

REQUEST FOR APPLICATIONS

EXCITE: Implementation Phase

ELIGIBILITY: Competitive phase available to ALL Land-grant universities (1862, 1890, 1994) by completing an online application. Participation in the Design Phase is not a requirement to apply for the Implementation Phase.

AWARD AMOUNT: \$100,000

TIMELINE:

- Application Open: February 2023
- Application Deadline: March 15, 2023, 11:59PM PT
- Award Notification: May 2023
- Award Period: June 1, 2023 - November 30, 2024

APPLICATION ACCESS: The deadline for receipt of the application is March 15, 2023, 11:59PM PT. Applications should be completed through Extension Foundation here: extension.org/exciteapplication. Applications received after this date will NOT be considered. For additional information, questions, or clarifications, please contact EXCITE@extension.org.

Extension Collaboration on Immunization Teaching and Engagement (**EXCITE**) is a nationwide local response by U.S. Cooperative Extension made possible through an interagency agreement between USDA-NIFA and the Centers for Disease Control and Prevention (CDC). It embeds partners and funders to strengthen immunization education with a special focus on adult vaccination confidence around COVID and other adult immunizations. Over 8 million adults in rural and medically underserved populations have been reached.

Cooperative Extension's partnership with the CDC, initiated by the ECOP Health Innovation Task Force, is happy to release **EXCITE** Phase 3. The long-term goal of this partnership is to strengthen Immunization Education with a special focus on adult vaccination confidence around adult immunizations. **EXCITE** will address COVID-19 vaccine confidence in the LGU Extension communities and advance the work of EXCITE 1 and 2 for adult immunization education in local communities.

<https://www.cdc.gov/vaccines/adults/index.html>

EXCITE consists of two phases: The Design Phase (6 months October 15, 2023-March 15, 2023) and the Implementation Phase (18 months, through November 2024), which is the subject of this RFA.

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.

The competitive Implementation Phase will (1) implement plans for adult immunization education and vaccination at the local level and directed to identified rural and medically-underserved communities and (2) improve confidence in the COVID-19 Vaccine in their LGU.

WHAT TO KNOW BEFORE YOU APPLY FOR THE IMPLEMENTATION PHASE

1. It is required that you have partnerships with health care professionals to enable your project to be directly connected to immunization access and overall vaccination rates for your priority population. Partnering with pharmacy groups, and/or other community health/vaccine providers, including the National Association of Community Health Centers (NACHC) and those participating in the Racial and Ethnic Approaches to Community Health (REACH) program are encouraged.
2. A letter of support from your Extension Director/Administrator will be required for the Implementation Phase.
3. Be sure to follow Institutional Review Board (IRB) protocols as applicable at your institution.
4. You will be asked to upload your institution's latest negotiated indirect cost rate agreement (NICRA).
5. For the Implementation Phase, institutional collaboration among LGUs is encouraged but not required when applying for or receiving funds. If you are submitting a budget for a collaborating LGU institution, you may elect to split the funding. Each institution will receive \$100,000 for a total of \$200,000. You may split the budget however appropriate. EX: Institution 1 might receive \$80,000 and institution 2 will receive \$120,000, totaling \$200,000.

WHERE TO APPLY

The deadline for receipt of your application is March 15, 2023, 11:59PM PT. Applications should be filled out through Extension Foundation here: extension.org/exciteapplication. Applications received after this date will not be considered. 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. 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)
 - Compensation in the form of Salaries and Wages for the faculty, technicians, research associates and assistants, postdoctoral associates and other technical personnel necessary to meet the goals of the project, computed as either percent effort, hourly wages, or person-months.
 - 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 in the proposal budget based on negotiated Federal rates applicable to each person or role.

- Equipment Costs: Capital equipment (R&R Section C) is defined as tangible personal property (including information technology systems) having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit. 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 cost and useful life criteria are not met, then 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 aims for the project. Include in the budget justification the destination, number of people traveling, and dates or duration of each stay for all anticipated travel.
- Participant Support Costs (R&R Section E): Direct costs for items such as stipends or honoraria, 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. NIFA considers payments to non-participants, e.g., organizers, recruiters, influencers, trainers, coaches, etc., who encourage or assist participants to be Participant Support. Payments made to defray the cost of participation, e.g., for travel and meals, are also allowed in accord with institutional policies and documentation requirements.
- Other Direct Costs (R&R Section F):
 - Materials and Supplies: Consumables to be used in the performance of the proposed project, e.g., laboratory items and data processing supplies.
 - Noncapital Equipment: Equipment not meeting both capitalization criteria above. 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.
 - 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.
 - 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, publication, and meeting costs. Also 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): Whereas Direct Costs (R&R Sections A-F) can be identified specifically with the performance of a project, Indirect (aka Facilities and Administrative) Costs are incurred for common or joint objectives and therefore cannot be identified readily and specifically with any project. Indirect Costs are quantified as a percentage of a pre-defined Direct Cost base: Total Direct Costs (TDC), Modified Total Direct Costs (MTDC), or Salaries and Wages (S&W) that may or not include Fringe Benefits. Consult your institution's current negotiated rate agreement for the correct rate base application. Applicants may also elect to apply the de minimis rate of 10% against MTDC. Note that Indirect Cost rates remain unchanged for the life of the project.

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 fillable online application form located here:

extension.org/exciteapplication

1. Project Title: Please provide a title for your project. Begin your project name with your state/territory abbreviation, then your institution name or abbreviation followed by a keyword(s) driven title (i.e., NC NCSU Community Health Project). If more than one institution is applying together as a team, please indicate all states and institutions in the title (i.e., NC NCSU NCA&T Community Health Project). (fill in blank 15 words)

Project Title:

If you are collaborating with another LGU, you will enter that information on the next section of the application.

2. Institution Name:
3. Project Team Leader and/or Principal Investigator Contact Information
 - a. First and Last Name:
 - b. Email:
 - c. Phone Number:
4. Please upload a signed letter of acknowledgment and/or support for this application from your institution's Extension Director/Administrator.
5. Did you receive funding in the EXCITE Design Phase? Y/N
If you answer yes to this question, then skip to number question # 7.
6. LGU Information
 - a. UEI Number:
 - b. EIN Number:
 - c. Currently registered in SAM.gov? Y/N
 - d. Congressional District (EX: KY-005)
 - e. Zip Code:
 - f. Administrative Contact Information
 - i. First and Last Name:
 - ii. Email:
 - iii. Phone number:
 - g. Financial Contact Information
 - i. First and Last Name:
 - ii. Email:
 - iii. Phone Number:
 - h. Invoice/Payment Email:
 - i. Phone number
 - j. Authorized Official Contact Information

- i. First and Last Name:
- ii. Email:
- iii. Phone number:
- k. Legal Address:
- l. Administrative Address:
- m. Payment Address:

7. Are you collaborating with another institution? Y/N

If you are not collaborating with another institution, skip to question #14.

8. Institution Name:

9. Project Team Leader and/or Principal Investigator Contact Information

- a. First and Last Name:
- b. Email:
- c. Phone Number:

10. Please upload a signed letter of acknowledgment and/or support for this application from your institution's Extension Director/Administrator.

11. Did you receive funding in the EXCITE Design Phase? Y/N

If you answer yes to this question, then skip to number question # 13.

12. LGU Information

- a. UEI Number:
- b. EIN Number:
- c. Currently registered in SAM.gov? Y/N
- d. Congressional District (EX: KY-005)
- e. Zip Code:
- f. Administrative Contact Information
 - i. First and Last Name:
 - ii. Email:
 - iii. Phone number:
- g. Financial Contact Information
 - i. First and Last Name:
 - ii. Email:
 - iii. Phone Number:
- h. Invoice/Payment Email:
- i. Phone Number:
- j. Authorized Official Contact Information
 - i. First and Last Name:
 - ii. Email:
 - iii. Phone number:
- k. Legal Address:
- l. Administrative Address:
- m. Payment Address:

INSTITUTIONAL COLLABORATION RELATIONSHIP

13. Collaborating LGU Institutions

- a. What is the nature of your relationship with this partner? (select one)
 - 1. Networking, *Establish dialogue and common understanding*
 - 2. Cooperation, *Match needs and coordinate efforts to avoid duplicating services*

3. Coordination, *Share or merge resources to address common issues or to create something new*
4. Coalition, *Share ideas, leadership, and resources*
5. Collaboration, *Build an interdependent system to accomplish shared vision and outcomes*

b. Please describe each of the LGU's roles and responsibilities on the project? (250 word limit)

c. What is your experience with this partner or plan for building a partnership? (250 word limit)

PROJECT SUMMARY

14. Please provide a short summary of your project. (250 word limit)

- a. Include priority population and key partners included in your project.

PRIORITY POPULATION

15. Who is your priority population? Describe in a narrative the demographics, target number of priority population to be reached, geographic scope. Describe how they meet the designations "Rural" and "medically underserved". (250 word limit)

16. What existing data did you use as a part of your needs assessment? How did existing data inform your decision on a priority population? (250 word limit)

17. What approach did you use for additional data collection? How did the findings for additional data inform your decision? (250 word limit)

18. What is your experience with your proposed priority population or plan for building that relationship? (250 word limit)

PUBLIC HEALTH PARTNERSHIPS

19. Partners must include at least one of the following as a partner at least at the Networking Level: Department of Public Health (state, regional, or local level), Federally Qualified Health Centers, Rural Health Clinics or Tribal Health Center or Indian Health Services.

- a. What is the organizational name of your partner?
- b. What is the partner individual contact name?
- c. What is the nature of your relationship with this partner? (select one)
 - i. Networking, *Establish dialogue and common understanding*
 - ii. Cooperation, *Match needs and coordinate efforts to avoid duplicating services*
 - iii. Coordination, *Share or merge resources to address common issues or to create something new*
 - iv. Coalition, *Share ideas, leadership, and resources*
 - v. Collaboration, *Build an interdependent system to accomplish shared vision and outcomes*

20. Provide specifics on the role your partner will contribute to the project. (250 word limit)

21. What is your experience with this partner or plan for building a partnership? (250 word limit)

22. Additional Partners Table. Optional. May provide up to three key partners. (You can have more partners involved, but they are not necessary for this application).

Additional Partners			
Partner Organization Name	Contact Name	Nature of Relationship Networking, Cooperation, Coordination, Coalition, OR Collaboration	Partner Role

23. Upload letter(s) of commitment from the Public Health partner(s).

ADULT VACCINES IN YOUR STATE

24. Appropriate justification for focusing on priority population based on demographic data and vaccine uptake rates. (500 word count)

ADDRESSING CES VACCINE EDUCATION CONFIDENCE

25. What is your plan for addressing CES confidence level at your institution in vaccine education, such as, but not limited to: incorporating evidence-based learnings from the WSU toolkit; offering new or sharing existing professional development sessions (either from EXCITE 2 or Design Phase); and using tailored and/or culturally responsive techniques. (500 word count)

PROJECT TIMELINE

26. Project Timeline. Use [this template](#) to plan your project.

BUDGET AND BUDGET CONSIDERATIONS

27. Budget

- a. Provide a detailed budget using the budget template linked below. The total budget should not exceed \$100,000 (or \$200,000 if collaborating with another LGU), 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.
- b. Download the 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 completed budget. *Upload 2 budgets, 1 from each institution, if you are collaborating with another LGU.*
 - d. Upload the latest negotiated indirect cost agreement (NICRA) for your institution. *Upload 2 NICRA rate agreements, one from each institution, if you are collaborating with another LGU.*
28. Submit Application.