3	\$200.00	Distributes resources
Staffmember 4	\$200.00	Distributes resources
Staffmember 5	\$200.00	Distributes resources
Materials (ink)	\$250.00	Ink to print informational materials.
Materials (paper)	\$250.00	Paper for informational materials.
Other	\$0.00	
Total	\$1,500.00	

Frequently Asked Questions

Which organizations are eligible to apply?

This funding is for museums, libraries, science centers, zoos, aquariums, gardens, and other cultural institutions located in the United States, including territories and tribal lands. To be eligible for this award, your organization must be either a part of the State or local government or a private nonprofit organization with tax-exempt status. Clarification of these eligibility criteria, including definitions of museums, libraries, and tribal organizations can be found at the [Institute of Museum and Library Services Eligibility Criteria](#) page.

Have there been any adjustments made to IMLS eligibility criteria requiring museums to exhibit to the general public for at least 120 days a year?

Yes. Due to the pandemic, IMLS has provided several options to meet this requirement. Museums must have exhibited in at least one of the following three ways:

- 120 days in the time period immediately before submitting the application
- 120 days in the previous calendar year or
- 120 days in a year that ends the day of the organization's first shutdown

What will be included in Round Two awards?

In Round Two of the project, awards will focus on sustained engagement through the end of 2021 and first part of 2022. *Communities for Immunity* will prioritize projects that include cross-community partnerships, and are designed to engage the hardest-to-reach audiences, reach children and families as younger children become eligible for the vaccine, and include opportunities to build broader vaccine confidence and assess deeper community needs. Eligible institutions may apply for Round Two awards from October 12 through October 29, 2021, and all Round Two awardees will be notified no later than November 19, 2021. Round Two projects must be completed by March 31, 2022, and final reports must be submitted no later than April 29, 2022. Round Two awards will range from \$1,500 to \$100,000.

Are there additional project requirements for higher dollar value projects in Round Two?

Yes, for projects over \$25,000, there will be a requirement for replicability – awardees will need to develop detailed materials (templates, facilitation guides, etc.) so that other institutions may easily adapt those products for their use. This will help create a set of shareable resources that will enable rapid expansion of successful programs and approaches, both in the context of the COVID-19 pandemic and even more broadly in future public crises. Proposals over \$25,000 will also be assessed more rigorously for project duration and reach.

However, the application questions for Round Two are the same for projects ranging from \$1,500 to \$100,000 to keep the process simple. Applicants will need to include the explanations of these additional criteria noted above in their project summary and description of target audience.

What was included in Round One awards?

Communities for Immunity's priority during Round One was making rapid funds available to eligible organizations who could use, adapt, and expand existing resources and approaches to engage their communities within 30–60 days of the funding award. Eligible institutions applied for Round One awards from August 5 through September 2, 2021, with all Round One awardees notified by September 16, 2021.

Communities for Immunity made awards to 51 museums, libraries, and tribal organizations serving urban, suburban, and rural communities spread across 24 states in Round One.

Award amounts ranged from \$1,500 to \$10,000. Round One Projects must be completed by December 10, 2021, and final reports must be submitted no later than January 31, 2022.

What are some examples of successful Round One proposals?

Examples of successful proposals from Round One include:

- The Galesburg (Illinois) Public Library applied to host Q+A sessions with health professionals, allowing attendees to elect to receive the vaccine at the end of the sessions, and create and staff a vaccine information booth where visitors can seek help to sign up to get a vaccine appointment.

- The Virginia Nottoway Indian Circle and Square Foundation (Capron, Virginia) applied to present an informational session on COVID-19 vaccines during their annual pow-wow, held virtually this year due to the pandemic, and support a mobile vaccination van for local community members with raffle prizes for those who get vaccinated.
- The Peale Museum in Baltimore, Maryland applied to expand existing storytelling programming by leveraging local and national experts on vaccine uptake to create a cohort of local youth to serve as "Ambassadors" who can engage their vaccine-hesitant peers on vaccine confidence and uptake.

Round One awardees have also received media coverage as they implemented their programs. Some examples include:

- The Orlando Science Center (Orlando, FL): <https://www.mynews13.com/fl/orlando/news/2021/09/25/orlando-science-center-offered-covid-vaccinations-and-free-ticket-saturday>
- Lynn Meadows Discovery Center (Gulfport, MS): <https://www.wxxv25.com/community-covid-vaccines-available-tomorrow-at-lynn-meadows/>

May I apply for funding in both Rounds One and Two?

Yes, organizations selected for awards during Round One may apply for additional funding in Round Two to build upon and/or expand their Round One projects. Additionally, organizations not selected for awards in Round One are encouraged to reapply in Round Two. Lastly, organizations that did not apply in Round One are still encouraged to apply in Round Two.

How can I apply?

We will provide you with a link to the application, which will be hosted on an online survey platform called Qualtrics. We expect the application to take 2-4 hours to complete. You may access your partially-completed application at a later time using the same link; if you do so, please use the **same** computer and browser used to start the application. You may contact a member of our team in case of technical difficulties.

How intensive is the application process?

Communities for Immunity has designed the application process to be as simple and straightforward as possible. The application consists of four primary questions, a budget attachment, and some multiple choice selections. While we encourage you to take sufficient time to develop a thoughtful, evidence-based approach to project concept and design, we estimate completing the application itself will take no more than 2-4 hours.

What is vaccine confidence?

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.” This initiative is focused on employing locally-appropriate approaches to build vaccine confidence among communities who remain uncertain about the COVID-19 vaccine.

What is a vaccine-hesitant audience?

The World Health Organization (WHO) Working Group on Vaccine Hesitancy [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.” This initiative is focused on engaging those audiences who are uncertain about or delaying vaccination, not those who are firmly opposed to it.

In your application, we expect to see a justification for your chosen target audience(s), including supporting evidence for that group(s) having high levels of vaccine hesitancy. You can provide your own resources to support your choice of audience, and we encourage the use of local data where it is available. Please provide references to any resources that you use to support the selection of your audience(s).

The following resources are not requirements for your application, but may help to get you started in selecting a target audience(s):

- The CDC [Estimates of Vaccine Hesitancy for COVID-19](#) and [COVID Data Tracker](#) provide frequently updated data on hesitancy by geographic region.
- The Public Religion Research Institute and Interfaith Youth Core [Religious Diversity and Vaccine Survey](#) provides data from March 2021 on vaccine hesitancy along with multiple demographic characteristics including religious affiliation, partisan affiliation, age, race, educational attainment, and more.
- The Kaiser Family Foundation (KFF) [COVID-19 Vaccine Monitor](#) is updated monthly and includes data on vaccine hesitancy as well as demographic characteristics like partisan affiliation, gender, education, work from home status and more.
- COVID Collaborative and the Institute for Health Metrics and Evaluation at the University of Washington School of Medicine have developed a [Visualization of Vaccine Intention](#) that shows data on people's openness to receiving a COVID-19 vaccine by zip code and county for the entire United States.

Why are museums and libraries being called on to build vaccine confidence?

Museums and libraries are well positioned to help build vaccine confidence because of their deep relationships with local communities and reputations for being among the most trusted sources of information. Museums and libraries are experienced conveners with the ability to deploy aspects of their infrastructure and staff expertise in inclusive community engagement and quality informal education.

Which types of projects will be funded?

Communities for Immunity seeks effective, innovative ways to engage vaccine-hesitant populations, so project design is only constrained by your creativity and what resonates with your community! The project may involve the use of existing resources and materials to communicate about vaccines. This could involve printing and distributing pamphlets about COVID-19 vaccination, facilitating a community discussion about vaccines, or opening or maintaining a vaccination site.

For proposals over \$25,000, it is required that you involve the creation of new resources and materials that can be shared with other organizations. This could involve designing new materials for distribution (pamphlets, infographics, posters, videos, podcasts, public service announcements) or designing a new program, display, activity, or framework for public discussion. This replicability is a suggestion, but not a requirement, for awards under \$25,000.

Compelling proposals will include coordination with partners, such as local health officials, community organizations, or other libraries, museums, or cultural institutions. For suggestions on creating a strong partnership, you can read the CDC's guidance on [Engaging Community-Based Organizations to be Vaccination Partners](#).

Where can I find existing resources about building vaccine confidence?

Several organizations and projects have compiled resources for building vaccine confidence, including discussion guides, information on vaccine efficacy, safety, and side effects, how to access a vaccine, and more. A number of vetted websites may be found on the [Vaccine Confidence Resources](#) page.

How will my application be reviewed?

Your application will be reviewed by a panel of staff from the multiple library and museum associations collaborating on this project (listed on the [About](#) page).

The proposal will be judged on several criteria including:

- Potential of project to effectively engage local vaccine-hesitant target audience(s)
- Strength of impact, including estimated reach of project and quality of engagement
- Selection of target audience(s)
- Thoughtful incorporation or adaptation of existing resources and materials to communicate about vaccines (required for awards less than \$5,000)
- Development of new materials that can be shared with other organizations (suggested for awards at or above \$5,000)
- Demonstration of an evidence-driven approach to developing and delivering project activities

- Coordination with public health authorities, community organizations, and other partners working on vaccine confidence
- Diversity factors such as geographic distribution, institutional diversity, target audience diversity, and project variety
- Replicability (for projects over \$25,000)

Is cost-share expected or required for this project?

Cost-share is NOT required for these awards. However, if additional funding or in-kind support will be used in the execution of this project, we request that be documented in the project budget.

What guidelines are there surrounding use of funds for this project?

Because Federal funds are being administered in *Communities for Immunity*, awardees are responsible for compliance with Part 200, Chapter II, Subtitle A, Title 2 of the Code of Federal Regulations, hereafter referred to as 2 C.F.R. 200. View the [full text of this regulation](#).

Are applicants allowed to include indirect costs in their proposal budgets?

Awards of \$10,000 and less may not include indirect or overhead costs; awards of greater than \$10,000 may include indirect costs at the organization's current Federally negotiated rate, or at the *de minimis* rate of 10%.

Can funds be used for incentives or giveaways for attending vaccine-related programs or exhibits?

Yes. Funds may be used to provide incentives that are directly related to project goals (for example, branded pens, books, or other items for program participants). However, funds may not be used for cash or cash-equivalent (i.e., gift cards) incentives.

What are the reporting expectations for this project?

Award recipients will be required to submit a short final report using a template that we will provide. This report will include:

- A brief summary of all project activities
- A copy of all original design files for resources created with the award (in addition to sharing with *Communities for Immunity*, awardees are encouraged to share in the Resource Library)
- High-quality photos and other media of the project in action (e.g., pictures from events, pictures of materials distributed, and displays and exhibits installed) along with license information
- A count of how many people were reached during the project, as well as an estimate of the number of people who will be reached in the future from exhibits, programs, and other ongoing efforts
- A summary of how project funds were spent

What is the expectation for evaluation of this project?

Communities for Immunity has engaged expert evaluators to assess the outcomes and impact of these efforts to ensure that there is an opportunity to capture and share the lessons learned through these projects. All awardees will be required to participate in project evaluation activities commensurate with the level of their award amount.

What is the Community of Practice?

We expect that awardees will participate in an online community of practice. ASTC Communities of Practice (CoPs) are groups of professionals who share a concern or a passion for something they do and learn how to do it better as they interact regularly. This community will serve as a space in which to share promising practices, tools, and resources, as well as a source of coordination and support amongst museums and libraries.

Does my project have to include creation of new materials that can be shared with other organizations?

Yes, for awards over \$25,000, replicability is required. This entails providing easily shareable, no-cost templates and facilitation guides to enable other institutions to benefit from your success. Please note: this does not require you to share photographs or other protected data from your institution.

For awards under \$25,000, the creation of sharable materials is not a requirement for . However, it is something that would add to the strength of your proposal, and is highly suggested. We are especially interested in supporting projects that have the potential to be replicated, or that produce materials that can be shared with other

organizations. For example, a strong proposal may feature a plan to design programs or displays about vaccination that could be distributed and used by other organizations.

Is this program about the recently announced COVID-19 booster shot?

The intention of *Communities for Immunity* is to reach out to people who are hesitant about the COVID-19 vaccine and have not yet received their first dose. While we recognize that booster shots are now available for some residents in the United States, and that communication about the science of booster shots will also be important, the focus of this project is engaging people to get their initial vaccination.

How can I learn more?

Communities for Immunity hosted two informational webinars for prospective Round One applicants to learn more about the program and how to apply for funding awards. Recordings of these webinars are available on the [Webinar Recordings](#) page. Additional webinars will be scheduled for Round Two applicants during the application window (October 14 and 22)

Whom do I contact with questions not addressed here?

Please email info@communitiesforimmunity.org with any additional questions.

Communities for Immunity 2 C.F.R. part 200 highlights

Because Federal funds are being administered under this funding program, awardees are responsible for compliance with Part 200, Chapter II, Subtitle A, Title 2 of the Code of Federal Regulations, hereafter referred to as 2 C.F.R. part 200 (also known as the “Uniform Guidance”). The full text of the Uniform Guidance may be found [here](#).

The following paragraphs summarize some key sections of 2 C.F.R. part 200 that may provide clarity to awardees. **Note:** this is not intended to be an exhaustive list.

Direct costs

Direct costs are those costs that can be identified specifically with the project. Typical costs charged directly to a Federal award are the compensation of employees who work on that award, their related fringe benefit costs, the costs of materials, and other items of expense incurred for the Federal award. If directly related to the project, costs that usually would be indirect may also be considered direct costs, including extraordinary utility consumption, materials supplied from stock or services rendered by specialized facilities, program evaluation costs, or other institutional service operations, etc. (§ [200.413](#)).

Administrative salaries

Administrative and clerical salaries should not typically be charged unless all the following criteria are met (§ [200.413\(c\)](#)):

1. Administrative or clerical services are integral to the project;
2. Individuals involved can be specifically identified with the project; and,
3. Such costs are explicitly included in the budget or have the prior written approval of the Federal awarding agency.

Materials and supplies costs, including costs of computing devices

Materials and supplies used for the project may be charged as direct costs. In the specific case of computing devices, charging as direct costs is allowable for devices that are essential and allocable, but not solely dedicated, to the performance of the project (§ [200.453](#)).

Pre-award costs

Pre-award costs are those incurred prior to the effective date of the award and are directly related to the project. Such costs are allowable only if they would have been allowable if incurred after the award date (§ [200.458](#)).

Travel costs

Travel costs can only be included in the project budget if the participation of the individual is necessary for the project and the costs are directly related to that travel. Documentation must detail why the individual is traveling, why the travel is necessary, and how it benefits the project (§ [200.474](#)).