

Supporting Social Media Activities to Combat Vaccine Misinformation

RFP Applicant Call
May 03, 2021
2:00 pm ET



Agenda

1. Q&A
2. Eligibility Information
3. Activities and Key Performance Indicators
4. Funding Availability/ Application Review Criteria/
Application Submission Information



Q&A

Q&A

Q1. Is the CDC Foundation looking for agencies to work within specific geographic areas, or is the intent that each funded entity will work across the country?

A1. The intent is that the proposed activities will have a national reach for the [proposed](#) target populations.

Q2. Is the CDC Foundation expecting each funded agency to work within both Black and Latinx communities, or would you like agencies to focus on one or the other?

A2. The CDC Foundation is looking for experience and expertise for which ever target population an applicant seeks to reach. Applicants do not have to have worked with every BIPOC community, just the communities they are applying to engage with under this project.

Q3. Is there an expectation that funded agencies will collaborate, and if so, is there a planned mechanism for such collaboration?

A3. Yes, awardees will be expected to work in collaboration together and with CDC, CBOs and other organizations funded by CDC under this initiative. The CDC Foundation will hold monthly coordination meetings to ensure that awardees are aware of and leveraging planned activities. A project kickoff meeting will include each awardee presenting their project plans. As a group, awardees will discuss how and when activities might be coordinated.

Q4. As an LLC, my organization has never had to be audited. Thus, we do not have an audited financial statement to submit. Is there something else we could submit in lieu of this document, or is the audited statement required?

A4. Organizations that do not meet the threshold for submitting a single audit report should submit their most recent audited financial statements. Organizations who have not been audited and/or do not have audited financial statements should provide an explanation and a brief summary of total revenue and expenses for the most recent fiscal year.

Q&A

Q5. Similarly, as a contracting agency (and LLC), we do not operate with an annual budget. We work within project budgets. Is an organizational budget required as part of the application?

A5. Organizations that do not operate with an annual budget should provide an explanation and a brief summary of total revenue and expenses for the most recent fiscal year.

Q6. Is an indirect cost agreement required if indirect is requested at less than 10%?

A6. No, an indirect cost agreement is not required if the indirect is 10% or less.

Q7. If we have multiple coalition partners as part of our grant, would CDCF prefer for each partner to submit their financial reports/documents in response to the finance queries? Or does CDCF prefer to have only one prime on the grant?

A7. The CDC Foundation would only expect financial reports/documents from the prime partner.

Q8. Our budget includes a consultant and a subcontractor in our proposal, what are we required to do regarding competition, documentation and approval from the CDC Foundation?

A8. In the proposal budget narrative, applicants should detail whether the subcontract is sole source or competitive bid. If the subcontracts are sole source, applicants should include a justification. Please indicate whether you are following your own organization's formal written procurement policy or the Federal Acquisition Regulations. For monitoring purposes, Awardees should maintain documentation related to the sourcing of contractors, in case requested during a desk audit or other monitoring exercise.

Q9. Is this grant restricted to non-profit organizations, or is it open for a company to be the primary applicant? And/or, is preference being given to non-profit organizations?

A9. Yes, a company can apply. Both non-profit and for-profit entities are encouraged to apply. There is no preference given to non-profit organizations.

Q&A

Q10. For one of the items we need, copy of your organization's annual budget, we don't really have an annual budget. Are you looking for Projected Annual Revenues or a full Proforma Income Statement?

A10. Applicants can provide an Income Statement in place of annual budget.

Q11. And if so, what time period would you want it for?

A11. The most recent time period available for the financial documents would be preferred.

Q12. If we are part of a Black/African-American and a Hispanic/Latinx serving coalition - does the CDC Foundation prefer that our coalition submit a joint proposal requesting 3 million for each underserved population group- meaning one 6-million-dollar proposal, or that the Hispanic serving partners and the Black serving partners each submit separate 3-million-dollar proposals.

A12. The CDC Foundation does not have a preference.

Q13. Is this a cooperative agreement with the CDC Foundation? Or discretionary grant?

A13. The CDC Foundation received a cooperative agreement from the US Centers for Disease Control for this work. The CDC Foundation will be making subawards to the selected CBOs and social media partners.

Q14. Will grantees work collaboratively with CDC's Vaccinate with Confidence teams, and/or other CDC or HHS teams, on this initiative?

A14. Yes, awardees will be expected to work in collaboration with CDC, CBOs and other organizations funded by CDC under this initiative.

Q&A

Q15. How much and what kinds of oversight should awardees plan on with the CDC Foundation, CDC, HHS or other entities?

A15. Awardees should anticipate submitting monthly reports with agreed upon indicators as well as participating in monthly calls with the CDC Foundation, CDC and other social media awardees.

Q16. How will this team work with the broader HHS vaccine confidence team to leverage research learning, quant and qual data that is being developed for BIPOC audiences?

A16. Social Media Awardees under this program will be a part of the larger CDC-funded *Learning Community*. The CDC Foundation will launch a Resource Hub with vaccine-related documents that will be a public website. The Resource Hub will hopefully launch in July and be a major tool for leveraging existing materials, research, guidance and other helpful resources. Learning Community members will also have access to webinars and small-group networking to share lessons learned.

Q17. Does CDC Foundation have a preference of the prime grantee being a nonprofit (vs a for-profit) entity? For example, will heavier weight or more evaluation points go towards a nonprofit vs a company?

A17. No, prospective applicants will not be scored on what type of organization they are. Nonprofit and for-profit entities are encouraged to apply.

Q18. If a for-profit entity serves as the prime contractor, are there any stipulations that are required for the awardee to follow in terms of pricing, reporting, etc that would differ from a nonprofit prime?

A18. No, the same restrictions and requirements will be applicable to both non-profit and for-profit organizations.

Q&A

Q19. Does the CDC Foundation have a preference of multicultural awardees? Or will the CDCF and its proposal review committee equally weigh grantees that focus on one specific target audience (Black/African-American or Hispanic/Latinx)?

A19. The CDC Foundation is looking for experience and expertise for which ever target population an applicant seeks to reach. Applicants do not have to have worked with every BIPOC community, just the communities they are applying to engage with under this project.

Q20. Will the 3-4 awardees / grantees be expected to work together? If so, how will coordination be promoted? And overlap prevented?

A20. The CDC Foundation will hold monthly coordination meetings to ensure that awardees are aware of and leveraging planned activities. A project kickoff meeting will include each awardee presenting their project plans. As a group, awardees will discuss on how and when activities might be coordinated.

Q21. Does the CDC have existing social media profiles that content can be distributed from, or is the goal for content to be disseminated on new or external profiles?

A21. The content will be disseminated from new profiles.

Q22. For the online submission of attachments, may we include other files or documents outside of those on the "required" list?

A22. Yes, you may include other supporting documents, but please note that the maximum number of documents we are accepting is 5. Each document can be no larger than 30MB.

Q23 Can CDC Foundation extend the deadline to May 21 since the Applicant Conference Call takes place on May 3?

A23. No, the May 10th deadline is not being extended.

Q24. Is there a page limit for the response?

A24. There is not a page limit, but there is a character limit of 4,000 characters per field on the application form.

Q&A

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Q25. Would the 3-4 awarded contractors work independently or collaboratively towards this vaccine misinformation effort?

A25. The 3-4 awardees will be expected to work both independently and collaboratively on project activities.

Q26. Would the contractor work alongside HHS to ensure that messaging regarding vaccination is uniform?

A26. Awardees would be expected to refer to the latest HHS/CDC guidance and messaging as they develop their own messages. Awardees will not need to have their messages approved by CDC or HHS.

Q27. Is the CDC Foundation currently partnering with any influencers or local leaders?

A27. Please feel free to refer to our website regarding any current partnerships related to our COVID work.

Q28. Has the CDC Foundation developed any social media materials in other languages and/or is there a plan to do so within the scope of this project?

A28. Awardees may choose to develop social media materials in other languages and that would be within scope of this project. Any COVID material that the CDC Foundation has developed is housed on our website.

Q29. Do the activities proposed need to have national reach?

A29. The proposed activities should have national reach to the extent possible based on the target subpopulations.

Q&A

Q30. Are formal MOU/MOAs required for all partnerships?

A30. Yes, formal agreements are required for all partnerships. Awardees will need to determine what type of agreement is needed for their consultants, contractors or partners. Awardees will also enter into a subaward agreement with the CDC Foundation.

Q31. Do the proposed activities need to reach all adults or can we specify key target sub-populations?

A31. Yes, your proposal can specify key subpopulation(s) for the proposed activities.

Q32. What does the ideal partner organization look like for this initiative?

A32. The ideal awardee will have expertise in with branding, marketing, production, and digital/social media expertise working with communities of color in the United States.

Q33. In the RFP, it refers to reaching "4 communities" but elsewhere, it refers to "national." Is the intent for funded entities to reach a single community, or to have national reach by reaching multiple communities?

A33. The intent is for applicants to have as wide a reach as possible with your identified proposed target population(s). Applicants do not need to reach multiple populations.

Q34. Will the CDC Foundation consider applications for less than \$2-3 million?

A34. Yes, we would consider an application that was less than the proposed range of \$2-3M.

Q35. Will the CDC Foundation accept partnerships outside of CBOs?

A35. Applicants to this RFP do not need to be CBOs. Awardees will be expected to partner with and collaborate with the CBOs funded under this larger CDC initiative.

Q&A

Q36. How will the markets/communities be determined? Will the CDC identify these markets based on vaccination rates? Or are the agencies expected to provide geographic recommendations?

A36. Applicants should identify the markets/communities in their proposals and make recommendations based on publicly available data on vaccination rates. CDC will not be involved in identifying markets/communities.

Q37. What is the expectation for how long the campaign should be executed in each community? Will the CDC determine that or can the agencies make a recommendation on what time period would be most effective for campaign execution?

A37. The CDC Foundation will make initial awards for eleven months. Applicants can make recommendations on ideal time periods needed for effective campaign execution.

Q38. What is the barometer for knowing when to exit a market? Would it be based on vaccination rates or media saturation or dip in false social media volume?

A38. Applicants should outline the proposed barometer for exiting a market.

Q39. Will the CDC print educational materials on the campaign for local distribution once messaging is developed or is the agency responsible for doing so?

A39. The CDC will not print educational materials developed under this project. Applicants should plan for how materials will be disseminated.

Q40. Can a company submit more than 1 proposal? We have several really high-impact solutions that are ready to go.

A40. Yes, an organization could submit more than one proposal.

Q41. Can we use a fully-loaded rate for staff costs in the budget, rather than breaking out wages, fringe, indirect, etc.?

A41. No, we need a break down of the salary, fringe, and indirect separately.

Eligibility Information

Eligible Applicants

- Eligible applicants are organizations with branding, marketing, production, and digital/social media expertise working with communities of color in the United States.

Activities and Key Performance Indicators

Potential Activities

Employment of datasets, surveillance techniques, and social listening analytics tools on mainstream and niche digital media platforms to understand what is being said, by whom, and to whom. Social media platforms may be engaged to share information and insights.

Development of branded social media campaigns to educate and respond to misinformation.

Address misinformation at the source. Encourage media organizations (e.g., social media platforms, tv stations/networks, radio stations/networks) to do more to avoid spreading misinformation, including de-platforming content creators, de-emphasizing content algorithmically in display feeds, or adding warning labels and other contextual information.

Recruiting medical practitioners (e.g., doctors, nurses, other healthcare and healthcare-adjacent practitioners), community leaders (e.g., local faith leaders, political leaders, community organizers), and celebrities in various fields (entertainment, arts, sports, etc.), who represent and come from communities of color themselves, to debunk misinformation in real time.

Potential Activities

Use principles of behavioral science, multicultural marketing, and culturally competent messaging to educate BIPOC communities on how to appraise and recognize false and misleading information and where to find trusted sources of medical information related to vaccines.

Provide and support the distribution of tools and social media messaging that Community-Based Organizations (CBOs) can link to and use in their community engagement activities.

Produce videos, ads, and other outputs to share widely via social media and other outlets in order to combat misinformation and share correct, trustworthy information with the public.

Potential Key Performance Indicators

Number and types of local leaders and community members trained

Number and sub-populations reached by community-level spokespersons

Number and types of audience-tested and culturally appropriate messages promoting COVID-19 vaccination

Number and types of outputs for engagement and messaging (e.g. videos, shareable posters for social media use, celebrity messages, photographs, animation, music, etc.)

Number and types of people reached by social media messaging promoting COVID-19 vaccination

Number and types of events/campaigns held to promote COVID-19 vaccination

Number and types of people reached by events/campaigns promoting COVID-19 vaccination

Survey: Number and degree to which people's vaccination sentiments changed

Funding Availability

Application Review Criteria

Application Submission

Funds Available

CDC Foundation intends to make three to four awards ranging from \$2-\$3 million each. The final award amounts are contingent on submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.

Submitting a Proposal

Application materials should be submitted by **12:00pm ET on Monday, May 10, 2021, through the online application form – Supporting Social Media Activities to Combat Vaccine Misinformation**. Notification of receipt of the application will be sent.

Required Application Attachments

1. Copy of your organization's annual budget
2. Copy of your organization's most recent audited financial statement
(Note: If one is not available, send a copy of your most recent annual report)
3. Project budget narrative using the template provided on the CDC Foundation RFP page. The budget narrative template will download as a word document.
<https://www.cdcfoundation.org/CBO-VaccineConfidence-RFP-Budget-Template>
4. Negotiated Indirect Cost Rate Agreement (NICRA)-if your organization has one.

Application Review Criteria

Organizational Mission, Populations Served and Past Experience (25 Points)

- Project title, problem statement, and objectives
- Demonstrated experience in the development of culturally appropriate initiatives.
- Prior experience or progress with providing science-based information to at risk populations.

Application Review Criteria

Well-defined Community Engagement Approach and Activities (Project Plan) (25 Points)

- Feasibility of proposed plan.
- Detailed proposed strategies, activities, and timeline for completing work.
- Description of how and with whom your organization will collaborate to achieve project objectives.

Application Review Criteria

Clear outputs, outcomes, and impact (M&E) (25 Points)

- Detailed deliverables specific to the proposed project.
- Estimated number of individuals who will be reached by the proposed activities
- Describe direct, tangible results of activities
- Description of changes anticipated to occur in people or conditions as a result of the implemented activities and outputs by the end of the grant term.

Detailed Budget and Budget Narrative (25 Points)

- Detailed budget and narrative that follows the [CDC Budget Preparation Guidelines](#)
 - Please review the funding restrictions that are located on CDCF's RFP page under this funding opportunity.

Timeline

April 23, 2021	RFP Release
May 3, 2021	Applicant Conference Call
May 10, 2021	RFP Submission Deadline
May 19, 2021	Selection Notification
June 1, 2021	Project Implementation Start Date
June 1, 2021-April 29, 2022	Implementation period of up to 11 months

**Please note that the timeline is subject to change*



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