

REQUEST FOR APPLICATIONS & APPLICATION GUIDE

EXCITE: Adult Immunization Education Integration Project

ELIGIBILITY: EXCITE: Adult Immunization Education Integration Project is available for all Land-grant university cooperative extension services. This is a competitive funding opportunity.

AWARD AMOUNT: \$125,000

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.

PURPOSE

The purpose of this project is to normalize immunization education. Funding will be provided to Land-grant institutions interested in developing adult immunization education integrated into a program series in any discipline area (e.g., Master Gardener Program, Dining with Diabetes, Community Leadership Development, Teen Leaders, or other existing or emerging Extension education programs). Behavioral change as an outcome of adult immunization education will be measured as an integral part of the program. The use of [EXCITE evaluation questions](#) is recommended.

Funding will be provided for \$125,000 per awarded project. Submissions will be evaluated on the clarity of program description and inclusivity, program objectives that align with content, clarity of audience and program need, how the program addresses health equity, appropriateness of delivery, the evaluation plan, and ability to measure outcomes, scalability of the project, and budget appropriateness.

Programmatic representation across discipline areas, institutional equity, and a proven track record of successful implementation will also be considered.

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. 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 processed on a rolling basis. Applications should be filled out through the Adult Immunization Education Integration Project portal (<https://webportalapp.com/sp/immunization-education-integration>). Applicants will need to create a new profile for this funding opportunity. For additional information, questions, or clarifications, email 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
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 (<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 the [questionnaire](#) to help determine your 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. 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 EDUCATION INTEGRATION PROJECT

10. Identify a programmatic approach in which you would integrate adult immunization education.
 - a. Adult immunization education content integrated into an existing evidenced-based program series
 - b. Adult immunization education content integrated into a new promising/emergent program series

11. Title of program:

12. Program website (or link to supporting materials), if applicable:

13. Briefly describe the program:

14. Who is the intended audience?

15. What are the program objectives?

16. What audience needs do the objectives address?

17. How would integrating adult immunization education content be impactful for the intended audience including helping to address health inequities?

18. File Upload: Please share a draft outline of topics, including the integration of adult immunization topics.

19. How is this program delivered? Select all that apply.

- Synchronous
- Asynchronous
- In-Person
- Hybrid
- Other

20. If OTHER for program delivery, please describe.

21. How long is each session?

22. Optional File Upload: If each session varies in length, please upload an agenda.

23. How many sessions and over what time period?

24. Who is intended to be the program facilitator?

- Extension Professional
- Volunteer
- Other

25. If OTHER facilitator is identified, please describe.

26. What is the evaluation plan (process, inputs, outputs, outcomes/behavioral changes, measurement tools (if available), etc.)?

27. Are there prerequisite training requirements to deliver/implement the original/promising program?

- a. Yes
- b. No

28. If yes, please describe the prerequisites.

29. Do you have permission to use and alter the original/promising program?

30. What is necessary to scale this program up for use in Extension across the country?

31. 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

32. If OTHER is chosen in the previous question, please describe.

33. Program area focus of the program (select all that apply):

- Family Consumer Sciences
- Agriculture/Natural Resources
- 4-H/Youth Development
- Community Development
- Other

34. If OTHER program area is chosen, please describe.

35. Please share an example of a successful program curriculum enhancement or development you have completed.

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.

36. Upload Attachment 3B here.

BUDGET AND BUDGET CONSIDERATIONS

37. 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 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](#).