

**United Healthcare (UHC) Medicaid-College of Public Health (CoPH)
Community Vaccination Collaborative Project
Notice of Funding Opportunity – October 2022**

Summary: Applications will be accepted on a first come basis with funding of \$2,500 for each event providing education on COVID-19 vaccinations and influenza vaccinations. Decisions about funding requests will be based upon availability of funds, number of requests by geographic location and the date received.

Public and private (for profit and not for profit) healthcare, schools, faith-based and community orientated entities are eligible. These include but are not limited to medical clinics, behavioral health clinics, pharmacies, local health departments, churches, food banks, faith-based healthcare organizations, refugee organizations, other community-based organizations, school health programs, tribes and tribal organizations.

Purpose: United Healthcare (UHC) is providing funding to the University of Nebraska Medical Center College of Public Health (CoPH) to raise COVID-19 and influenza immunization rates in Nebraska communities, particularly in Medicaid populations while building or utilizing existing networks. The funding must be used to increase vaccination education and is strongly encouraged to be used to support vaccination clinics as long as vaccination education occurs.

Primary Goal: To increase the number of individuals who receive COVID-19 and influenza vaccine during the last quarter of 2022, **all of Nebraska is eligible**, there is an emphasis on low-income and North Omaha populations.

Required Core Activities: Increase the access to vaccinations and vaccination education materials in groups of individuals who have low vaccination rates for COVID-19 and or seasonal flu. Successful candidates will:

- 1) Organize an educational event related to the need for and availability of COVID-19 vaccine and/or the influenza vaccines on or before December 16th. Events with vaccine availability (Influenza and/or COVID-19 vaccines) are most desirable. The VAXNE.org website is being updated with 2022 campaign materials call *Live Life Uninterrupted* and should be ready on or before October 15th. Events should use some of the resource materials provided at the website VAXNE.org; and
- 2) Post at least three social media posts from the campaign and/or social media posts promoting your chosen activity using the social media post materials on VAXNE.org site and
- 3) Have at least one staff member attend the one-hour end of season virtual “hot wash” on the success and challenges of the project and lessons learned held on December 19th at 10:00am.

Partnering with other organizations that serve the Medicaid population is also welcome and encouraged as is partnering with entities that provide or can provide vaccinations at your event(s).

Restrictions: This funding cannot be used to pay for the cost of vaccine. The receipt of this funding opportunity will not interfere with the ability to bill payors for the influenza vaccine or its administration. Alcohol may not be purchased with this funding. Food/meals and participant incentives are acceptable.

Important Dates: Letters of Intent will be accepted between October 3rd and December 2nd on a first come basis with notification of award being sent out within seven days. Events should occur between October 15th and December 16th. If your agency does not have a W9 dated 2022 on file with UNMC an updated W9 must accompany the application. A summary report of the event will be due by December 26th along with an invoice. A sample report and invoice is available upon request.

Additional Resources to support your agency efforts:

It is required that your event use one or more of the educational resources provided at <https://www.unmc.edu/publichealth/Vax/>

This website after October 15th will have:

- A media kit that includes printable posters, social media imagery, COVID-19 printable fact sheets in nine languages, campaign billboards and radio messages. Local Nebraska champions/trusted voices were selected from multiple areas around the state to include Omaha, Lincoln, Columbus, North Platte, Seward, Scottsbluff, Papillion, Ogallala, La Vista and Imperial Nebraska for the media campaign imagery. These are their own messages on why they were vaccinated.
- A source to locate vaccination clinics by zip code.
- Nebraska and National Data on vaccination status.

Partnerships have been established with multiple local health departments (LHD's) who may be able to provide technical assistance or assist in providing technical advice or providing vaccines at events if desired.

Documentation Requirements: The attached Letter of Intent form should be used to request participation in the UHC Medicaid - CoPH vaccination project phase III. The maximum amount requested may not exceed the amount requested on the letter of intent.

2022 FUNDING APPLICATION FORM

United Healthcare Medicaid-College of Public Health Vaccination Project

Organization: _____
Address: _____ City: _____ Zip: _____
Name of Project Contact: _____ Title: _____
Email: _____ Telephone of contact: _____

Return with Agency W9

Agency Intent:

#1 **Required** to use Educational Materials from UHC UNMC VaxNE.org site during the event

Date of Education: _____
Number of people expected to be educated: _____
Number of people expected to be vaccinated: _____
Other agencies that will be involved and role:

Education activity proposed (location, who is your target audience, what are you doing to implement the education, are you offering any incentives, is it part of another event):

#2 **Required** Three social media posts using materials found on VAXNE site either promoting vaccination or promoting your educational event between October 4th and December 19th.
Screen shots of post for documentation required.

#3 **Required** Brief Report of project (Same report available) and Project Contact prepare for and participate in “hotwash” exercise on December 19th, 2022 @ 10:00am CST.

Submit Request for Application and Funding electronically by submitting a copy of this form and W9 to Rebecca Rayman Project Coordinator at [rrayman1974@gmail.com](mailto:rman1974@gmail.com)
Submit report and invoice after completion of each deliverable or the end of the Project to: Rebecca Rayman Project Coordinator at [rrayman1974@gmail.com](mailto:rman1974@gmail.com)

Do Not Write Below this line

Date LOI was received _____. Onboarding information sent on _____.

LOI Proposals or payment requests that are not approved will be returned to the Project Contact with a memorandum of explanation.

REQUIRED CORE ACTIVITIES/ IDEAS FOR IMPLEMENTATION:

Provide educational activities promoting the need for and availability of COVID and or Influenza vaccine by holding and advertising on social media an education event alone or in partnership with another community agency, pharmacy or local health department that provides vaccinations.

Documentation: Date of event, description of event, total number educated. If available total number vaccinated.

Innovation in education events is encouraged. Some ideas for implementation include:

- Partner with an already scheduled event that will have people waiting in line such as a Consulate visit or a Toys for Tots event, provide refreshments, vaccine fact sheets and vaccination opportunities to those waiting in line. Provide incentives to those who talk with you.
- Organize a vaccination event for pregnant women or women with small children. Encourage a larger turnout by giving each woman who shows up a package of diapers or a baby shower gift!
- Host a soccer, karate or other sport tournament and provide vaccination education fact sheets and the opportunity for a vaccination during the event.
- Host a catered meal in a faith-based facility, provide vaccination education and opportunity for vaccination after the meal.
- Provide educational material in food bank bags. Discuss Fact Sheets (available in preferred languages).
- Host a “Teddy Bear” Clinic and provide PED’s fact sheets. Provide all the children that attend a “Teddy Bear” set up some stations and encourage them to give their bear a health exam and Influenza and COVID-19 vaccination. Encourage the children at the end of the clinic to take their own vaccination.
- Offer free zoo admission or admission into another family orientated event, provide each person with a vaccination fact sheet. Offer a vaccination station.
- Hire a band and provide the participants with free food and music along with COVID and/or influenza education and opportunity for a vaccination.
- Partner with school music/theatre programs to underwrite programs in return for providing information at music and play breaks.
- Provide gift cards from local gas station or grocery store for those who take the shot at community event!

ALL Awardees will be expected to have a staff member participate in a one-hour end of season virtual “hot wash” on the success and challenges of the project and lessons learned held on December 19th at 10:00 am.