

# **EXCITE 2023**

# **Additional Funding**

# **Opportunity**

September 22, 2022



# Extension Collaboration on Immunization Teaching and Engagement



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™



National Institute of Food and Agriculture  
UNITED STATES DEPARTMENT OF AGRICULTURE



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**EXTENSION**  
FOUNDATION

**COOPERATIVE**  
**EXTENSION**

**“EXCITE is funded via a partnership between CDC and USDA. The information provided in this slide deck does not represent the views of either agency.”**

# **EXCITE Partner - Julie Zajac, Alexi Piasecki**

Immunization Services Division, NCIRD, CDC



# EXCITE and the Health Equity Framework

- Improving the health of the nation is a priority for the Cooperative Extension System.
- Building visibility, capability, scalability, and sustainability of our health-related work.
- Framework for Health Equity and Well-Being now gives us a roadmap for doing just that.
- EXCITE is a model for implementing recommendations.



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# EXCITE and the Health Equity Framework

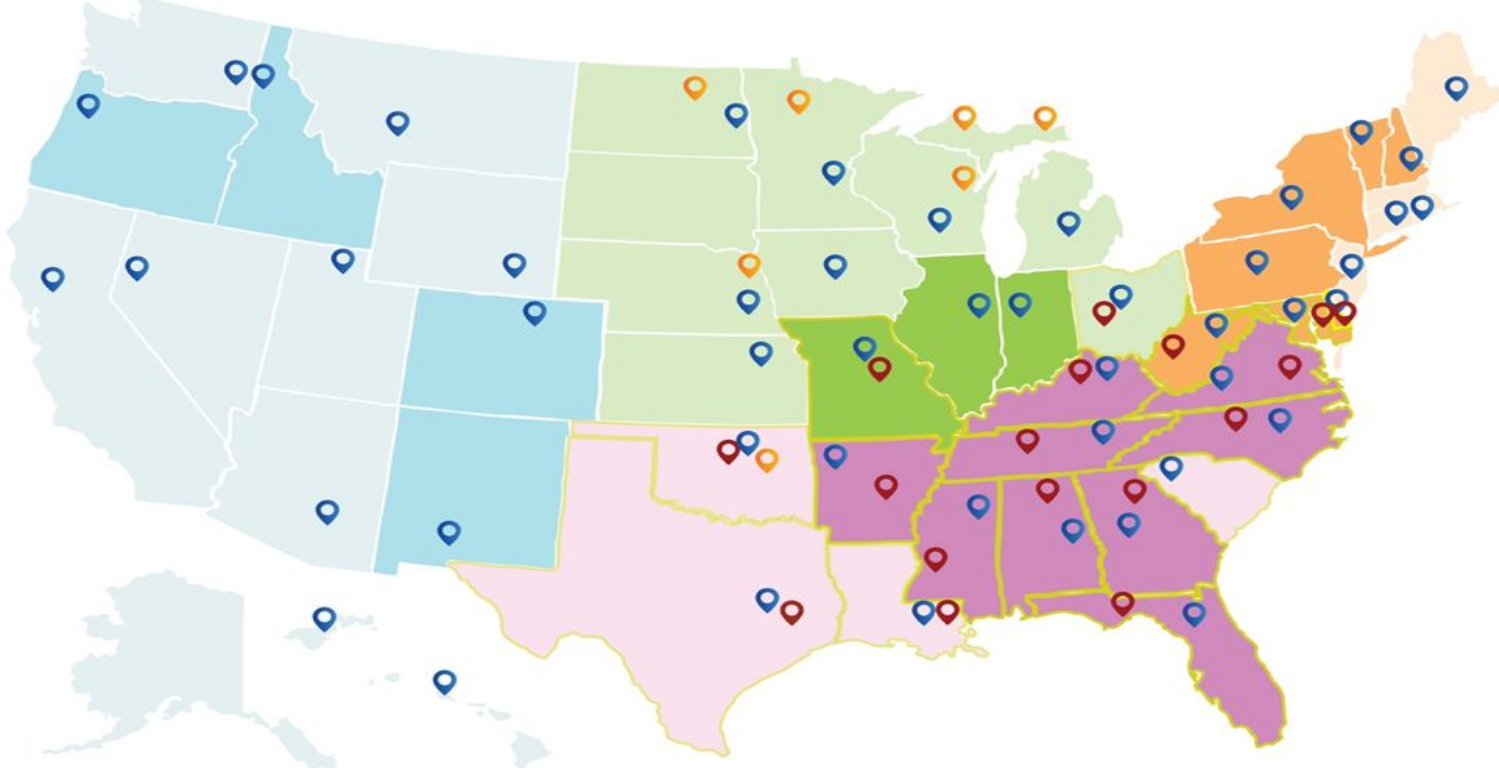
- An unparalleled nationwide network of “branch” offices.
- Restore public faith in government, education, and science.
- Extension faculty are trusted ambassadors of all three.
- Moral courage is the most important characteristic of today’s leaders.



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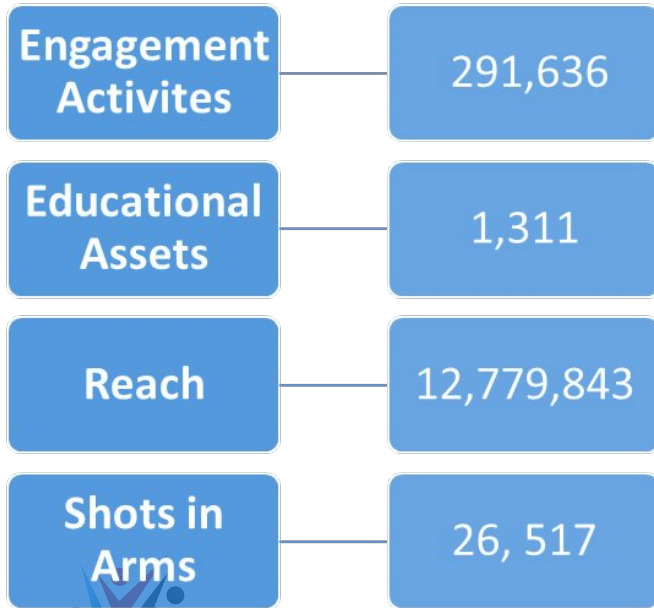
# Current EXCITE Efforts



- COVID Immunization Education Programs**
- 1994 Land-grant Tribal Colleges & Universities
- 1890 Land-grant Universities
- 1862 Land-grant Universities
- Adult Immunization Education Pilot Projects (Darkly Shaded States)**

- Western Region
- North Central Region
- Southern Region
- Northeast Region
- 1890 Region

# Current Project Successes



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service

Centers for Disease Control  
and Prevention (CDC)  
Atlanta GA 30329-4027

January 12, 2022

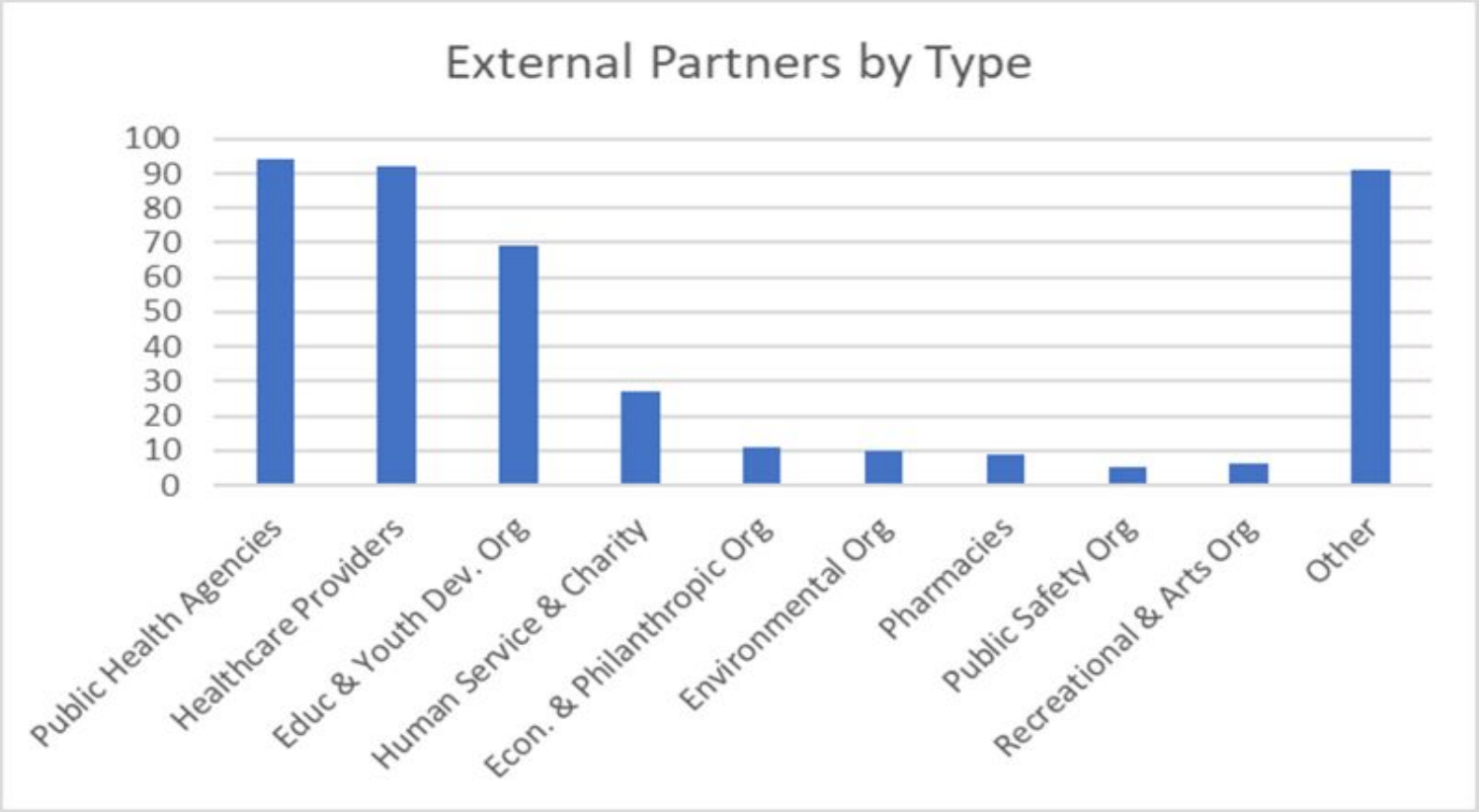
Dear EXCITE partners,

Happy New Year!

As the Acting Director of the Centers for Disease Control and Prevention (CDC)'s National Center for Immunization and Respiratory Diseases (NCIRD) and the Center's Deputy Director for Science, I wanted to express my gratitude for our partnership with all of you at the U.S. Cooperative Extension System (CES) on the EXCITE project - which CDC is proud to feature as a spotlight on its [Health Equity in Action](#) page.

The CDC awarded funds to USDA's National Institute for Food and Agriculture to partner with CES, because Extension field agents are known trusted messengers working in every county across the nation, both big and small. Extension field agents are uniquely situated at local levels to engage with their communities and build partnerships to improve community health. As my team listens to our partners in the field, we hear story upon story of the need for one-on-one, honest discussions with trusted messengers to address concerns about COVID-19 vaccines.

# Current Project Successes: Partners



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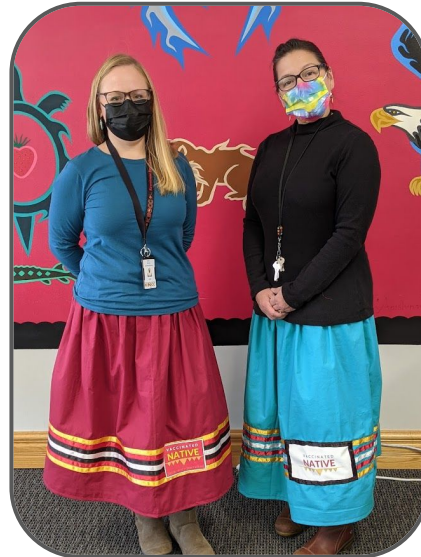
# Unique Strengths

- National system meeting local needs
- Multiple engagement methods
- Partnerships
- Trusted messengers
- Provide evidence based information



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# EXCITE 2023 Opportunity

- New Funding: \$7.5 million
- CDC priorities:
  - 1) Rural communities - adults - and
  - 2) Healthcare provider partnerships
- Open to all 111 Institutions
  - Questions: please use Zoom Q&A, and we will answer live, add to FAQ, and/or office hours.



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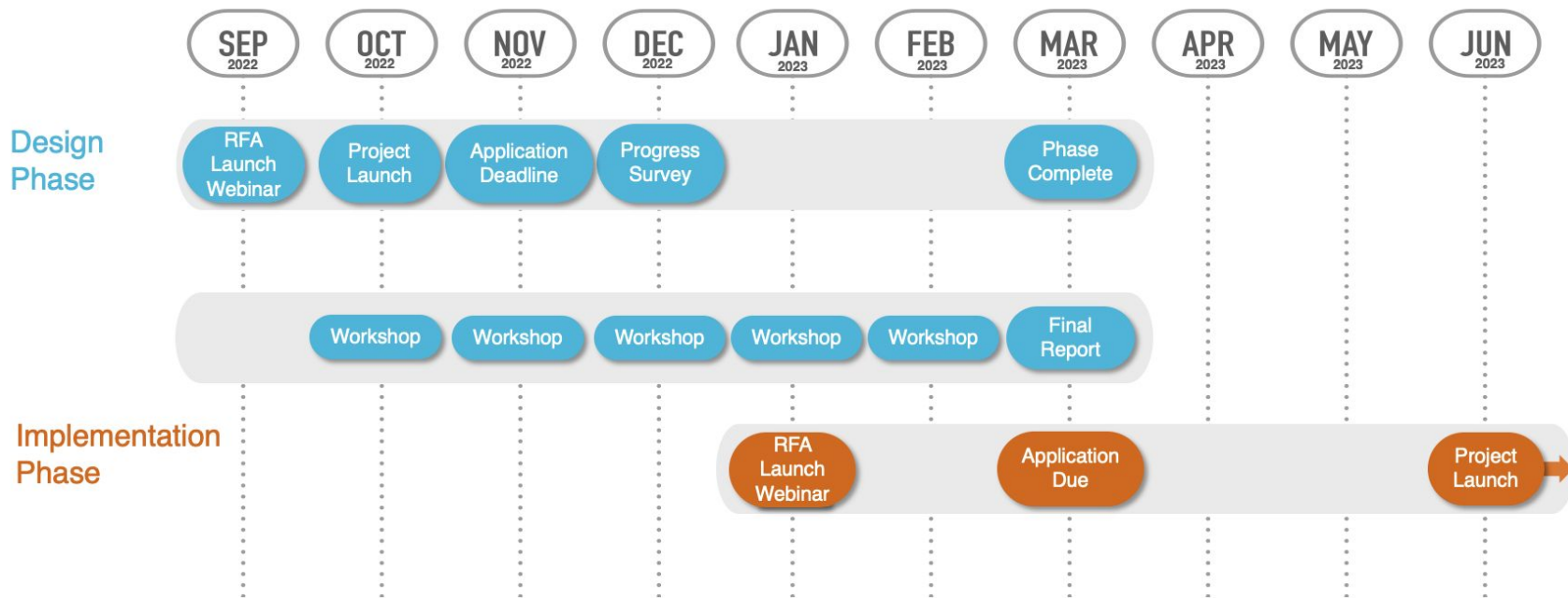
# Overall Goal and Objectives

- Increase accessibility and acceptability of local adult immunization opportunities for rural populations, through partnerships
- Increase internal LGU COVID-19 immunization education confidence

# Objectives

1. **Increasing partnerships with local departments of public health** with special emphasis placed on those at the local level.
2. **Increasing positive perception** of public health partners and vaccine providers **of the value of collaboration with Extension**
3. **Changing attitudes and beliefs within LGU's 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

# Two-phase Approach



Design Phase  
6 months  
10/1/2022 – 3/15/2023

Implementation Phase  
18 months  
6/1/2023 – 11/30/2024

# Design Phase - “Build Your Competitive Proposal”

Non-competitive, open to all 111 Land Grant Institutions

**Award amount:** \$10,000, to support staff time and prepare deliverables

## Timeline:

- Rolling Application Opens: September 22, 2022
- Award Period: October 1, 2022 - March 15, 2022
- Application Due: November 1, 2022, 11:59 pm PT



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# Design Phase Support Workshops

- Workshops are live & recorded
- Monthly office hours available

**September**  
EXCITE 2023  
Overview

**October**  
Partnership &  
Priority Population

**November**  
Budget & Finance

**December**  
Adult  
Immunizations  
in Your State

**January**  
LGU Vaccine  
Confidence

**February**  
Project  
Implementation

- Office Hour - September 28th 2022, 3:00-4:00 PM ET
- **Partnership and Priority Population Workshop** - October 13th, 2022, at 4:00 PM ET  
Office Hour - October 19th 2022, at 1:00-2:00 PM ET
- **Budget and Finance Workshop** - November 3rd, 2022, at 3:00 ET  
Office Hour - November 30th, 2022 at 10:00- 11:00 AM ET
- **Adult Immunizations in your State Workshop** - December 1st, 2022, at 3:00 PM ET  
Office Hour - December 7th, 2022, 4:00-5:00 ET



# Design Phase Expectations

- Attend live or view all monthly workshops
- Complete midpoint program survey
- Complete final product
  - a) Submit EXCITE Implementation Phase proposal

OR

- b) Complete final design report
- Complete final financial report

# We want this to be as easy and supported as possible!

Designed with you in mind!

- Streamlined application
- Flexible design to meet state specific needs

Resources to support your success

- Design Phase ~ 6 months with workshops by EXCITE national program team and CDC.
  - Current EXCITE teams knowledge & resources
  - WSU toolkit & registry



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# Design Phase RFA

- Complete [webform application now!](#)
- Applications Due By November 1, 2022 by 11:59pm PT
- Award Period - October 1, 2022 - March 15, 2023
- \$10,000 per institution - 1 application per institution
- Contact [EXCITE@extension.org](mailto:EXCITE@extension.org) with questions

# What to know before you apply for the Design Phase

- Funding is solely for personnel resources
- Choice of stipend or time buyout
  - Consult Grants & Contracts office on best option
    - Buyout - budget (Salary, Fringe, and % of Effort)
      - Indirect costs *are* allowed.
    - Stipend - Institution chooses how to spend
      - Indirect costs are *not* allowed.



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Application and participation does not guarantee funding for the competitive Implementation phase

# Design Phase Application Preview - Form Fields

- Principal Investigator Contact Information
- Administrative, Financial & Authorized Official Contact Information
- Legal, Administrative, and Payment Addresses
- Letter of support from your Extension Director
- Budget Information
- Negotiated Indirect Cost Rate Agreement

Save your progress at any time!

# Design Phase Q&A - 5-10 minutes

What questions do you have about what we've talked about so far?

Please submit your questions via Google Form linked in chat to be answered live or in the FAQ or upcoming office hours.



# Implementation Phase

- **Competitive** application: due March 15, 2023
- \$70,000 per institution
  - Goal is to fund 50% of 1862, 1890 & 1994's
- 18-month timeline: June 1, 2023-November 30, 2024
- Partnership with one of the following:
  - Department of Public Health (state, regional, local)
  - Federally Qualified Health Centers
  - Rural Health Clinics
  - Tribal Health Center or Indian Health Services



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# Implementation Phase Goal

- Community Engagement alongside public health partners
  - 18-month educational campaign
  - Must not be only social media
- Public Health Partner
  - Can include other internal & external partners

LGU Vaccination Confidence Education



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# Implementation Phase Activities

- Campaign must include multiple engagement methods with iteration
- Campaign must focus on rural adults
- Some teams will be selected for WSU neuro-evaluation
  - Planned & budgeted centrally

# Implementation Phase Support and Reporting

- Supportive mentoring/coaching model for teams
  - Monthly meeting with assigned coach
- Programmatic reports due monthly
- Financial reports due quarterly
- Final Program/Finance reports
- Monthly workshops support Implementation application with details for each section



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# Population & Partners - October 2022

- Who is your priority population. Describe demographics, number of total population, geographic scope (Drop down menu?)
  - Describe how they meet designation “Rural and med underserved”?
- What existing data did you use as a part of your rapid community assessment?  
How did existing data inform your decision on a priority population (Rationale)?
- What approach did you use for additional data collection?
- How did the findings for additional data inform your decision?
- What, if any, is your or your partner’s experience working with that population? (note this goes to the approach you select below) Or, if you do not have prior experience, how do you plan to address that?



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**Partnerships** Partners must include a Department of Public Health (state, regional, or local level), FQHC or Tribal Health Center or Indian Health Services

- What is the organizational name of your partner?
- What is the nature of your relationship with this partner ?
- Description of how you have worked together in that role OR plan for how you will build a new partnership
- What role will this partner provide in your EXCITE project?
- Description of partner role in EXCITE and describe the expectations.

# Budget Session - November 2022

- Provide a detailed budget using the budget template linked below. The total budget should not exceed \$70,000, including indirect costs based on your pre-negotiated federal rate. 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% indirect costs.
- Download the budget template [HERE](#).

# Adult Immunization - December 2022

- What vaccine(s) will be the focus of education for your priority population?
- Describe the data that informs your selection of vaccine focus?
- Did your state establish an advanced Medicaid program? And if so, what vaccines are covered? (If not, how will you fund vaccines?)

# Increasing LGU Vaccine Confidence - January 2023

- What do you know about hesitancy within your institution? Who will you prioritize for hesitancy work?
- What are your intended outcomes of your internal hesitancy work?
- What is your plan for communicating within your institution? Use examples from WSU hesitancy professional development and/or toolkit to support your plan, if appropriate.
  - If you use the WSU toolkit, what elements will you be using and how?

# Project Implementation - February 2023

PROJECT TITLE					INSTITUTION NAME											
PI					DATE											
TASK TITLE	TASK OWNER	START DATE	DUE DATE	PCT OF TASK COMPLETE	QUARTER ONE			QUARTER TWO			QUARTER THREE			QUARTER FOUR		
					June 2023	July 2023	August 2023	Sept. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan 2023	Feb. 2023	March 2023	April 2023	May 2023
<b>Project Initiation</b>																
"Kick-off meeting" with local health partner(s)																
<b>Project Maintenance</b>																
Leadership meetings																
Quarterly meetings with partners																
<b>Project Implementation</b>																
Identify trusted messenger(s) to provide message delivery to priority population																
Implement adult vaccination education as developed in Design Phase																
<b>Project Evaluation</b>																
Evaluate project objectives																
Submit monthly reports																



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# Implementation Phase Q&A

What questions do you have about what we've talked about so far?

Please submit your questions via Google Form linked in chat to be answered live or in the FAQ or upcoming office hours.



# Next Steps

- All participants will receive...
  - Today's recording & slides
  - Design Phase application link with RFA
  - Monthly workshop registration link
  - Also available on the EXCITE website
- Join optional office hour Sept. 28
- October 6 "Spotlight" 3-4:30 ET with WSU



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- Next Design Phase Workshop: October 13th  
4pm ET: Developing partnerships and  
selecting priority population

# Where you can learn more and ask questions:

- Office hours/drop-in Q&A: September 28th 3:00-4:00 ET
- EXCITE Newsletter
- EXCITE Website- [excite.extension.org](http://excite.extension.org)
  - Workshop recordings, link to RFA, and event registration here
    - [EXCITE@Extension.org](mailto:EXCITE@Extension.org) - program team contact
    - [SponsoredPrograms@Extension.org](mailto:SponsoredPrograms@Extension.org) - budget and contract contact

# Q&A

What questions do you have about what we've talked about so far?

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## Where you can learn more and ask questions:

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- EXCITE Website
  - Workshop recordings, link to RFA, and event registration here
    - [EXCITE@Extension.org](mailto:EXCITE@Extension.org) - program team contact
    - [SponsoredPrograms@Extension.org](mailto:SponsoredPrograms@Extension.org) - budget and contract contact