



Request for Proposals

New York State Vaccine Education and Adoption Project (aka the “Vaccine Literacy Campaign”) of the CONVINCE USA Initiative at CUNY SPH – Community-based Participatory Co-design Pilot

Date Issued: July 29, 2021

Date Due: August 13, 2021 by 12:00pm EDT

CUNY SPH FOUNDATION CONTACT
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About CUNY SPH

Launched in 2016 as the 24th independent school within the City University of New York, the CUNY Graduate School of Public Health and Health Policy (“CUNY SPH”) is committed to excellence in teaching, research, and service. We work collaboratively to create a healthier New York City and healthier populations across the globe, living on a healthier planet. CUNY SPH is a leader in promoting equitable and evidence-based solutions to build healthy cities everywhere. Located in the vibrant Harlem neighborhood within the global metropolis of New York, and a vital part of the City University of New York, CUNY SPH is known for our innovative programs and our inclusive culture. As New York City’s public school of public health, CUNY SPH is committed to advancing health equity and social justice locally and globally; creating affordable, accessible, and supportive educational opportunities for all, including students from underrepresented communities, working adults, and first-generation scholars; and preparing public health professionals for the challenges of tomorrow.

About CUNY SPH Foundation

The CUNY SPH Foundation is an independent 501c3 nonprofit organization. Its mission is to advance the achievement of CUNY SPH’s mission, vision and values as New York City’s public school of public health through fundraising, building strategic partnerships and providing services as a champion for the school’s students as they embark on public health careers and its faculty as they work to educate the next generation of public health professionals. We serve three communities of the school - it’s students, the broader CUNY system of 25 institutions of higher learning serving 500,000+ current and continuous learners, and the public health of the city and state where we live and work.

About CONVINCENCE USA Initiative at CUNY SPH

CONVINCE (COVID-19 New Vaccine Information, Communication, and Engagement) is a global initiative to promote vaccine literacy generally, and confidence in COVID-19 vaccines in particular. Its mission is to encourage sufficient global vaccine acceptance to achieve the level of population immunity needed to curb the COVID-19 pandemic. CONVINCENCE is the product of a series of global dialogues over the course of the pandemic with CUNY SPH, the Vaccine Confidence Project at the London School of Hygiene & Tropical Medicine, and Wilton Park, an agency of the UK Foreign, Commonwealth & Development Office. It coordinates and fosters collaboration among existing networks, partnerships, and activities that support vaccine literacy efforts worldwide. Currently, CONVINCENCE has regional representation in the USA, Asia Pacific Region, and Canada, with initiatives forming in Africa and Europe as well.

CUNY SPH is CONVINCENCE USA’s home and coordinates research and communication strategy development for United States audiences. Working at the national, state and local level, across the public, private and NGO sectors, CONVINCENCE USA includes both independent and collaborative programs to create support for COVID-19 immunization and the science behind it. The New York Vaccine Education and Adoption Demonstration Project (“The Vaccine Literacy Campaign” or VLC) is a joint activity of the CUNY SPH Foundation, CONVINCENCE USA Initiative at CUNY SPH and CUNY SPH. It supports the adoption of COVID-19 vaccines among hesitant population groups through the democratization of high quality data informatics and trainings for use in varying settings to educate and address misinformation and hesitancy among key population groups.



Background

The New York Vaccine Literacy Campaign (VLC) at CUNY SPH, with support from the New York Community Trust, the Altman Foundation, New York State Health Foundation, and The Samuel Freeman Charitable Trust, CONVINCENCE USA, an initiative at the CUNY School of Public Health and Health Policy, is mounting an 18-month vaccine education and engagement project, aimed at establishing community-based channels for vaccine communication, training, and strategies.

The VLC will increase community-level access to vaccine education and information by offering tailored webinars, education modules, training, and other capacity-building resources. In consultation with a community engagement advisory board, we will identify vulnerable populations that are at risk for unaddressed questions and concerns about vaccination and therefore more susceptible to mis/disinformation. Publicly available vaccine dosage data, as well as quarterly surveying aimed at assessing knowledge, beliefs, and behaviors around vaccination will inform the tailoring and targeting of content. The VLC includes a partnership with Healthfirst, which will survey their patients with the same instrument used in the quarterly surveying, providing valuable data from hard-to-reach and vulnerable populations. This data will also be displayed on a dashboard for internal analysis and, more importantly, to publicly share data visualizations of vaccine coverage and areas of concern (i.e., low coverage, low willingness to accept vaccination, and/or low access).

With the guidance of the community engagement council, the campaign will create inroads to CBOs in need of tools and strategies to build vaccine confidence in their communities. The council will also provide understanding of community-level uses for the dashboard so that it may serve as an integral tool for monitoring and evaluation and also a capacity-building tool for CBOs. The Harlem Health Initiative, also housed at CUNY SPH, will serve as a collaborative partner in advancing these efforts. Six quarterly council meetings will be held virtually across an 18-month period and every six months each organization represented on the council group will be engaged to assess opportunities for technical assistance support in crafting messaging to meet their community's specific needs.

Throughout this outreach and data collection, special attention will be brought to understanding the structural and environmental barriers to vaccine acceptance in both quantitative analysis (survey work) and engagement with the community engagement council. In the first 12 months, the VLC will engage at least 30 community-based organizations (CBOs) distributed across the five boroughs of New York City that are serving low-to-moderate income, minority and public housing residents, the elderly, and those in long-term care facilities. In Long Island, Westchester, and Rockland counties, at least 15 CBOs will be engaged. A monthly to quarterly Vaccine Literacy Campaign e-newsletter will be distributed to share ongoing updates with an opt-in community of readers. Newsletters will share topline findings from recent surveys, drive readership to the dashboard and other resources, and share community "bright spots" and success stories.

Community-Based Participatory Co-design Pilot

The VLC aims to engage community-based organizations in tackling the "on-the-ground" challenges facing widespread uptake of COVID-19 vaccines. As an internal pilot within the larger project, VLC is looking for a partner currently engaged with direct service maternal health organizations to run a participatory co-design pilot aimed at gathering and meeting the communication and resource needs to



increase vaccine confidence within the population they current serve. This short-term project will provide evidence of the impact of the VLC on a honed scale and also add to the ongoing needs assessment for specific communities. The total budget proposal for this opportunity may not exceed \$9100.00 over a 2-month period.

The vendor organization will partner to engage in:

- Facilitating a co-research partnership in which maternal health CBOs will set the priorities for data collection to best measure the determinants of vaccine acceptance in their communities
- Quantitative and qualitative assessment of the major barriers to COVID-19 vaccine confidence in maternal health populations through focus groups and survey work.
- Co-design of resources to address these identified barriers.

In addition to the collaboration outlined above, the vendor organization will be responsible for the following activities:

- Recruit 10 maternal health partners in communities with low rates of COVID-19 vaccination coverage
- Survey maternal health partners about barriers to Covid-19 vaccines specific to maternal health population they serve
- Lead a design session with maternal health partners to co-design tools and resources to address the barriers identified in the survey
- Host a follow up session to determine how the tools are working and develop a sustainable measurement/data collection strategy for ongoing assessment

Vendor Requirements to Submit with Application

- Description of proposed project and CBO partners
- Organization background
- Business website
- List of key individuals who will participate in project with brief biographies
- Eligible to be employed in the United States (EIN or SNN required)

Restrictions

Current CUNY employees or students will not be considered. If an individual, no benefits will be offered with this project.

How to Apply

Submit a two-page statement including expertise, proposed plan, strategies, activities and timeline for completing work. Include maximum contract bid needed to conduct the work (do not exceed the maximum award noted in the above description), a primary contact for the bid (name and email address), and available start date.

All applications must be submitted to fund@sph.cuny.edu with "Community-based Participatory Co-design" as the subject line.



Review and Selection Process

Completed eligible applications submitted by the August 13, 2021 deadline will be evaluated and scored. All applicants will receive a notification of whether their proposal was selected for funding. The CUNY SPH Foundation will not provide scores or feedback to unsuccessful applicants.