

Request for Application: Dissemination Innovation Mini-grants Responses Due May 7, 2021

This funding opportunity is limited to AUCD network members and is contingent upon funding from the AUCD-CDC Cooperative Agreement.

Purpose

Through a cooperative agreement with the Centers for Disease Control and Prevention (CDC), the Association of University Centers on Disabilities (AUCD) will support a selection of AUCD network members to increase COVID-19 vaccine confidence in the disability community with targeted outreach and messaging efforts through **Dissemination Innovation Mini-grants**. Successful applicants will propose innovative message delivery streams and modalities to reach people with disabilities (including individuals not connected to service delivery systems), their families, and Direct Support Professionals (DSPs), with the overarching goal of boosting COVID-19 vaccination rates in the disability community. Family and DSPs influence and support people with disabilities. The weeks between Mother's Day and Father's Day will serve as a frame to engage families in supporting people with disabilities in getting vaccinated, with the priority to vaccinate all eligible people with disabilities by the Anniversary of the ADA in July.

About

The uneven and inequitable rollout of the COVID-19 vaccine has resulted in access, accessibility, and confidence barriers to the vaccine for people with disabilities. The goal of AUCD's Vaccine Confidence project is to ensure individuals with disabilities have the resources and confidence to get the COVID-19 vaccine. More specifically, this project aims to engage the AUCD network to facilitate COVID-19 vaccine conversations among members, identify barriers to vaccine accessibility, increase vaccine confidence, share credible COVID-19 vaccination information, respond to misinformation, translate information into accessible formats, and share success stories and lessons learned.

A national community of practice is collaborating on message development and dissemination strategy based on successful practices to date. **Dissemination Innovation Mini-grants** will adapt messages and materials in local regions across the country, either directly or through community partners or cultural brokers, to support sharing of accessible and credible vaccine information. The **Dissemination Innovation Mini-Grants** will focus on the dissemination of accessible resources with the disability community to boost COVID-19 vaccine confidence.

Goals

The **Dissemination Innovation Mini-Grants** may be used towards any (or all) of the following goals:

- Support communication strategy to make vaccine confidence visible and address misinformation among people with disabilities by engaging two key influencers: families and DSPs.

- Share success stories and promising practices on enhancing COVID-19 vaccination among people with disabilities, to include accessible vaccine information and guidance for accessible vaccine distribution.
- Trans-create and disseminate CDC COVID-19 information for people with disabilities into accessible communication formats, tailored for local audiences in your state or region.
- Dissemination of AUCD-developed templates for messages, using communication channels of print, web, or social media options to best reach people with disabilities, and their key influencers of families and DSPs, in your state or region.

Timely outreach using upcoming opportunities to engage families, DSPs, and people with disabilities, such as the weeks between Mother's Day (5/9) and Father's Day (6/20) or outreach focused on the priority to vaccinate all eligible people with disabilities by the Anniversary of the ADA (7/26), is encouraged.

Eligibility

All AUCD network members affiliated with a UCEDD, LEND, and/or IDDRC in any state or territory are eligible to seek assistance through this process.

Award

Eleven (11) AUCD network members will be selected to receive a \$15,000 mini-grant for a period beginning May 10, 2021 through July 31, 2021. No cost extensions may be granted and will be reviewed on a case-by-case basis. This is a flat-fee award, with payments anticipated as follows:

- \$5,000 upon contract execution
- \$5,000 by June 30
- \$5,000 by July 31

Award funds may be used (and not limited to) salary support, earned local or regional media placements, social media, or paid media placements like a radio media tour or social media ads.

A panel composed of AUCD and CDC staff will review all complete applications. Applications that leverage and build upon existing work to reach people with disabilities with vaccine confidence efforts are encouraged. Awardees are encouraged to dedicate these funds to programmatically support vaccine confidence outreach.

Application Procedure

If you are interested in being considered for this opportunity, please submit all application materials no later than 5 pm on May 7, 2021 via this [Google Form](#).

Questions/More Information

If you have any questions regarding this opportunity, please contact Lauren Blachowiak at lblachowiak@aucd.org.

Appendix 1: Application Survey (50 points)

*Note: * means a question is required*

Email address*:

Your name and position*:

AUCD center name (UCEDD, LEND, IDDRC)*:

State*:

Do you commit to biweekly short reports to share progress, strategies, and promote collaboration (format TBD, but may include short video, webinar, participation in Prepared4All Town Hall, or short survey to share updates)? Who will represent your project in this capacity? **(5 points)***

Goals*

Select all project goals that you will pursue. Provide an overview of your goal deliverables and a brief workplan for each. Use bullets to describe your work. Responses should describe who will do what by when. **(30 points)**

Goal option 1: Support communication strategy to make vaccine confidence visible and address misinformation among people with disabilities by engaging two key influencers: families and DSPs.

Goal option 2: Share success stories and promising practices on enhancing COVID-19 vaccination among people with disabilities, to include accessible vaccine information and guidance for accessible vaccine distribution.

Goal option 3: Trans-create and disseminate CDC COVID-19 information for people with disabilities into alternative communication formats, tailored for local audiences in your state or region.

Goal option 4: Dissemination of AUCD-developed templates for messages, using communication channels of print, web, or social media options to best reach people with disabilities, and their key influencers of families and DSPs, in your state or region.

Additional Questions (15 points)

Please share how you plan to use your existing partnerships within the wider disability community in your area/state to inform your work on this project. **(10 points)***



National Center on Disability in Public Health
Public health is for everyone.

Please attach any examples of your work in this area that would provide evidence of your expertise in the brief workplan that you have proposed. Include any existing dissemination efforts in the disability community to promote COVID-19 vaccine confidence, including the modes of dissemination used (e.g. website, webinar, fliers, newspaper, etc.). **(5 points)***

If affiliated with a UCEDD, briefly outline how your work on this project will be coordinated with the CDC/ACL grant funding to promote access to COVID-19 vaccines for people with disabilities.

<https://acl.gov/news-and-events/announcements/partnership-cdc-increase-access-covid-19-vaccines>

(Not scored. Required for UCEDD applications.)