

## REQUEST FOR APPLICATIONS & APPLICATION GUIDE

### EXCITE: Adult Immunization Awareness Messaging Integration Project

**ELIGIBILITY:** The EXCITE: Adult Immunization Awareness Messaging Integration Project is available for all Land-Grant University cooperative extension services. This is a competitive funding opportunity.

**AWARD AMOUNT:** \$40,000

**TIMELINE:**

- Application Open: June 15, 2024
- Application Deadline: August 7, 2024
- Award Period: September 1, 2024 - August 30, 2025

The Extension Foundation (EXF), in cooperation with the Extension Committee on Organization and Policy (ECOP), through an Interagency Agreement (IAA) with the USDA National Institute of Food and Agriculture (NIFA) and the Centers for Disease Control and Prevention (CDC) are funding the Cooperative Extension System (CES) for the Extension Collaborative on Immunization Teaching and Engagement (EXCITE) project.

The overall objectives of the EXCITE project are to increase COVID-19 and adult immunization through (1) Increasing partnerships with local Departments of Public Health with special emphasis placed on those at the local level. Other potential partners include Federally Qualified Health Centers and Rural Health Clinics, or other types of partners that can provide adult immunization in prioritized communities; (2) Increasing positive perception of public health partners and vaccine providers of the value of collaboration with Extension; (3) Changing attitudes and beliefs within LGUs about adult immunization that will lead the organization to become an asset model focused on building early adoption and innovation leaders in adult immunization education; (4) Assessing best practices for adult immunization in rural communities through National Convening and 3 selected pilot projects.

Land-grant institutions interested in developing adult immunization awareness messaging will receive funding by creating a methodology(ies)/tool(s) for Extension professionals and/or volunteers to integrate into education and awareness efforts across any of the Extension programmatic/discipline areas. These could include engagement activities such as games, attention-getters, demonstrations, conceptualization, tangible strategies around holistic health, etc.

Funding will be \$40,000 per awarded project. Submissions will be evaluated on the breadth and depth of the message points, the plan to integrate messages in terms of clarity and achievability, appropriateness of the

tool and methodology to the intended audience, alignments of delivery methods to objectives, an appropriate pilot testing plan, an evaluation plan, and scalability plan.

Consideration will also be given to programmatic representation across discipline areas and institutional equity.

Projects selected for funding will be required to present at a pre-conference of the 2025 National Health Outreach Conference in Omaha, Nebraska on April 29, 2025. Travel and lodging expenses for this are to be built into the budget of this proposal.

## WHERE TO APPLY

Applications for this funding opportunity will be reviewed on a rolling basis. Applications should be filled out through the EXF Adult Immunization Awareness Messaging Portal:

<https://webportalapp.com/sp/immunization-awareness-integration>

Applicants will need to create a new profile for this funding opportunity. For additional information, questions, or clarifications, email [EXCITE@extension.org](mailto:EXCITE@extension.org).

## BUDGET AND BUDGET CONSIDERATIONS

The budget should address each of the major cost categories outlined in the Federal SF-424 Research and Related Budget form (see brief outline below). No match of institutional funds is required. Note that EXCITE funds cannot be used to purchase vaccines or pay for provider time. More specific guidance is found in the 2 CFR Part 200 Cost Principles (<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200?toc=1>) and the NIFA Federal Assistance Policy Guide

(<https://nifa.usda.gov/resource/nifa-federal-assistance-policy-guide>).

- **Personnel Costs (R&R Sections A&B):**

- **Salaries and Wages** are compensation for the faculty, technicians, research associates and assistants, postdoctoral associates, and other technical personnel necessary to meet the project's goals, computed as either percent effort or hourly wages. Include the base salary used for effort calculations. Describe each person's role in the project.
- **Fringe Benefits** normally encompass employer contributions for social security, employee life, health, unemployment, worker's compensation insurance, and pension plan costs related to the personnel charged to the project. Costs must be expressed as a percentage of salaries and wages. Explain the basis on which the fringe rate is calculated in the justification or attach a fringe explanation letter in the budget.
- **NOTE:** In most circumstances, the salaries of administrative or clerical staff at educational institutions and nonprofit organizations are included as part of indirect costs. Clearly describe in the budget justification the circumstances for requiring direct charging of these services.

- **Equipment Costs:** Equipment is defined as an item of property that has an acquisition cost of \$5,000 or more (unless the organization has established lower levels) and an expected service life of more than one year. Total unit cost per item includes the cost of the item, sales tax, and shipping. Requests must include item description, justification of use for equipment on the project, quote to substantiate the equipment cost, and plan for equipment disposal at the end of the performance period. Agency approval must be obtained before awarded funds may be released. If both the cost and useful life criteria are not met, then the equipment is considered noncapital (see Other Direct Costs below).

- **Travel Costs (R&R Section D):** Employee costs for transportation, lodging, and subsistence that directly support the project's aims should be shown. Details showing the rates (mileage, per diem, lodging, and incidentals) should be shown. Include the destination, number of people traveling, and dates or duration of each stay for all anticipated travel in the budget justification. *Be sure to budget travel to the 2025 National Health Outreach Conference in Omaha, Nebraska.*
- **Participant Support Costs (PSC) (R&R Section E):** Participant costs are the costs associated with conference, workshop, or symposium attendees who are not employees of the applicant or a sub awardee. There should be no expectation of a deliverable from a participant; they are participating to learn. Include as appropriate subsistence allowances, travel allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with conferences or training projects. List total costs for each budget item and the number of participants/trainees. In the budget justification, identify the purpose of the conference/training, dates, and places and justify costs.
- **Other Direct Costs (R&R Section F):**
  - **Materials and Supplies:** Consumables to be used in the performance of the proposed project, e.g., print materials for distribution. Include non-capitalized equipment that does not meet both equipment criteria above. Eg. computer, iPad, AV equipment, etc. Note that such items are indistinguishable from other supplies.
  - **Consultants/Independent Contractors:** Consultants who provide expertise or a service to a particular project consistent with their normal course of business. Complete [questionnaire](#) for help in determining Subaward or Contractor status.
  - **Subawards:** A contract specifically creating a Federal assistance relationship with a subrecipient to carry out part of a Federal award received by the project applicant. A subrecipient typically is assigned responsibility for programmatic decision-making with subsequent performance measured in relation to whether assigned project objectives were met. Complete [questionnaire](#) for help in determining Subaward or Contractor status.
  - **Conference or meeting costs:** Include an itemized list in the justification.
  - **Tuition Remission:** Mandatory benefit for students employed as Graduate Research Assistants/Associates (GRAs) that is separate and distinct from other employee fringe benefits.
  - **Other Costs:** Various items such as vendor contracts for ancillary goods and services. Other costs may include items that are normally indirect, e.g., telephone long-distance and photocopy costs, that are directly related and assignable with a high degree of accuracy.
- **Indirect costs (R&R Section H):** Note that Indirect Cost rates remain unchanged for the life of the project. The maximum IDC rate allowed under the award is determined by calculating the amount of IDC using:
  - an institution's negotiated IDC rate calculated on the Modified Total Direct Costs (MTDC). Use the Off-Campus Other Sponsored Projects/All Project rate shown on your NICRA.  
OR
  - 30 percent of Total Federal Funds Awarded (TFFA). Calculated as 42.857% of Total Direct Costs (TDC).

The maximum allowable IDC rate under the award, including the IDC charged by the sub-awardee(s), if any, is the lesser of the two rates above. Applicants may elect to waive indirect or charge the de Minimis rate of 10 percent of MTDC. Organizations that do not have a current negotiated (including provisional) rate should use the De Minimis rate of 10% against the MTDC.

For assistance with your budget, please work with your Office of Sponsored Projects or contact [sponsoredprograms@extension.org](mailto:sponsoredprograms@extension.org). An EXF Grants Specialist is available to assist you.

## APPLICATION FORM FIELDS

The application form fields are meant to provide guidance for the opportunity and the resources available to frame your proposal. Although the individual questions are listed below with available space to craft your responses, the proposal must be submitted using the Extension Foundation grants management portal. You have the ability to save your progress in the portal. However, it is recommended that you use the application guide below to craft your responses.

1. Project Title
2. Institution Name
3. Upload a letter of support from your Director/Administrator, PDF upload.
4. Director/Administrator Name
5. Director/Administrator Title
6. Director/Administrator Email Address

## PROJECT TEAM LEADER CONTACT INFORMATION

7. Name
8. Email Address
9. Phone Number

## ADULT IMMUNIZATION AWARENESS MESSAGING INTEGRATION PROJECT

10. What key adult immunization message points would your methodology/tool include?

11. Describe your plan to integrate adult immunization awareness messages.

12. Who is the intended audience?

13. What are the methodology/tool objectives?

14. How is the methodology/tool delivered?

- a. Synchronously
- b. Asynchronously
- c. In-Person
- d. Hybrid
- e. Other

15. If OTHER selected for methodology/tool delivery, please describe.

16. Who is intended to be the program facilitator?

- a. Extension Professional
- b. Volunteer
- c. Other

17. If OTHER selected for program facilitator, please describe.

18. What is your plan for pilot testing the methodology/tool?

19. How will you know the methodology/tool is successful?

20. What is necessary to scale this methodology/tool for use in Extension across the country?

21. I/we understand that if selected, I/we will share the integrated program with other CES professionals and/or volunteers to adopt/adapt the program through these methods: EXCITE asset library and the National Health Outreach Conference 2025.

- a. Yes
- b. No
- c. Other

22. If OTHER is selected in the previous question, please describe.

## INSTITUTION INFORMATION

If your project is funded, [Attachment 3B](#) is needed to prepare your subaward agreement. Work your Office of Sponsored Projects (OSP) if you need assistance. Many Institutions have this information available on their public website.

23. Upload Attachment 3B here.

## BUDGET AND BUDGET CONSIDERATIONS

24. Budget

- a. Provide a detailed budget. Use the template linked below to help draft your budget. The budget will need to be submitted through the EXF grants management portal. The total budget should not exceed \$40,000, including indirect costs as described in the RFA. Your institution has the option to reduce or waive the indirect cost rate. If you do not have a negotiated federal rate, you may include 10% de minimis indirect costs.
- b. Download a budget template [HERE](#).
  - i. To complete the budget template using Google Sheets, go to File > Make a Copy.
  - ii. To complete the budget template using Microsoft Excel, go to File > Download > Microsoft Excel.
- c. Upload the following documents:
  - i. Your institution's latest federal Negotiated Indirect Cost Rate Agreement (NICRA).
  - ii. The Institution's most recent audit report.
  - iii. A Letter of Commitment (LOC) from your Authorized Organizational Representative (AOR) here. A sample letter may be found [HERE](#).