

From: [DHS CRT Invoice](#)
To: ["vicky.selkove@cityofracine.org"](mailto:vicky.selkove@cityofracine.org)
Subject: [NCI] Vaccine Community Outreach Award
Date: Tuesday, April 27, 2021 8:59:00 AM
Attachments: [PO 00000034895- City of Racine.pdf](#)
[image001.png](#)
[Exhibit 1 - DHS RFA COVID-19 Vaccination Community Outreach.pdf](#)
[Exhibit 2 - City of Racine Vaccinate Racine.pdf](#)
[Exhibit 3 - Audit Language.pdf](#)
[Exhibit 4 - Federal Award Information - no incentives.pdf](#)

Good Morning,

Thank you for partnering with the Department of Health Services to serve as trusted messengers, build vaccine confidence, and reduce barriers that may impede vaccinations. The purpose of this email is to provide a purchase order. The purchase order and accompanying materials serve as your contract for the COVID-19 Vaccination Community Outreach funding award.

Attachments to your Vaccine Community Outreach Award include:

- a. Purchase Order
- b. Exhibit 1- Request for Application (RFA) Posting
- c. Exhibit 2- Awardees Response to RFA
- d. Exhibit 3- Audit Language
- e. Exhibit 4- Federal Award Information.

Please ensure that the purchase order number is included on the invoice. You can send invoices to DHSCoVIDVaccineOutreachGrant@dhs.wisconsin.gov.

Thank you,

Casey Nelson (she/ her/ hers)

Financial Specialist

Division of Public Health

Department of Health Services



NOTICE: This email and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this email in error, please notify the sender; delete the email; and do not use, disclose, or store the information it contains.

Security settings or invalid file format do not permit using PO 00000034895- City of Racine.pdf (39772 Bytes).

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Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Timetable

Deadline for submission of questions	February 26, 2021 at 4:00 pm CST
Virtual question & answer session (optional)	March 2, 2021 at 3:00 pm CST Zoom Link: [REDACTED]
Application due date	March 19, 2021 at 4:00 pm CST
Anticipated award notification date	March 31, 2021
Send questions regarding this RFA to:	DHSCovidResponseTeam@dhs.wisconsin.gov

Overview

Vaccination is a critical tool for containing the virus and minimizing the adverse impact of COVID-19. The State of Wisconsin seeks to achieve herd immunity for COVID-19 across Wisconsin by immunizing approximately 80% of the eligible population. Ongoing efforts to distribute the vaccine safely, efficiently, and equitably must include strategies to ensure that vaccines reach communities that face barriers to accessing medical care and people who have historical mistrust of the medical community and vaccines.

The coronavirus pandemic has been hard on everyone, yet COVID-19 has adversely affected black, indigenous, people of color (BIPOC) even more acutely. Data, both in Wisconsin and nationwide, show that BIPOC communities have experienced higher rates of infection, hospitalizations, and death. Compared to white Wisconsin residents, Hispanic or Latinx residents have 1.7 times greater case rates, Black residents have 2.1 times greater hospitalization rates, and American Indian residents have 1.5 times greater death rates.

The State of Wisconsin recognizes that community-based organizations and trusted messengers are in the best position to promote acceptance of COVID-19 vaccination among marginalized and underserved communities. The State must rely on those who can make the connections necessary to communicate vital information in culturally appropriate ways. DHS puts forward the following principles for this grant award process:

- We recognize the need for trusted messengers who understand the lived experiences of the diverse individuals, families, and communities across the state.
- We are interested in building trust from shared values.
- We are committed to learning from our applicants and awardees.
- We will focus on the mission of the request.
- We will operate from a place of curiosity and humility.

Opportunity

This funding award seeks to engage community-based organizations to help remove barriers to and promote acceptance of COVID-19 vaccination for communities that have and do face barriers to accessing medical care and people who have historical mistrust of the medical community and vaccines. The awarded community-based organizations will build upon existing relationships within the community and adapt strategies to meet the unique identified needs of each community. Their work should aim to increase knowledge and awareness of factors such as:

- How COVID-19 spreads and the dangers it poses
- The risks and long-term effects associated with COVID-19 infections
- The safety and effectiveness of COVID-19 vaccines
- The routine nature of getting immunized
- Where to access COVID-19 vaccines, particularly if uninsured or underinsured
- Support in navigating systems or overcoming barriers to access COVID-19 vaccines in the community



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Opportunity (continued)

By increasing knowledge and awareness about COVID-19 and vaccines, these community outreach activities will facilitate downstream improvements in COVID-19 vaccination rates and the disparities that exist in these rates.

DHS intends to issue awards of either \$10,000-\$50,000 (Tier 1) or \$50,000-\$100,000 (Tier 2) to approximately 50 organizations. Funding will be available for use upon award through 8/31/2021. Applicants will be awarded based on available funding, capacity, and application scores as determined by the review panel. Awards will be geographically dispersed and in consideration of social vulnerability factors and healthcare utilization.

Should additional funding become available at any point during the course of the grant period, DHS reserves the right to use the results of this competitive application process to increase funding to selected agencies or to fund additional agencies that applied but were not funded originally. Wisconsin DHS also reserves the right to award grants for less than an applicant's proposed amount.

Eligibility

Applicants must be based in Wisconsin, conduct their proposed community outreach work in Wisconsin, and be one of the following:

- Local or tribal government entities
- Nonprofit entities certified as a 501(c)(3) by the federal Internal Revenue Service
- Projects sponsored by another 501(c)(3) organization
- K-12 schools or school districts

Eligible organizations may not discriminate on the basis of race, ethnicity, religion, sex, sexual orientation, gender identity/expression, age, or national origin in their staffing policies, use of volunteers, or provision of services.

Mutual Commitments

Grantee Commitments

- Use resources in the manner described.
- Use (or adapt, as needed) science-based information provided by DHS.
- Uphold public health practices and trauma-informed approaches in carrying forth this work.
- Use culturally competent messaging and services.
- Respond to requests for information/activity from DHS.
- Attend listening sessions with DHS to share experiences with other awardees and hear updates from DHS.
- Inform DHS about progress, impacts, and outcomes of the effort.
- Solicit technical assistance and support from DHS to ensure accurate information.
- Submit a final report on activities, a success story(ies), and lessons learned no later than 10/01/21.
- Prepare and submit expense reports monthly.
- (optional) Provide a document of ideas for potential action to further advance health equity in the community(ies) served.

DHS Commitments

- Provide funding for efforts to enhance awareness, accessibility, and access for COVID-19 vaccination.
- Provide technical assistance on credible public health practices and the COVID-19 vaccination program.
- Provide technical assistance related to trauma-informed practices and communications.
- Respond to requests for information/activity from grantees.



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Use of Funds

As more groups become eligible to receive the COVID-19 vaccine through spring and summer 2021, it is critical to prepare communities to be both mentally ready (i.e., addressing vaccine hesitancy, increasing knowledge of the benefits of vaccine, and dispelling myths) and physically ready (i.e., knowing where, when, and how to access the vaccine, as well as working to remove barriers to access).

Broadly speaking, this RFA will fund activities in Wisconsin focused on increasing knowledge and awareness of the COVID-19 virus and vaccines, decreasing vaccine hesitancy, and decreasing barriers to accessing COVID-19 vaccine.

Following are examples of potential activities:

- Trusted community members conduct culturally competent outreach about COVID-19 and its vaccines that aligns with COVID-related CDC guidance. Trusted community members distribute their messages via channels known to be used by specific populations.
- Use community health workers, who reflect the communities they will serve, to provide culturally competent education (e.g., text messaging, email, webinars, cold calls, call-in phone lines, socially distanced in-person outreach, etc.) about COVID-19 and its vaccines for a specific population.
- Use community health workers or other trainers, who reflect the communities they will serve, to help health care workers overcome barriers to immunizing specific communities (e.g., improve health care providers' cultural sensitivity and ability to answer patients' concerns, etc.).
- Establish or expand a community coalition and regularly convene it. The community coalition consists of diverse stakeholders (e.g., faith-based organizations, hospitals, pharmacies, schools, businesses, etc.) that represent and serve a specific population. The coalition implements culturally competent strategies for improving awareness and knowledge of COVID-19 and vaccines.
- Form partnerships with local health departments to assist them with their COVID-19-related community outreach (e.g., public health education campaigns, advertisement of community-based vaccination clinics, informational briefings, etc.) and in particular assure that such outreach is culturally competent towards a specific population.

Examples of Allowable Expenses

- Personnel (salary/wages, fringe benefits)
- Travel for provision of services (excluding meals and in compliance with state and local restrictions)
- Supplies (office resources, community outreach materials)
- Contractual costs (staffing, grassroots awareness campaigns)
- Purchasing gift cards or other incentives (in compliance with State requirements, at nominal levels to be detailed in the proposal)
- Indirect expenses benefiting multiple projects/activities (must be <10% of total proposed project budget)
- Translation and production/printing services

Examples of Unallowable Expenses – major categories

- Capital purchases or leases
- Reimbursement of pre-award costs
- Funding advocacy or lobbying efforts
- Purchase of vaccines or clinical care to the public
- Research

Please note that outreach materials, including existing materials translated into additional languages, created with this award are to be made available publicly for use with other communities and other areas of the state as applicable.



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application Submission

Applications are **due to DHS no later than 4:00 pm CST on March 19, 2021**. Late proposals will not be accepted. Applicants should email their application to DHSCovidResponseTeam@dhs.wisconsin.gov with the subject line “Application–COVID-19 Vaccination Community Outreach.” Applicants will receive email confirmation of receipt by DHS. Please see the Application information below for specifics about page limits and requested information.

Application Questions

Applicants should submit all questions about this RFA in writing to DHSCovidResponseTeam@dhs.wisconsin.gov no later than 4:00 pm CST on February 26, 2021. Answers to submitted questions will be posted online. A virtual informational session will be held on March 2, 2021, at 3 pm CST. Questions not received in writing (i.e., email) or during the virtual session will not be addressed; questions submitted after the deadline will not be addressed.

Application Review

All applications will be subject to an initial technical review for completeness and adherence to RFA specifications and requirements. Applications that fail the initial review will receive no further consideration. Applications that pass the initial technical review will be evaluated and scored by a panel of reviewers with knowledge of: community outreach, public health, health care, and/or immunizations. Reviewers will independently evaluate and score applications. Then all scored applications will be compared with each other. DHS will make awards to applicants who demonstrate the ability to perform successfully under the terms and conditions of this RFA.

Favorable applications will reflect the following guidelines:

- Are culturally competent
- Serve a marginalized population
- Can be started quickly (i.e., within one month of award)
- Comply with public health guidance about COVID-19
- Are capable of producing immediate impacts on knowledge and awareness of COVID-19 vaccines
- Ability to reach a large number of marginalized people or those belonging to marginalized communities and/or
- Understanding of target population, barriers faced, and ways to advance racial/economic/geographic equity
- Experience working within the identified population(s)/communities(s)
- Ability to get funds to groups on the ground/grassroots organizations (Tier 2)
- Collaborative approach (for Tier 2)
- Entities led and/or staffed by BIPOC, people with disabilities, and/or LGBTQ individuals will be prioritized

DHS reserves the right to reject any and all submissions. Also, DHS reserves the option to conduct discussions with agencies about their applications for clarification purposes. If discussions are conducted, applicants may be invited to modify their applications as needed.



Wisconsin Department of Health Services (DHS)
Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application – Page 1/2

Organization Information

Organization/Project Name: _____

Organization Leader (first name, last name, title): _____

Website and/or social media page: _____

Year Organization/Program Established: _____

Total Annual Organizational/Program Budget: \$_____

Type of organization:

- ☐ Local/tribal government entity
☐ 501(c)(3)
☐ Project sponsored by another 501(c)(3)* – name of fiscal sponsor: _____
☐ K-12 school or district

Grant Contact Information

First and last name, title: _____

Email address: _____

Telephone (including area code): _____

Mailing Address (including city, state, zip code):

Street Address (including city, state, zip code):

Request Information

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies), neighborhood(s), etc.):

Requested award amount: \$_____



Wisconsin Department of Health Services (DHS)
Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application – Page 2/2

Narrative

Responses should be prepared with Times New Roman, Calibri, or Arial font no smaller than size 10.

Responses are not to exceed

- four (4) pages for Tier 1 (\$10,000-\$50,000) applicants
- eight (8) pages for Tier 2 (\$50,000-\$100,000) applicants

For requests of **any** amount:

- Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts.
- Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.
- Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).
- What are your intended expenses and why are they needed? Please be explicit and details by categories.
- What are the major activities and milestones for your effort?
- What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

For **Tier 2** requests of \$50,000-\$100,000:

- Describe your experience implementing culturally competent services and programs.
- Describe how you would work with existing partners to connect with the population.
- Detail any sub-awards you would intend to make and the criteria for making and monitoring them.
- Provide a line item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs.
- (Optional) Provide letters of support describing your organization's experience removing barriers to healthcare and/or connecting effectively with your identified target population(s).

Applications are **due to DHS no later than 4:00 pm CST on March 19, 2021**. Late proposals will not be accepted. Applicants should email their completed application to DHSCovidResponseTeam@dhs.wisconsin.gov with the subject line "Application–COVID-19 Vaccination Community Outreach."



**Wisconsin Department of Health Services (DHS) Request for Application (RFA):
COVID-19 Vaccination Community Outreach**

Organization Information

Organization/Project Name: **Vaccinate Racine!**

Organization Leader: **City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Higher Expectations for Racine County, Payne & Frazier Consultants, and others.**

Website: **www.racinecoronavirus.org**

Year Organization/Program Established: **1835**

Total Annual Organizational/Program Budget: **\$84,000,000**

Type of organization:

☒ Local/tribal government entity

☐ 501(c)(3)

☐ Project sponsored by another 501(c)(3)*

☐ K-12 school or district

Grant Contact Information

First and last name, title: **Vicky Selkove; Manager of Strategic Initiatives & Community Partnerships, Office of Mayor Cory Mason.**

Email address: **vicky.selkove@cityofracine.org**

Telephone (including area code): **[REDACTED]**

Mailing Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Street Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

Racine County residents who are: African American, Hispanic/Latino, homeless and/or housing insecure, under age 40, age 65+, English language learners, individuals with disabilities, undocumented immigrants, individuals with low literacy levels, individuals with limited internet/technology access/comfort, migrant, factory, and farm-workers, and those with low-incomes.

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies), neighborhood(s), etc.):

Residents of Racine County, with particular emphasis and targeted outreach to residents who live in the City of Racine and the Villages of Mount Pleasant, Caledonia, Elmwood Park, Sturtevant, Wind Point, and North Bay all east of the I-94 Interstate.

Requested award amount: \$100,000

Vaccinate Racine! Request Information

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts.

Our proposal would enable the Racine community to implement a robust, multi-pronged strategy, driven by BIPOC and targeted community residents. Our proposal consists of five separate but interconnected components, all focused on providing accessible, timely, and accurate information to high-risk and underserved community residents about the COVID-19 vaccine, promoting vaccine through numerous channels, learning and addressing community members' questions and barriers to vaccination, and providing real-time feedback to key health system partners. The proposal is focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities east of the Interstate.

The City of Racine (Mayor's Office) is the lead organization submitting this proposal and will subgrant the overwhelming majority of grant funds as described below.

Our specific strategies are:

1. Form and Convene Racine Vaccine Coalition:

We will build a large, diverse community coalition of key local stakeholders to ensure that they are all receiving and disseminating accurate, timely, coordinated information about vaccination and vaccine access locally. This funding opportunity has already allowed us to begin to build this Coalition and it already includes the City of Racine, Racine County, the City of Racine Public Health Department, the Central Racine County Health Department, the Hispanic Roundtable, the Racine Continuum of Care for the City and County of Racine, the Racine Family YMCA, Gateway Technical College, the LGBT Center of SE Wisconsin, Health Care Network, Higher Expectations for Racine County, United Way of Racine County, Ascension All Saints, and the Racine Unified School District. This coalition of partners is ready to begin its work immediately and will be expanded to include all other interested community organizations, churches, and employers as the project gets underway.

This Coalition has already begun to come together to collaborate on this grant application and shares the values and vision of ensuring that Racine County's most vulnerable and underserved residents receive accurate, timely, understandable, and culturally relevant information about the COVID-19 vaccines, are encouraged to get vaccinated, and are assisted in accessing vaccination once eligible. This coalition will be convened by the Mayor's Office of the City of Racine, will meet at least monthly during the grant period, and will fulfill the following functions:

- a. Disseminate vaccine information and messaging designed as part of this proposal through Coalition members' own networks, newsletters, outreach channels, and social media platforms;
- b. Share feedback gleaned from Coalition members' networks about vaccine information and access with the City of Racine Public Health Department, the Central Racine County Health Department, the community's major health systems providers, the DHS Community Vaccination Clinic in Racine County, and other Coalition members;
- c. Review data on outreach and educational efforts, and vaccination numbers disaggregated as much as possible by jurisdiction, race, ethnicity, gender, and age;
- d. Identify and create educational and outreach opportunities for the Racine Kenosha Black Nurses Association (RKBNA, see item #2, below) to present and inform Coalition members' networks and targeted populations about vaccinations; and

- e. Assist with identifying and recruiting the Racine Vaccine Champions (see item #3, below).

2. Engage the Racine/Kenosha Black Nurses Association (RKBNA) as Our Lead Partner:

The RKBNA will lead the Racine community's education and outreach efforts to minority and underserved populations about the importance of the COVID vaccines. The RKBNA is a trusted and well-respected community messenger who has decades of partnerships and connections in the Racine community, and whose public health and preventative health knowledge makes them an excellent lead partner for this work. The RKBNA has extensive community connections in Racine and will bring vaccine information directly into the community at churches, community centers, nonprofit organizations, shelters, barber shops, beauty salons and beauty supply stores, grocery stores, pharmacies, and other key locations. Joyce Wadlington, RN, BSN is the President of the Racine/Kenosha, Wisconsin Chapter of the National Black Nurses Association, Inc.

Their involvement will be led by Shrona Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. (See Ms. Green's attached CV.) Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and other RKBNA leadership have been involved in the development of this funding proposal and all are ready to begin work immediately as soon as notice of funding is received.

Under Ms. Green's leadership, the RKBNA and its members will:

- a. Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced informational tables, and distribution of Racine-specific vaccine information and access materials;
- b. Assist Payne & Frazier Consultants (see #4, below) in designing Racine-specific, accurate and culturally relevant outreach materials and messaging;
- c. Distribute these developed materials both directly to residents at locations like grocery stores, pharmacies, barber shops, beauty salons, and churches, as well as at larger outreach events and presentations;
- d. Utilize iPads and wifi hotspots at outreach events to directly assist residents in signing up for vaccines through the Wisconsin COVID-19 Vaccine Registry (WCVR);
- e. Utilize and staff prepaid cell phones with local phone numbers so that residents with questions, misperceptions, or concerns about vaccines can directly reach a RKBNA nurse to get those questions addressed, or to be assisted in signing up for the WCVR;
- f. Present at and disseminate educational information at outreach opportunities and educational events sponsored by or at the invitation of members of the Racine Vaccine Coalition;
- g. Train and coordinate a minimum of 25 diverse, representative Community Vaccine Champions (see #3, below) who will serve as trusted community vaccine promoters throughout the community and a grassroots 'army' to supplement and assist the RKBNA's outreach work;
- h. Work with health system providers, the City of Racine's Public Health Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department to expand vaccine access throughout the community as vaccine supply increases and stabilizes; and
- i. Provide feedback to health system providers, the City of Racine's Public Health

Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department about community members' questions, perceptions, and barriers to accessing vaccination to improve system responses and overcome those barriers.

3. Train & Deploy Racine Vaccine Champions:

The Community Coalition and the RKBNA will identify, train, and mobilize at least 25 community members to become Racine Vaccine Champions (Champions). These community members will be almost entirely Racine residents of color, with special emphasis on recruiting younger (under 40) African Americans, Spanish-speaking Latinx residents, and undocumented community members to serve in this capacity. Higher Expectations for Racine County will coordinate the effort to recruit these Champions with key community organizers and neighborhood leaders in order to reach our goal of 25 diverse and representative community members in these roles.

Coalition partners with trusted relationships to key populations - for example, the Continuum of Care for the City and County of Racine's relationships with residents who are experiencing or who have experienced homelessness, the Hispanic Roundtable's connections to undocumented and Spanish-speaking residents, and the LGBT Center of SE WI's connections to LGBTQIA+ residents - will be engaged specifically to help identify and recruit these Champions. All Champions will all be compensated for their time at an hourly rate of \$15/hour and be expected to work approximately 5 hours/week (with potential for hours to be concentrated more heavily during the beginning of the grant period). The City of Racine's Finance Department will oversee and manage payroll for the Champions.

These Champions will be trained and overseen by the RKBNA and will, specifically:

- a. Assist the RKBNA in distributing vaccine educational and informational materials;
- b. Using their own connections and networks, create opportunities for the RKBNA to come speak to residents about vaccination, and promote the RKBNA's other planned outreach and educational events;
- c. Be featured in social media and other local vaccine promotional materials, sharing their own vaccine experiences in both those materials and to their own social media networks;
- d. Promote and encourage residents to attend the virtual vaccine informational sessions that Payne & Frazier (see #4, below) will host;
- e. Connect residents who have questions, apprehensions, and information needs about vaccinations directly to RKBNA members for assistance and information; and
- f. Assist RKBNA members in helping residents sign up for the Wisconsin COVID-19 Vaccine Registry at outreach and informational sessions.

4. Employ Local, African-American Owned Professional Consultants to Design Racine-Specific Outreach Materials & Communications:

Higher Expectations for Racine County, a 501(c)(3) nonprofit, will engage and oversee local consulting firm Payne & Frazier Consultants (Kimberly Payne and Dr. Arletta Frazier) to design Racine-specific communications and outreach materials for use by the RKBNA, the Racine Vaccine Coalition, and the Racine Vaccine Champions.

Ms. Payne and Dr. Frazier are African American community leaders with well-established and deep Racine connections who bring expertise in culturally appropriate and locally informed communications. Frazier and Payne also have staff on their team who will be able to provide professional translation of all materials into Spanish.

Using information from WI DHS, CDC, the City of Racine Public Health Department, and the Central Racine County Health Department, they will work with the RKBNA and the Champions

design and produce Racine-specific COVID-19 vaccine outreach materials in both English and Spanish that feature the Champions and other key Coalition messengers and includes local vaccine access information (i.e. sign-ups, locations of vaccine sites, eligibility info, etc.)

Messaging strategies developed by Payne & Frazier will be informed by their own experiences and knowledge of the Racine community, by the RKBNA and other credible public health messengers, as well as by community members in our target population. Dr. Margaret Hennessy, MD, FAAP (Physician; Medical Director, Pediatrics; Chairperson, Department of Pediatrics at Ascension All Saints, and Director of the Racine County Immunization Coalition) has also generously agreed to bring her expertise to this work of developing key materials tailored to Racine's residents.

Higher Expectations, the RKBNA, and other partners will also assist Payne & Frazier in planning and hosting at least one focus group early in the grant period with target residents to further hone tailored local messages and better understand questions that need answering and vaccine myths/fears/misperceptions that need addressing.

Payne & Frazier's technical expertise in planning virtual events, their demonstrated success in outreach activities, their professionally trained facilitators, and their skill in designing materials will allow RKBNA to focus on cultivating and conducting outreach and education, enhanced by the work of the grassroots community vaccine champions. Payne & Frazier's messaging strategies and outreach materials will be improved through real-time feedback shared by our Community Vaccine Champions and the RKBNA. Specifically, Payne & Frazier will:

- a. With assistance from Higher Expectations for Racine County and the RKBNA, host at least one focus group early in the grant work (i.e. April) to identify and hone key messages on vaccination for our targeted populations;
- b. Develop, design, and print Racine-specific outreach materials in English and Spanish for use by all members of the Coalition, by the RKBNA, and by the Champions;
- c. Develop, design, and disseminate Racine-specific social media graphics and posts in English and Spanish for use by all members of the Coalition, the RKBNA, and the Champions;
- d. Produce a short, professional video featuring Champions and key Coalition members encouraging Racine residents to get vaccinated;
- e. Plan and convene at least two virtual vaccine education sessions - with one in Spanish - that features the RKBNA and Champions. Higher Expectations for Racine County will support and assist Payne & Frazier in the work of planning and facilitating these virtual sessions;

5. Direct Mail to Racine Residents:

We are reserving a small amount of funds to pay for printing and postage for direct mail in English and Spanish to targeted Racine neighborhoods to provide vaccine information and invitations to upcoming RKBNA vaccine information and outreach events, as well as to more directly reach residents with information about vaccine eligibility and access locations.

Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.

Our intended population are Racine residents living in the City of Racine, and the eastern surrounding villages - Caledonia, Sturtevant, North Bay, Mount Pleasant, Elmwood Park, and Wind Point. We are particularly focused on high risk individuals due to comorbidities, aging, housing insecurity/homelessness, people of color, persons of lower socioeconomic status, and undocumented residents. All of these residents face numerous barriers to vaccination including

lack of education, myths and skepticism about the COVID-19 vaccine's effectiveness, distrust of governmental institutions, and lack of access to and low comfort/confidence with computer technology to successfully navigate online vaccine registration sites. Painful history associated with the Tuskegee Study has added to mistrust of the medical system.

These barriers will be addressed as follows:

- Lack of education and information: Educational materials will be provided in English and Spanish and disseminated by trusted Vaccine Champions and through various communications channels including Champions' social media networks, at trusted neighborhood and community locations like churches, beauty salons and barber shops, African American and Latinx-owned businesses, etc.
- Myths and skepticism: Materials developed will include frequently asked questions or 'myth buster' resource. Information provided will be consistent and include testimonials from vaccine proponents who look like them, come from their neighborhoods, and who are known to and trusted by neighborhood residents. Residents will have direct access to members of the RKBNA and Champions who will be trained and prepared to provide science and public-health informed responses to vaccine myths.
- Distrust of governmental and medical institutions: Partnership with trusted governmental and medical professionals who will share information and be featured in outreach materials and at virtual events (i.e. African American doctors and nurses in Racine who have large practices and great relationships with patients).
- Lack of access to vaccination: Where possible, partner with health systems and City's Public Health Department to remove barriers to access by bringing the vaccine to the people, through mobile vaccine sites, and easing transportation barriers to community vaccination sites.
- Limited computer access & proficiency: RKBNA members and Vaccine Champions with iPads will address this barrier and assist residents with sign-up; RKBNA members will also be reachable by publicized cell phone numbers and can register people over the phone.

Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).

This funding request is made and led by the Racine community's anchor institutions - governmental, nonprofit, and educational - who are committed to getting Racine residents vaccinated so we can return our community to a new normal. We recognize, however, that none of our organizations are necessarily the most "trusted messengers" when it comes to reaching communities of color and marginalized residents, and that is why we are proposing to deploy these funds primarily to organizations and individuals who are trusted community messengers and culturally appropriate designers and implementers of Racine's outreach messaging and strategies.

Staff in the Mayor's Office at the City of Racine (Shannon Powell, Chief of Staff and Vicky Selkove, Manager of Strategic Initiatives and Community Partnerships) are trusted and respected community leaders, able to coordinate this effort, convene the Coalition, and oversee the project work overall. Project Lead will be MSN RN Shronda Green (described above, CV attached), an African American woman with nearly three decades of professional nursing and health care experience and community connections in Racine. Ms. Green, Ms. Selkove, Chelsea Powell (Managing Director of Higher Expectations for Racine County), and Kimberly Payne of Payne & Frazier will constitute the day-to-day operational leaders of this effort, with room for others at that leadership table as the project gets fully underway.

With the exception of a very small amount of funding the City is requesting for direct targeted mail costs, all grant funding will go directly to the Racine Kenosha Black Nurses Association (RKBNA), Payne & Frazier, Higher Expectations of Racine County, and the diverse and representative team of Racine Vaccine Champions we will collectively recruit, train, and deploy. The RKBNA is knowledgeable in primary prevention and health promotion, and in their words, “One of our main qualifications is that communities of color can identify with our organization. We look like them. Communities of color are better able to trust us and we will effectively be able to dispel their negative myths regarding the COVID-19 vaccines. Some of the RKBNA have already received their COVID-19 vaccines and can share the positive outcomes of having been vaccinated.”

What are your intended expenses and why are they needed? Please be explicit and detailed by categories. •

1. Racine Kenosha Black Nurses Association: \$38,000
 - a. Personnel Costs: \$25,000 (RKBNA Vice President MSN RN Shrona Green will be compensated at a rate of \$100/hour for her leadership role in this project, she will work 10-25 hours/week; RKBNA members will also receive gas cards to cover their outreach-related travel costs).
 - b. Technology: \$10,000 (i.e. 10 iPads with wifi and cellular for mobile vaccine outreach and assisting residents in signing up for the Vaccine Registry approx \$600 each; prepaid cell phones at min. \$40 + \$20/mo each; wireless printer/scanner approx \$325; mobile projector and screen for outreach presentations approx \$200; professional Zoom account for webinars \$140/month);
 - c. Outreach Materials: \$3,000 (i.e. portable tent, table, and chairs for outreach events approx \$500; copying costs approx \$1000; display banner and sandwich boards for outreach tabling/events approx \$400; small denomination gift cards for use as outreach incentives approx \$1000 total)
2. Payne & Frazier Consultants (Contract to be managed and paid by Higher Expectations for Racine County): \$31,000
 - a. Outreach Materials: \$10,000 (design, production, printing/copying of printed materials in English and Spanish)
 - b. Personnel Costs: \$21,000 (Graphic designer; Spanish-language translator, videographer; staff time of approximately 7-10 hours/week for Kimberly Payne and 7-10 hours/week for Arletta Frazier; professional community facilitators for virtual vaccination events)
3. Minimum of 25 Racine Vaccine Champions: \$20,000
 - a. Personnel costs: \$17,000 (Each will be paid hourly rate of \$15/hour for 5 hours/week of work for approximately 8 weeks; meal costs for in-person socially distanced trainings of the Champions conducted by the RKBNA; gas cards and bus passes as needed to assist the Champions in traveling throughout the community for this work.)
4. Higher Expectations for Racine County: \$6,000
 - a. Coordinating recruitment of Vaccine Champions with partners
 - b. Hosting/facilitating focus group to help determine messaging and other strategies
 - c. Overseeing and contract-managing the work of Payne & Frazier Consultants.
5. Direct Mail Printing & Postage: \$5,000
 - a. The City of Racine would like to have a small amount of funds to cover printing and mailing costs for targeted mailings in English and Spanish to reach

residents with vaccine-related updates and information, to promote vaccination information sessions, and to promote vaccine access and sign-up.

Total: \$100,000

What are the major activities and milestones for your effort?

1. Successful recruitment and training of at least 25 diverse, representative Racine Vaccine Champions.
2. Design of Racine-specific outreach materials featuring champions and other community leaders.
3. Racine Vaccine Coalition membership grows, convenes at least monthly.
4. Racine Vaccine Coalition members regularly share Racine-specific outreach materials in their own social media, newsletter, and other outreach channels;
5. Minimum of 50 vaccine education and outreach sessions conducted by the RKBNA at churches, barber shops, beauty salons, shelters, and other key community locations to reach our targeted populations.
6. Successful use of mobile sign-up for Wisconsin COVID-19 Vaccine Registry by the RKBNA and Champions at community locations.
7. Social media posts that are shared by community champions, community coalition, and others to spread distribution.
8. Coverage in local media of the vaccine education and outreach effort that highlights the RKBNA's role.
9. Successful planning and hosting of 2 virtual education & Q&A sessions about the vaccines and how to sign up for them with at least 50 Racine residents in attendance at each.

What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

1. A minimum of 60% of each vaccine-eligible group vaccinated, and, when the general population is eligible, at least a 60% vaccination rate of Racine County's African Americans and Latinx residents;
2. Skill building and increased digital literacy/confidence among residents who are taught how to successfully utilize the online vaccine registry and who can then share that new skill with their own families and networks;
3. Residents participating in/attending outreach and education sessions reporting lower vaccine hesitancy following completion of the session;
4. Residents who speak with RKBNA members and share vaccine questions or display vaccine hesitancy are able to overcome that hesitancy and be assisted in signing up for the Wisconsin Vaccine Registry on the spot; and
5. Awareness building success will be measured by the number of outreach events, informational sessions, and total number of residents reached through outreach efforts.

Describe your experience implementing culturally competent services and programs.

The RacineKenosha Black Nurses Association are licensed professional nurses trained to provide culturally sensitive care within the context of the community they serve. They adapt to the changing health and communication needs of communities of color, the underserved populations, elderly, homeless, and those with fewer socioeconomic resources. Their ability to communicate and their relatedness, will prevent and help to overcome barriers in providing health education.

Payne & Frazier Consultants, LLC is led by Kimberly Payne and Dr. Arletta Frazier. With 55 years of combined experience in education, non-profit, and government, they specialize in providing culturally relevant services in the areas of community engagement, diversity and inclusion training, and support programs for vulnerable populations. Payne & Frazier is a Racine-based consulting firm that has vast connections and first-hand knowledge of the challenges and bright spots of the Racine Community.

Describe how you would work with existing partners to connect with the population.

See above descriptions of the Coalition and Coalition members' roles in this work. We will invite a broad range of community partners to join the Coalition and partner with us in this effort. RKBNA, Payne and Frazier Consultants, and Higher Expectations for Racine County are all able to work with existing partners to connect with our targeted population because they are already engaged in and serve the Racine community. For example, RKBNA currently partners with many faith organizations in the Racine community and provides health education. They have partnered with the African American Roundtable of Leaders, Racine Unified School District's Parent University, and others to participate in those organizations' meetings and provide health education. RKBNA has been a regular participant in Racine's annual "Juneteenth Celebration," providing health promotion information and blood pressure screening.

Detail any sub-awards you would intend to make and the criteria for making and monitoring them.

As detailed above, the City of Racine anticipates sub-awarding nearly all of these requested funds to RKBNA, Higher Expectations for Racine County (who will manage the contract with Payne & Frazier Consultants), and the selected Racine Vaccine Champions. Staff in the City of Racine's Mayor's Office and the City's Finance Department will oversee and monitor subgrantees and ensure accountability and meeting of expected goals and performance. RKBNA and Higher Expectations are both 501(c)(3) nonprofits who will both be expected to continually monitor activities, incurred expenses, and provide supporting documentation and receipts. The City of Racine will be responsible for the payroll of the individual Champions and the RKBNA's Project Lead, Shrona Green, and the City's Purchasing Director will also be utilized to assist in procuring optimal pricing for needed equipment, copying, and supplies needed by subgrantees.

Provide a line item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs. Please be explicit and detailed by categories.

See above outlined budget.

(Optional) Provide letters of support describing your organization's experience removing barriers to healthcare and/or connecting effectively with your identified target population(s).

Letters of support are attached from 13 partners as one PDF.



Racine-Kenosha WI Chapter
National Black Nurses Association, Inc.
P.O. Box 085208
Racine, WI
53408-5208 (262)
639-8305

March 17, 2021

Request for Application (RFA): COVID-19 Vaccination Community Outreach Dear

Wisconsin Department of Health Services (DHS):

The Racine /Kenosha Black Nurse ' s Association (RKBNA) is excited to support the grant application- Project name: *Vaccinate Racine*, in the amount of \$100,000. *Vaccinate Racine* project focus is the education and promotion of the COVID-19 vaccination among high-risk minority, and underserved communities, throughout the City of Racine and surrounding communities.

RKBNA recognizes that minority populations are at an increased risk to a serious illness and death when contracting COVID, due to health comorbidities such as asthma, hypertension, and obesity. Part of our organization's initiative is to reduce health disparities in communities of color, through health education, promotion, and a community presence.

The RKBNA will take lead role in *Vaccinate Racine*. We provide COVID-19 vaccine education and promotion in the minority and underserved populations in Racine and surrounding communities. RKBNA is capable of such an endeavor due to our organization's extensive outreach, community partnerships and service in the community.

The RKBNA chapter of the National Black Nurse's Association (NBNA). Has been established in the Racine and Kenosha area, since 1994. Since 1995 RKBNA has provided 120 nursing scholarships to students attending accredited nursing schools in the state of Wisconsin and in other states. Below is a list of some of the community outreach events and health education, RKBNA has provided to its community partners and in the community during the 2019-2020

year:

February 6, 2019: Participated in Black History school reading program Wadewitz School Racine, WI.

March 17, 2019: Participated in Kidney Disease and Cancer presentation @ New Omega M.B. Church, and Wayman AME Church, Racine, WI.

March 24, 2019: Kidney Disease and Cancer Presentation @ Second Baptist M.B. Church in Kenosha, WI.

March 30, 2019: Presentation "African American Families and Health.," to the African American Round Table of Leaders.

April 4, 2019: Kidney Disease and Cancer Presentation to Parent University and Christ Chapel M.B. Church, Racine WI.

May 4, 2019 Celebrated National Nurses Week at Gateway Technical College. Theme "Four Million Reason to celebrate Nurses Week" presented "Safe patient Handling and Falls.," and Changes in Mental Health.

June 6, 2019: Panel Discussion regarding Diabetes at Wayman AME Church Racine WI.

June 15, 2019: Participated in Juneteenth Day. Blood Pressure screening provided and health education provided verbally and written.

June 20, 2019: Participated in the Expungement Clinic sponsored by the Urban League. RKBNA discussed Mental Health and the role of the NBNA.

August 24, 2019: Presentation "Back to School; Health Tips," presented to Gateway Technical College, Kenosha WI and the African American Roundtable of Leaders.

August 29, 2019: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

September 28, 2019: RKBNA Annual Scholarship Banquet. Eighty people in attendance. Awarded two one thousand-dollar scholarships to nursing students.

October 10, 2019 Participate in Gateway Technical College Resource Fair in Racine, WI. Provided blood pressure screening and health information.

October 23, 2019: Presentation "Anger Management." Christ Chapel M.B. Church Racine WI.

January 5, 2020: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

January 25, 2020 Participated in presenting Health Tips monthly regarding COVID-19 updates and other related health issues.

February 11, 2020: Presentation "Heart Health," Dr. Martin Luther King Jr Community Center, Racine WI.

March 15, 2020: Presentation "COVID-19 Education" New Omega M.B. Church Racine WI.

July 11, 2020: COVID Presentation "Minimizing Our Exposure and Maximizing Our Recovery," African American Roundtable of Leaders.

November 23, 2020: Presentation: Diabetes "Sugar is not Sweet," Christ Chapel M.B. Church Racine WI.


RKBNA involvement in *Vaccine Racine* will be led by Shronda Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and four other RKBNA leadership have been involved in the development of this funding proposal and are all ready to begin work immediately as soon as notice of funding is received. Also it is important to mention that Ms. Green will be participating in COVID-19 vaccination administration and community education during the month of March and April through her employer Gateway Technical College, Kenosha WI.


Under Ms. Green's leadership, the RKBNA and its members will: Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced information. Ms. Green and four of RKBNA's retired nurses, have agreed to dedicate their services to the *Vaccinate Racine* project.

The *Vaccinate Racine grant* will reduce health disparities and COVID-19 infections in minority communities. Methods and partnerships outlined in the *Vaccinate Racine* will greatly help the City of Racine and surrounding communities overcome the COVID-19 pandemic.

Please feel free to contact RKBNA at the above address or phone number.

Sincerely,


Joyce Wadlington RN, RKBNA President


Shronda Green RN, RKBNA Vice President

March 17, 2021

Wisconsin Department of Health Services
Covid Response Team

Application Review Committee Members:

Higher Expectations for Racine County is pleased to support the City of Racine's proposal "Vaccinate Racine!" which will increase the number of Racine area residents who have access to accurate information about the COVID-19 Vaccine, particularly those who are Black and Latinx, as well as from underserved populations. We are extremely excited that the City is partnering with local organizations including the Racine Kenosha Black Nurses Association - and also with local residents themselves - to implement a robust trusted messenger outreach program.

Higher Expectations for Racine County is committed to equitable outcomes for Racine residents, particularly focused on education and employment outcomes. We bring together diverse groups of community leaders, partner organizations, and residents with a focus on changing the way that our systems serve key populations of students and families in our community. We provide organizations with support specifically focused on using data to inform decision making, continuously improving programming and practices, and using design-centered thinking to create better solutions for the challenges that our community faces.

As a partner in the implementation of Vaccinate Racine!, Higher Expectations will specifically focus on;

- Facilitating focus groups of community members to ensure that materials are designed based on the key factors that are perceived as barriers to getting the vaccine, and messages that will resonate with our target communities; and,
- Recruiting Vaccinate Racine! Champions who are supportive of taking the vaccine and will share that within their own social networks and neighborhoods and communities;
- Onboarding Payne & Frazier to help design and implement our communications plan and overseeing the creation of that plan and ensuring a feedback loop exists among community members, our Vaccinate Racine! Champions and Payne & Frazier.

Our experience convening focus groups on topics like the design of local jobs initiatives, messaging strategies for a local High School Equivalency Degree initiative, and a grow-your-own teacher pipeline strategy, and recruiting participants for a study of local social networks, as well as for jobs programs and more, uniquely positions us to support the implementation of this plan.

We believe that the City of Racine and its partners are uniquely positioned to implement a successful plan that dramatically increases the uptake in COVID-19 vaccines for Racine's residents, and we are extremely excited to support this application and to be a part of this opportunity.

Thank you,

A handwritten signature in dark ink, appearing to read "CPowell", written in a cursive, flowing style.

Chelsea Powell, Managing Director
Higher Expectations for Racine County

March 16, 2021

Wisconsin Department of Health Services
1 West Wilson Street
Madison, WI 53703

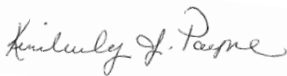
To Whom It May Concern:

Payne & Frazier Consultants, LLC is pleased to support the Vaccinate Racine! proposal of the City of Racine Mayor's Office. As trusted and community minded Racinian's, the Mayor's team is uniquely positioned to lead Racine's efforts to promote vaccination to vulnerable community members. The Mayor's team is credible, has access to diverse community stakeholders, and continually demonstrates transparency, a commitment to working collaboratively, and a strong willingness to innovatively address pressing community issues.

We are a local company that has served the community since 2017 by focusing on issues, such as this one, that have the potential to impact our community today and in the future. Payne & Frazier Consultants will support Vaccinate Racine! by developing culturally relevant outreach materials and messaging, utilizing our network to disseminate information, planning and implementing virtual educational session, and managing social media outreach.

We are excited to partner with the City of Racine to advance the critically important work that is outline in the Vaccinate Racine! proposal. We are confident that this initiative will have a positive impact on the health and well-being of our local community. Please contact us if additional information is required.

Sincerely,



Kimberly J. Payne



Dr. Arletta Frazier



Jonathan Delagrave

Office of the County Executive

730 Wisconsin Avenue

Racine, WI 53403

262-636-3273

fax: 262-636-3549

Jonathan.Delagrave@racinecounty.com

March 15, 2021

To Whom It May Concern:

I am writing to voice my strong support for the Vaccinate Racine grant application submitted to the Wisconsin Department of Health Services for COVID-19 vaccine community outreach.

Racine County has been hit hard by the COVID-19 pandemic. According to DHS data, Racine County has the highest number of COVID-19 cases per capita among all eight southeastern Wisconsin counties ("Cases per 100,000", Wisconsin DHS dashboard 03.12). Yet Racine County has been at or below the statewide percentage of vaccines administered. As of March 12, 2021, about 19 percent of Racine County residents had received at least one dose, compared to over 20 percent of residents statewide.

Out of 72 Wisconsin Counties, Racine ranks 66th across overall health factors (Overall Rank of Health Factors 2020, UW Population Health Institute). This means Racine County has among the worst healthy behavior, clinical care, education, income, housing, and environmental quality in the State of Wisconsin and as a result, requires the greatest community supports to address COVID-19 in the long term.

With a successful grant application, we will be able to target vaccine outreach to our highest risk and underserved populations. We are aiming to reach these community members with timely and accurate information, share community insights, promptly address concerns and questions, and eliminate barriers to receiving the vaccine. This outreach will be crucial to our efforts to end the pandemic and ensure the health and well-being of our County.

I greatly appreciate your consideration of the application and hope that you look favorably upon the request. If you need further information, please don't hesitate to contact my office.

Respectfully,

Jonathan Delagrave
Racine County Executive

Department of Public Health

Dottie-Kay Bowersox, MSA
Public Health Administrator

730 Washington Avenue
Racine, Wisconsin 53403
262-636-9201
262-636-9564 FAX



CITY OF RACINE, WISCONSIN
PUBLIC HEALTH DEPARTMENT
*Serving the City of Racine and the
Villages of Wind Point & Elmwood Park*

Website: www.cityofracine.org/Health

Email: publichealth@cityofracine.org

Environmental Health Division
262-636-9203

Community Health Division
262-636-9431

Laboratory Division
262-636-9571

March 16, 2021

To Whom It May Concern:

The City of Racine Public Health Department (CoRPHD) is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide essential services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

According to the CoRPHD's Community Health Improvement Plan (CHIP), healthcare access was identified as one issue impacting health outcomes in our community. To address the disparity, this grant proposal will promote the availability of vaccine to eligible groups as well as address vaccine hesitancy among targeted populations through the strategic engagement of Vaccine Champions. These efforts will increase vaccine uptake among communities of color and protect the people who have suffered the most during this pandemic.

The City of Racine Public Health Department will collaborate with local partners including the Racine Vaccine Coalition and the Racine/Kenosha Black Nurses Association to share accurate information regarding vaccine eligibility and access to Racine residents. In addition, the CoRPHD looks forward to receiving feedback from partners about what residents are experiencing regarding vaccine access and information, which could result in real-time changes to our clinic operations.

With all of our efforts currently dedicated to facilitating COVID-19 vaccine clinics, CoRPHD has no capacity or resources to focus on this much needed outreach in one of the counties hit hardest by the pandemic. These grant funds are essential to the work happening in the community.

CoRPHD looks forward to collaborating on this new, vital endeavor with the Racine Vaccine Coalition members to disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. Thank you for considering this important application.

Sincerely,

Bobbi Fergus, MSN, RN
Community Health Director

March 9, 2021

To Whom It May Concern:

Central Racine County Health Department is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide vital services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

Central Racine County Health Department (CRCHD) has worked with the City of Racine as well as Payne & Frazier on several fronts. For over a decade the City of Racine Public Health Department and CRCHD have collaborated on programming ranging from infant mortality to cities readiness initiatives to overdose fatality review. Similarly, CRCHD has hired Payne & Frazier to support our work, including as facilitators of drowning prevention listening sessions and as moderators of the CRCHD community health improvement plan (CHIP) process.

When CRCHD developed its CHIP utilizing input from community residents, agencies, government officials and key stakeholders, our community partners identified mental health, substance abuse, chronic disease, and **healthcare access** as the four priority health issues in our community. Healthcare access was seen not only as a health priority but also as one of several social determinants of health. Through our CHIP, CRCHD has worked with community partners to identify healthcare barriers and impacted populations and accordingly has developed strategies to help mitigate them. However, the pandemic has left CRCHD with much less capacity and few funds to do this work in the midst of the response.

This grant is necessary for Racine County, one of the counties hit hardest by the pandemic but one with the fewest resources. CRCHD will be part of the Racine Vaccine Coalition and partner with all Coalition members to help disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. CRCHD looks forward to collaborating on this new, vital endeavor. Thank you for considering this important application.

Sincerely,



Margaret Gesner, Health Officer



Ascension

Wisconsin Department of Health Services
COVID Response Team
Delivered Electronically

March 17, 2021

Re: Letter of Support - Wisconsin Department of Health Services Request for Applications COVID-19
Vaccination Outreach Grant

Dear WI DHS COVID Response Team:

Thank you for the opportunity to provide this letter of support for the "Vaccinate Racine!" proposal focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities.

Ascension All Saints Hospital is proud to be an active member in the Vaccine Coalition. We are pleased to continue partnering with the City of Racine and other community partners to support vaccination efforts. Recently Ascension All Saints administered hundreds of doses of COVID-19 vaccines to Racine Unified School District staff and educators.

We applaud the City of Racine and partners' leadership in applying for this grant which aligns with Ascension All Saints Hospital's mission to focus particular attention on those individuals who are vulnerable and have been disproportionately impacted by the pandemic.

We strongly support the goals of the application to directly engage with our communities to build awareness and opportunities for access to information about COVID-19 vaccines. Ongoing outreach and trust-building efforts are vital to ensure that vulnerable populations have access to the vaccine when it's available to them and we look forward to working with the City and other grant partners going forward.

It's important we listen to our communities to better understand the questions and reservations individuals may have, and address them appropriately, combining the latest medical science with the most appropriate and engaging means of communicating with each audience. As our community looks to the COVID-19 vaccines with hope of ending this pandemic, it is essential that we continue to work together to make sure everyone has access to these valuable and precious resources.

Regards,

Kristin McManmon
Regional President, Ascension All Saints Hospital

Ascension All Saints Hospital
3803 Spring Street
Racine, WI 53405
262.687.8702
ascension.org



Continuum of Care for the City & County of
Racine (WI-502)

March 16, 2021

Vicky Selkove
Manager of Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason

Re: COVID-19 Vaccination Community Outreach – *Vaccinate Racine!* Funding request

Dear Ms. Selkove,

I strongly support your application for DHS funds to develop the *Vaccinate Racine!* project. As the Director of the Racine Continuum of Care for the City & County of Racine (WI 502). I believe there is a great need for the Racine Vaccine Coalition. We welcome the ability to participate at the coalition level.

We recognize the need for a robust outreach program to connect our shelter staff, individuals experiencing homelessness, and individuals at risk of becoming homeless to consistent and credible information about the vaccine. These populations are often stressed due to current living conditions and often experience heightened suspicion of the government's intentions. We believe that the structure of *Vaccinate Racine!* project is a vital means of educating individuals on the merits of the vaccine and providing access to receiving the vaccine.

We look forward to an active collaboration with the *Vaccinate Racine!* project and participating in the Racine Vaccine Coalition. If you have further questions, please do not hesitate to contact me.

Teresa M. Reinders, Director
Continuum of Care for the City & County of Racine (WI502)
(262) 498-9761
treinders@haloinc.org



Bryan D. Albrecht, Ed.D.

President and CEO

BURLINGTON CENTER

496 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5200

ELKHORN CAMPUS

400 County Road H
Elkhorn, WI 53121-2046
262.741.8200

**HERO (HEALTH AND
EMERGENCY RESPONSE
OCCUPATIONS) CENTER**

380 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5204

**HORIZON CENTER FOR
TRANSPORTATION
TECHNOLOGY**

4940 - 88th Avenue
Kenosha, WI 53144-7467
262.564.3900

**SC JOHNSON
IMET (INTEGRATED
MANUFACTURING
& ENGINEERING
TECHNOLOGY) CENTER**

Renaissance Business Park
2320 Renaissance Blvd.
Sturtevant, WI 53177-1763
262.898.7500

INSPIRE CENTER

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.3600

KENOSHA CAMPUS

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.2200

**LAKEVIEW ADVANCED
TECHNOLOGY CENTER**

9449 - 88th Avenue (Highway H)
Pleasant Prairie, WI 53158-2216
262.564.3400

RACINE CAMPUS

1001 South Main Street
Racine, WI 53403-1582
262.619.6200

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Ms. Vicky Selkove

Manager of Strategic Initiatives & Community Partnerships

Office of Mayor Cory Mason

Racine City Hall

730 Washington Avenue, Room 201

Racine, WI 53403

Dear Ms. Vicky Selkove:

I respectfully submit this letter of support for the City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations for Racine County, and others, for their application to the Wisconsin Department of Health Services COVID-19 Vaccination Community Outreach grant. Their grant application prioritizes implementing strategies that will provide timely and accurate information about the COVID-19 vaccination among high-risk and underserved populations in the City of Racine and surrounding communities.

Located between Chicago and Milwaukee in Southeastern Wisconsin, Gateway Technical College is the only public technical college available for the diverse communities of Racine, Kenosha, and Walworth Counties. Gateway serves nearly 20,000 students annually of which 41.9% are minorities. Our students live and work in these communities that, even before the COVID-19 pandemic, are economically challenged: thirty-two percent of Racine residents live in poverty compared to 15% of Wisconsin residents (City Data, 2016). In the City of Racine, 9,000 residents over the age of 25 have no high school diploma, and the per capita income was less than \$21,000 (U.S. Census Bureau, 2015).

Our communities have been devastated by the COVID-19 pandemic and therefore the need for this project is, quite honestly, overwhelming. Gateway looks forward to the collaboration of community leaders and will support this important work in the following ways:

- Participate as a key stakeholder in The Racine Vaccine Coalition where Gateway will partner to:
 - ensure vaccine information and messaging is disseminated as described in their proposal,
 - share feedback regarding vaccine dissemination in the targeted communities,
 - review outreach and educational data to confirm populations specified have received information as intended,
 - help to identify and create outreach opportunities for the Racine Black Nurses Association,
 - and assist with identifying and recruiting the Community Vaccination Champions
- Gateway's nursing students who are part of the Black Nurses Association will be assisting with giving vaccines and have our support

As the City of Racine continues to provide care for the minority residents of Racine County and surrounding areas, it has the support of this organization toward working together to address the needs of its entire service area.

In conclusion, I sincerely appreciate this opportunity to submit my letter of support for this project. If you have any questions regarding this letter, please contact me at 262-564-3610.

Sincerely,

Bryan D. Albrecht

President and Chief Executive Office



1140 Geneva St, Racine, WI 53404 * <https://hispanicroundtable.net/>

DHS COVID Response Team RFA
Re: Vaccinate Racine! Grant

March 8, 2021

DHS COVID 19 Response Team:

We are writing in support of funding for Vaccinate Racine! The Hispanic Roundtable is an important community asset for Racine County. We provide monthly community meetings to address issues within the Racine County Latinx population, as well as a community restoration fund to supply local Hispanic homeowners to make repairs and we hold an annual holiday food basket program for eastern and western Racine County.

We work closely with the City of Racine and local non-profit agencies. We are confident that the city will put together a successful, culturally competent plan to vaccinate residents. We will help them in their outreach for hiring and in messaging in the Racine area. We will use our list serve of contacts and our social media to promote vaccine outreach sessions as they are planned by Vaccinate Racine!

Sincerely,

Janie Rivera Conley
President
Hispanic Roundtable, Inc.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

3.18.2021

Letter of Support: Vaccinate Racine

To the Wisconsin Department of Health Services:

This letter is to show support of the City of Racine's critical request for the COVID-19 Vaccination Community Outreach grant.

The LGBT Center of SE Wisconsin, founded in 2009, supports Racine, Kenosha and Walworth Counties and provides education/training, support, advocacy, events and programming for youth and elders. Some of the Center's highlights include working with the City of Racine to increase their Municipal Equity Index as defined by the Human Rights Campaign from a 37 to 87, which occurred in one year, under the leadership of the people directly responsible for this proposal. In addition, in 2019 the Center trained almost 500 people in SafeZone training comprised of lgbtq+ vocabulary, health disparities in the queer community, and how to be an ally/advocate in our community. Together we have a great track record of working together to make our community more equitable.

You are likely aware of the unique challenges that face the city of Racine including significant disparities in wealth and race. Unfortunately, there is systemic racism (in our City and across the country) that can affect the confidence of a black, brown or lgbtq+ person when it comes to seeking medical care. So often, medical decisions are made at the front door without understanding the whole person, which can lead to a misdiagnosis or skepticism on the part of the patient causing mistrust in the health systems that are supposed to protect our populations.

The Leadership of the City of Racine, and especially those behind this COVID Vaccination Community Outreach Project are unique because they not only understand the demographics and history of our most marginalized residents, but because they have the tools, systems and organizational capacity to make this project successful and impactful. I have seen the results first hand and I am confident that the City will make this project a model of success for others to follow.

In my work with the City, I find a rare understanding of the issues that face the lgbtq+ population and the factors that may make them fearful to get a COVID shot. The lgbtq+ persons of Racine cross all vulnerable groups such as race, being a gender and sexual orientation minority, having pre-existing health conditions including higher rates of lung disease and heart disease related to higher rates of smoking and higher rates of HIV/AIDS, low income, and for our transgender and gender nonconforming folks a legitimate fear and mistrust of medical professional based off of ignorance about the unique challenges that are common in our community. That is why vaccinating our community is so critical.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

Under the leadership of the City of Racine, the LGBTQ+ Center of SE Wisconsin is ready to organize our volunteers to make this project successful and I am confident we can make that happen. With the tools that will be developed from this grant we can reach over 2000 people on social media and our newsletter to volunteer to make this project. We will also reach out to our networks to have one on one conversations about the importance of getting the shot. This project is literally about saving lives.

I am honored to work side by side with the City on this project. I strongly support this grant application to make Racine a recipient of the COVID-19 Vaccination Community Outreach grant.

Thank you,

Barb Farrar (she/her)
Executive Director
LGBT Center of SE Wisconsin
(262) 664-4100
bfarrar@lgbtsewi.org

March 15, 2021

To Whom It May Concern:

It is our pleasure to write a letter in support of Vaccinate Racine! the Wisconsin Department of Health Services (DHS) COVID-19 Vaccination Community Outreach Grant proposal being submitted by the city of Racine in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations of Racine County and other community partners including the Racine Unified School District (RUSD). RUSD welcomes the opportunity to partner with the city along with other community stakeholders for such a high priority need to strengthen outreach efforts to better educate citizens, specifically high-risk and underserved populations, about the vaccine.

Throughout the pandemic crisis, our District has worked proactively with local health officials to encourage safety precautions for students, families and staff to minimize any COVID-19 health risks. The DHS funding would bolster a vigorous community-wide campaign to disseminate accurate information to city of Racine residents so they can gain a better understanding about the vaccine and make well informed decisions to protect themselves and their families.

We believe the DHS Grant has the transformative potential to substantially further the efforts of Racine community stakeholders to serve as a collective trusted voice for vaccine facts and answers. Working together to implement our proposal, we will help remove barriers and promote acceptance of COVID-19 vaccination.

Please accept this letter of support on behalf of RUSD for this grant proposal. We look forward to the opportunity to partner on this important effort.

Sincerely,



Eric N. Gallien, Ph.D.
Superintendent

March 12, 2021

RE: Application–COVID-19 Vaccination Community Outreach

To whom it may concern,

We enthusiastically welcome the opportunity to support City of Racine and partners applying for the COVID-19 vaccination community outreach grant. Collaborate efforts to engage historically marginalized communities around the benefit and access to the vaccine has transformative potential. Please accept this letter of support.

United Way of Racine County fights for the health, education and financial stability of every person in our community. For nearly 100 years, we've served as a funder, cross-sector convener, collaborator and nonprofit leader in Racine County. We're governed by a Board of Directors comprised of cross-sector community leaders. Our leadership team has a collective 65+ years of nonprofit experience.

As a community impact organization, United Way of Racine County creates change by aligning efforts and working collectively towards clearly defined goals. Through our community investment process, we fund programs that support access to basic needs like food and shelter, and ensure that children reach their full potential through education, that families are financially stable, and that everyone is mentally and physically healthy and safe.

Through our investment process and community indicators report we have evaluated the impact lack of access to health care can have on community outcomes. Cross all data, black individuals and families have experience higher barriers to health care than any other race. Our 2018 Community Indicators Report found black parents have a 15 percent incidence of [low birth-weight babies](#), [infant mortality](#) is 24.9 out of 1,000 births to Black parents, compared to 5.7 for white parents and 4.6 for Latinx parents and the [obesity rate](#) is highest for Black people at 38.1 percent and lowest for white people at 31.5 percent.

We feel strongly the plan City of Racine and their partners created will significantly reduce barriers to access and stigma about the vaccine. We are happy and proud to support their application.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexa Haigh".

Alexa Haigh
President and CEO
United Way of Racine County

AUDITS

- A. *Requirement to Have an Audit:* Unless waived by DHS, the Grantee shall submit an annual audit to DHS if the total amount of annual funding provided by DHS (from any and all of its Divisions or subunits taken collectively) through this and other Grants is \$100,000 or more. In determining the amount of annual funding provided by DHS, the Grantee shall consider both: (a) funds provided through direct Grants with DHS; and (b) funds from DHS passed through another agency which has one or more Grants with the Grantee.
- B. *Audit Requirements:* The audit shall be performed in accordance with generally accepted auditing standards, Wis. Stat. § 46.036, Government Auditing Standards as issued by the U.S. Government Accountability Office, and other provisions specified in this agreement. In addition, the Grantee is responsible for ensuring that the audit complies with other standards and guidelines that may be applicable depending on the type of services provided and the amount of pass-through dollars received. Please reference the following audit documents for complete audit requirements:
- 2 Code of Federal Regulations (C.F.R.), Part 200 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart F - Audits. The guidance also includes an Annual Compliance Supplement that details specific federal agency rules for accepting federal subawards.
 - The State Single Audit Guidelines (SSAG) expand on the requirements of 2 C.F.R. Part 200 Subpart F by identifying additional conditions that require a state single audit. Section 1.3 of the SSAG lists the required conditions.
 - DHS Audit Guide is an appendix to the SSAG and contains additional DHS-specific audit guidance for those entities who meet the SSAG requirements. It also provides guidance for those entities that are not required to have a Single Audit but need to comply with DHS subrecipient/contractor audit requirements. An audit report is due to DHS if a subrecipient/contractor receives more than \$100,000 in pass-through money from DHS as determined by Wis. Stat. § 46.036.
- C. *Source of Funding:* DHS shall provide funding information to all subrecipient/contractors for audit purposes, including the name of the program, the federal agency where the program originated, the Assistance Listing (formerly CFDA) number and the percentages of federal, state and local funds constituting the agreement.
- D. *Reporting Package:* The subrecipient/contractor that is required to have a Single Audit based on 2 C.F.R. Part 200 Subpart F and the State Single Audit Guide is required to submit to DHS a reporting package which includes all of the following:
1. General-purpose financial statements of the overall agency and a schedule of expenditures of federal and state awards, including the independent auditor's opinion on the statements and schedule.
 2. Schedule of findings and questioned costs, schedule of prior audit findings, corrective action plan and the management letter (if issued).
 3. Report on compliance and on internal control over financial reporting based on an audit performed in accordance with government auditing standards.
 4. Report on compliance for each major program and a report on internal control over compliance.
 5. Report on compliance with requirements applicable to the federal and state program and on internal control over compliance in accordance with the program-specific audit option.
 6. * DHS Cost Reimbursement Award Schedule. This schedule is required by DHS if the subrecipient/contractor is a non-profit, for-profit, a governmental unit other than a tribe, county, Chapter 51 board or school district; if the subrecipient/contractor receives funding directly from DHS; if payment is based on or limited to an actual allowable cost basis; and if

the auditee reported expenses or other activity resulting in payments totaling \$100,000 or more for all of its grant(s) or contract(s) with DHS.

7. *Reserve Schedule is only required if the subrecipient/contractor is a non-profit and paid on a prospectively set rate.
8. *Allowable Profit Schedule is only required if the subrecipient/contractor is a for-profit entity.
9. *Additional Supplemental Schedule(s) required by funding agency may be required. Check with the funding agency.

*NOTE: These schedules are only required for certain types of entities or specific financial conditions.

For subrecipient/contractors that do not meet the federal audit requirements of 2 C.F.R. Part 200 and SSAG, the audit reporting package to DHS shall include all of the above items except items 4 and 5.

- E. *Audit Due Date:* Audits that must comply with 2 C.F.R. Part 200 and the State Single Audit Guidelines are due to the granting agencies nine months from the end of the fiscal period or thirty (30) days from completion of the audit, whichever is sooner. For all other audits, the due date is six months from the end of the fiscal period unless a different date is specified within the contract or grant agreement.
- F. *Sending the Reporting Package:* Audit reports shall be sent by the auditor via email to DHSAuditors@Wisconsin.gov with "cc" to the subrecipient/auditee. The audit reports shall be electronically created pdf files that are text searchable, unlocked, and unencrypted. (Note: To ensure that pdf files are unlocked and text-searchable, do not scan a physical copy of the audit report and do not change the default security settings in your pdf creator.)
- G. *Access to Subrecipient Records:* The auditee must provide the auditor with access to personnel, accounts, books, records, supporting documentation, and other information as needed for the auditor to perform the required audit.
The auditee shall permit appropriate representatives of DHS to have access to the auditee's records and financial statements as necessary to review the auditee's compliance with federal and state requirements for the use of the funding. Having an independent audit does not limit the authority of DHS to conduct or arrange for other audits or review of federal or state programs. DHS shall use information from the audit to conduct their own reviews without duplication of the independent auditor's work.
- H. *Access to Auditor's Work Papers:* The auditor shall make audit work papers available upon request to the auditee, DHS or their designee as part of performing a quality review, resolving audit findings, or carrying out oversight responsibilities. Access to working papers includes the right to obtain copies of working papers.
- I. *Failure to Comply with the Audit Requirements:* DHS may impose sanctions when needed to ensure that auditees have complied with the requirements to provide DHS with an audit that meets the applicable standards and to administer state and federal programs in accordance with the applicable requirements. Examples of situations when sanctions may be warranted include:
 1. The auditee did not have an audit.
 2. The auditee did not send the audit to DHS or another granting agency within the original or extended audit deadline.
 3. The auditor did not perform the audit in accordance with applicable standards, including the standards described in the SSAG.
 4. The audit reporting package is not complete; for example, the reporting package is missing the corrective action plan or other required elements.
 5. The auditee does not cooperate with DHS or another granting agency's audit resolution efforts; for example, the auditee does not take corrective action or does not repay disallowed costs to the granting agency.

- J. *Sanctions:* DHS will choose sanctions that suit the particular circumstances and also promote compliance and/or corrective action. Possible sanctions may include:
1. Requiring modified monitoring and/or reporting provisions;
 2. Delaying payments, withholding a percentage of payments, withholding or disallowing overhead costs, or suspending the award until the auditee is in compliance;
 3. Disallowing the cost of audits that do not meet these standards;
 4. Conducting an audit or arranging for an independent audit of the auditee and charging the cost of completing the audit to the auditee;
 5. Charging the auditee for all loss of federal or state aid or for penalties assessed to DHS because the auditee did not comply with audit requirements;
 6. Assessing financial sanctions or penalties;
 7. Discontinuing contracting with the auditee; and/or
 8. Taking other action that DHS determines is necessary to protect federal or state pass-through funding.

- K. *Closeout Audits:* An agreement specific audit of an accounting period of less than 12 months is required when an agreement is terminated for cause, when the auditee ceases operations or changes its accounting period (fiscal year). The purpose of the audit is to close-out the short accounting period. The required close-out agreement specific audit may be waived by DHS upon written request from the subrecipient/contractor, except when the agreement is terminated for cause. The required close-out audit may not be waived when an agreement is terminated for cause.

The auditee shall ensure that its auditor contacts DHS prior to beginning the audit. DHS, or its representative, shall have the opportunity to review the planned audit program, request additional compliance or internal control testing and attend any conference between the auditee and the auditor. Payment of increased audit costs, as a result of the additional testing requested by DHS, is the responsibility of the auditee.

DHS may require a close-out audit that meets the audit requirements specified in 2 C.F.R. Part 200 Subpart F. In addition, DHS may require that the auditor annualize revenues and expenditures for the purposes of applying 2 C.F.R. Part 200 Subpart F and determining major federal financial assistance programs. This information shall be disclosed in a note within the schedule of federal awards. All other provisions in 2 C.F.R. Part 200 Subpart F- Audit Requirements apply to close-out audits unless in conflict with the specific close-out audit requirements.

FEDERAL AWARD INFORMATION

Federal Award Information	
FAIN (Federal Award Identification Number)	NH23IP922611
Federal Award Date	01/15/2021
Subaward period of Performance Start Date	04/01/2021
Subaward period of Performance End Date	08/31/2021
Amount of Federal Funds obligated (committed) by this action	See line one on purchase order
Total Amount of Federal Funds obligated (committed)	See line one on purchase order
Federal Award Project Description	CDC-RFA-IP19-1901 Immunization and Vaccines for Children
Federal Awarding Agency Name (Department)	Department of Health and Human Services
DHS Awarding Official Name	DHS Deputy Secretary, Julie Willems Van Dijk
DHS Awarding Official Contact Information	DHSContractCentral@dhs.wisconsin.gov
Assistance Listing (formerly CFDA) Number	93.268
Assistance Listing (formerly CFDA) Name	Immunization Cooperative Agreements
Total made available under each Federal award at the time of disbursement	52,610,657.00
R&D?	No
DHS Indirect Cost Rate	6.5%



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention

Notice of Award

Award# 6 NH23IP922611-02-06

FAIN# NH23IP922611

Federal Award Date: 05/03/2021

Recipient Information

1. Recipient Name

Wisconsin Department of Health
1 W Wilson St
Madison, WI 53703-3445
[NO DATA]

2. Congressional District of Recipient

02

3. Payment System Identifier (ID)

1396006469A1

4. Employer Identification Number (EIN)

396006469

5. Data Universal Numbering System (DUNS)

036448835

6. Recipient's Unique Entity Identifier

7. Project Director or Principal Investigator

Ms. Stephanie L Schauer
Stephanie.Schauer@wisconsin.gov
608-236-4125

8. Authorized Official

Ms. Julie Willems Van Dijk
Deputy Secretary
DHSgrantreview@dhs.wisconsin.gov
608.266.8399

Federal Agency Information

CDC Office of Financial Resources

9. Awarding Agency Contact Information

Sharlene Sanders
GMS
qxl2@cdc.gov
678-475-4650

10. Program Official Contact Information

Halima Dumas
Public Health Advisor
fzv0@cdc.gov
404-368-1094

Federal Award Information

11. Award Number

6 NH23IP922611-02-06

12. Unique Federal Award Identification Number (FAIN)

NH23IP922611

13. Statutory Authority

Sections 317, 317(k)(2) of the Public Health Service Act (42 U.S.C. Sections 247b, 247b(k)(2) and 247c), as amended.

14. Federal Award Project Title

CDC-RFA-IP19-1901 Immunization and Vaccines for Children

15. Assistance Listing Number

93.268

16. Assistance Listing Program Title

Immunization Cooperative Agreements

17. Award Action Type

Supplement

18. Is the Award R&D?

No

Summary Federal Award Financial Information

19. Budget Period Start Date 07/01/2020 - **End Date** 06/30/2021

20. Total Amount of Federal Funds Obligated by this Action \$4,274,616.00

20a. Direct Cost Amount \$4,274,616.00

20b. Indirect Cost Amount \$0.00

21. Authorized Carryover \$129,969.00

22. Offset \$0.00

23. Total Amount of Federal Funds Obligated this budget period \$118,889,643.00

24. Total Approved Cost Sharing or Matching, where applicable \$0.00

25. Total Federal and Non-Federal Approved this Budget Period \$123,164,259.00

26. Project Period Start Date 07/01/2019 - **End Date** 06/30/2024

27. Total Amount of the Federal Award including Approved Cost Sharing or Matching this Project Period Not Available

28. Authorized Treatment of Program Income

ADDITIONAL COSTS

29. Grants Management Officer - Signature

Kathy Raible

30. Remarks



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention

Notice of Award

Award# 6 NH23IP922611-02-06

FAIN# NH23IP922611

Federal Award Date: 05/03/2021

Recipient Information

Recipient Name

Wisconsin Department of Health
1 W Wilson St
Madison, WI 53703-3445
[NO DATA]

Congressional District of Recipient

02

Payment Account Number and Type

1396006469A1

Employer Identification Number (EIN) Data

396006469

Universal Numbering System (DUNS)

036448835

Recipient's Unique Entity Identifier

Not Available

31. Assistance Type

Cooperative Agreement

32. Type of Award

Demonstration

33. Approved Budget

(Excludes Direct Assistance)

I. Financial Assistance from the Federal Awarding Agency Only

II. Total project costs including grant funds and all other financial participation

a. Salaries and Wages	\$1,659,076.00
b. Fringe Benefits	\$631,867.00
c. Total Personnel Costs	\$2,290,943.00
d. Equipment	\$0.00
e. Supplies	\$608,242.00
f. Travel	\$106,534.00
g. Construction	\$0.00
h. Other	\$112,407,334.00
i. Contractual	\$7,773,328.00
j. TOTAL DIRECT COSTS	\$123,186,381.00
k. INDIRECT COSTS	\$107,847.00
l. TOTAL APPROVED BUDGET	\$123,294,228.00
m. Federal Share	\$123,294,228.00
n. Non-Federal Share	\$0.00

34. Accounting Classification Codes

FY-ACCOUNT NO.	DOCUMENT NO.	ADMINISTRATIVE CODE	OBJECT CLASS	AMT ACTION FINANCIAL ASSISTANCE	APPROPRIATION
1-9390GKL	20NH23IP922611C5	IP	41.51	\$0.00	75-2124-0943
1-9390GWA	20NH23IP922611C6	IP	41.51	\$0.00	75-X-0943
1-9390GZB	20NH23IP922611VWCC6	IP	41.51	\$4,274,616.00	75-X-0943



DEPARTMENT OF HEALTH AND HUMAN SERVICES Notice of Award

Centers for Disease Control and Prevention

Award# 6 NH23IP922611-02-06

FAIN# NH23IP922611

Federal Award Date: 05/03/2021

Direct Assistance

BUDGET CATEGORIES	PREVIOUS AMOUNT (A)	AMOUNT THIS ACTION (B)	TOTAL (A + B)
Personnel	\$0.00	\$0.00	\$0.00
Fringe Benefits	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00
Equipment	\$0.00	\$0.00	\$0.00
Supplies	\$0.00	\$0.00	\$0.00
Contractual	\$0.00	\$0.00	\$0.00
Construction	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00
Total	\$0.00	\$0.00	\$0.00

AWARD ATTACHMENTS

Wisconsin Department of Health

6 NH23IP922611-02-06

1. Revised Terms and Conditions

ADDITIONAL TERMS AND CONDITIONS OF AWARD

Incorporation: In addition to the federal laws, regulations, policies, and CDC General Terms and Conditions for Non-research awards at <https://www.cdc.gov/grants/federalregulationspolicies/index.html>, the Centers for Disease Control and Prevention (CDC) hereby incorporates Notice of Funding Opportunity (NOFO) number IP19- 1901, entitled, *Immunization and Vaccines for Children*, which are hereby made a part of this Non-research award, hereinafter referred to as the Notice of Award (NoA).

Supplemental Component Funding: Additional funding in the amount \$4,274,616 is approved for the Year 02 budget period, which is July 1, 2020 through June 30, 2021.

Recipients have until June 30, 2024 to expend all COVID-19 funds herein and previously funded.

Overtime: Because overtime costs are a very likely and reasonable expense during the response to COVID-19, CDC will allow recipients to include projected overtime in their budgets. Recipients should be careful to estimate costs based on current real-time needs and will still be required to follow federal rules and regulations in accounting for the employees' time and effort.

Coronavirus Disease 2019 (COVID-19) Funds: A recipient of a grant or cooperative agreement awarded by the Department of Health and Human Services (HHS) with funds made available under the Coronavirus Preparedness and Response Supplemental Appropriations Act, 2020 (P.L. 116-123); the Coronavirus Aid, Relief, and Economic Security Act, 2020 (the "CARES Act") (P.L. 116-136); the Paycheck Protection Program and Health Care Enhancement Act (P.L. 116-139); and/or the Consolidated Appropriations Act, 2021, Division M - Coronavirus Response and Relief Supplemental Appropriations Act, 2021 (P.L. 116-260), the American Rescue Plan Act of 2021 (P.L. 117-2) agrees, as applicable to the award, to: 1) comply with existing and/or future directives and guidance from the Secretary regarding control of the spread of COVID-19; 2) in consultation and coordination with HHS, provide, commensurate with the condition of the individual, COVID-19 patient care regardless of the individual's home jurisdiction and/or appropriate public health measures (e.g., social distancing, home isolation); and 3) assist the United States Government in the implementation and enforcement of federal orders related to quarantine and isolation.

In addition, to the extent applicable, Recipient will comply with Section 18115 of the CARES Act, with respect to the reporting to the HHS Secretary of results of tests intended to detect SARS- CoV-2 or to diagnose a possible case of COVID-19. Such reporting shall be in accordance with guidance and direction from HHS and/or CDC. HHS laboratory reporting [guidance](https://www.hhs.gov/sites/default/files/covid-19-laboratory-data-reporting-guidance.pdf) is posted at: <https://www.hhs.gov/sites/default/files/covid-19-laboratory-data-reporting-guidance.pdf>.

Further, consistent with the full scope of applicable grant regulations (45 C.F.R. 75.322), the purpose of this award, and the underlying funding, the recipient is expected to provide to CDC copies of and/or access to COVID-19 data collected with these funds, including but not limited to data related to COVID-19 testing. CDC will specify in further guidance and directives what is encompassed by this requirement.

Unallowable Costs:

- Research
- Clinical care
- Publicity and propaganda (lobbying):
 - Other than for normal and recognized executive-legislative relationships, no funds may be used for:
 - publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body
 - the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body
 - See Additional Requirement (AR) 12 for detailed guidance on this prohibition and additional guidance on lobbying for CDC recipients:
https://www.cdc.gov/grants/documents/Anti-Lobbying_Restrictions_for_CDC_Grantees_July_2012.pdf
- All unallowable costs cited in CDC-RFA-IP19-1901 remain in effect, unless specifically amended in this guidance, in accordance with 45 CFR Part 75 - Uniform Administrative Requirements, Cost Principles, And Audit Requirements for HHS Awards.

COVID-19 Funding Budget Revision Requirement: The recipient must submit a revised budget with a narrative justification by May 31, 2021. If the date falls on a weekend or holiday, the submission will be due the following business day. Failure to submit the required information in a timely manner may adversely affect the future funding of this project. If the information cannot be provided by the due date, you are required to contact the GMS/GMO identified in the Awarding Agency Contact Information section on the first page before the due date.

REPORTING REQUIREMENTS

Required Disclosures for Federal Awardee Performance and Integrity Information System (FAPIIS): Consistent with 45 CFR 75.113, applicants and recipients must disclose in a timely manner, in writing to the CDC, with a copy to the HHS Office of Inspector General (OIG), all information related to violations of federal criminal law involving fraud, bribery, or gratuity violations potentially affecting the federal award. Subrecipients must disclose, in a timely manner in writing to the prime recipient (pass through entity) and the HHS OIG, all information related to violations of federal criminal law involving fraud, bribery, or gratuity violations potentially affecting the federal award. Disclosures must be sent in writing to the CDC and to the HHS OIG at the following addresses:

CDC, Office of Grants Services
Sharlene Sanders, Grants Management Specialist
Centers for Disease Control and Prevention
Branch 1
2939 Flowers Road, MS-TV-2
Atlanta, GA 30341
Email: gxl2@cdc.gov (Include "Mandatory Grant Disclosures" in subject line)

AND

U.S. Department of Health and Human Services

Office of the Inspector General

ATTN: Mandatory Grant Disclosures, Intake Coordinator

3301 Independence Avenue, SW

Cohen Building, Room 5527

Washington, DC 20201

Fax: (202)-205-0604 (Include "Mandatory Grant Disclosures" in subject line) or Email:

MandatoryGranteeDisclosures@oig.hhs.gov

Recipients must include this mandatory disclosure requirement in all subawards and contracts under this award.

Failure to make required disclosures can result in any of the remedies described in 45 CFR 75.371. Remedies for noncompliance, including suspension or debarment (See 2 CFR parts 180 and 376, and 31 U.S.C. 3321).

CDC is required to report any termination of a federal award prior to the end of the period of performance due to material failure to comply with the terms and conditions of this award in the OMB-designated integrity and performance system accessible through SAM (currently FAPIIS). (45 CFR 75.372(b)) CDC must also notify the recipient if the federal award is terminated for failure to comply with the federal statutes, regulations, or terms and conditions of the federal award. (45 CFR 75.373(b))

PAYMENT INFORMATION

The HHS Office of the Inspector General (OIG) maintains a toll-free number (1-800-HHS-TIPS [1- 800-447-8477]) for receiving information concerning fraud, waste, or abuse under grants and cooperative agreements. Information also may be submitted by e-mail to hhtips@oig.hhs.gov or by mail to Office of the Inspector General, Department of Health and Human Services, Attn: HOTLINE, 330 Independence Ave., SW, Washington DC 20201. Such reports are treated as sensitive material and submitters may decline to give their names if they choose to remain anonymous.

Payment Management System Subaccount: Funds awarded in support of approved activities have been obligated in a subaccount in the PMS, herein identified as the "P Account". Funds must be used in support of approved activities in the NOFO and the approved application.

The grant document number identified on the bottom of **Page 2** of the Notice of Award must be known to draw down funds.

Stewardship: The recipient must exercise proper stewardship over Federal funds by ensuring that all costs charged to your cooperative agreement are allowable, allocable, and reasonable and that they address the highest priority needs as they relate to this program.

All the other terms and conditions issued with the original award remain in effect throughout the budget period unless otherwise changed, in writing, by the Grants Management Officer.



**Racine
Financial
Empowerment
Center**

From: [Selkove, Vicky](#)
To: [DHS Covid Response Team](#)
Subject: Application–COVID-19 Vaccination Community Outreach: Vaccinate Racine!
Date: Thursday, March 18, 2021 4:56:46 PM
Attachments: [Outlook-www.racine.png](#)
[Vaccinate Racine! Org Info.pdf](#)
[Shronda Green CV.pdf](#)
[Vaccinate Racine! Proposal Narrative.pdf](#)
[Support Vaccinate Racine.pdf](#)

Caution: Message from external sender. Do not click on links or open attachments unless you recognize the sender.

Please find attached:

- Vaccinate Racine! Organizational Information
- Vaccinate Racine! Proposal Narrative
- Support Letters for Vaccinate Racine! from 13 Partner Organizations
- CV for Ms. Shronda Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing, one of the project leads.

Thank you for your consideration. Please let me know if you have any questions or difficulty with any of the attachments.

Best,

Vicky

Vicky Selkove
Manager, Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason
City of Racine
Direct: 262-636-9286 * Cell: [REDACTED]
vicky.selkove@cityofracine.org

www.racinefec.org





**Wisconsin Department of Health Services (DHS) Request for Application (RFA):
COVID-19 Vaccination Community Outreach**

Organization Information

Organization/Project Name: **Vaccinate Racine!**

Organization Leader: **City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Higher Expectations for Racine County, Payne & Frazier Consultants, and others.**

Website: **www.racinecoronavirus.org**

Year Organization/Program Established: **1835**

Total Annual Organizational/Program Budget: **\$84,000,000**

Type of organization:

☒ Local/tribal government entity

☐ 501(c)(3)

☐ Project sponsored by another 501(c)(3)*

☐ K-12 school or district

Grant Contact Information

First and last name, title: **Vicky Selkove; Manager of Strategic Initiatives & Community Partnerships, Office of Mayor Cory Mason.**

Email address: **vicky.selkove@cityofracine.org**

Telephone (including area code): **[REDACTED]**

Mailing Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Street Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

Racine County residents who are: African American, Hispanic/Latino, homeless and/or housing insecure, under age 40, age 65+, English language learners, individuals with disabilities, undocumented immigrants, individuals with low literacy levels, individuals with limited internet/technology access/comfort, migrant, factory, and farm-workers, and those with low-incomes.

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies), neighborhood(s), etc.):

Residents of Racine County, with particular emphasis and targeted outreach to residents who live in the City of Racine and the Villages of Mount Pleasant, Caledonia, Elmwood Park, Sturtevant, Wind Point, and North Bay all east of the I-94 Interstate.

Requested award amount: \$100,000

Curriculum Vitae
Shronda Green MSN RN
Associate Degree Nursing Instructor
greens@gtc.edu
Gateway Technical College
School of Nursing
3520 30th Avenue RM S124
Kenosha WI 53144
Phone: 262-564-2708
Fax: 262-564-2299

Education:

University of Phoenix, Phoenix, AZ

Degree: Post Master's Health Information Technology, August 2011

University of Phoenix, Phoenix, AZ, August 2007

Degree: MSN

Marian College, Fond du lac, WI

Degree: BSN, August 1998

Gateway Technical College, Kenosha, WI

Degree: Associate Applied Nursing Science Degree, May 1994

Licensure/Certification

WI/License number 118053-30/ Expiration Date 02/28/2022

Professional Experience

2003- Present employed by Gateway Technical College (Kenosha, WI) as an ADN nursing Instructor:

Refer to the GTC faculty profile table for job description duties.

2007 - 2014 employed by Wheaton Franciscan Healthcare (Racine, WI) as a part time and casual staff nurse.

Primary functions provide nursing care to inpatient patients living with a mental illness or addiction. Responsible for admitting and discharging clients. Developing plan of cares, documentation, assessments, medication administrations, leading some therapeutic groups. Coordinating care with families and members of the multidisciplinary team. Multiple drug and alcohol withdrawal assessments and screenings, as well outreach advocacy for patients.

September 1994- January 15, 2003 employed by Ridgewood Health Care Center (Racine WI) 1994-1998 Employed as Charge nurse and Quality Assurance Pain Coordinator.

Lead nurse responsibilities of coordinating care of clients. Supervised LPN's and CNA's.

Responsible for patient assessments, administration of medications, administered wound care treatments. I also processed physician orders, and wrote care plans. As the Quality Assurance Quality Pain Coordinator compiled data and reviewed physician orders and treatments for all clients with a pain diagnosis. Developed and presented staff development education training regarding proper care of clients living a pain diagnosis.

1998- 2003 Employed as a Nurse Manager at Ridgewood. Coordinated care of 57 residents. Developed patient care plans. Met with families and facility multidisciplinary teams in care conferences to discuss, review and develop ways to improve client care. Evaluate staff nurses, nursing assistants and unit secretaries work performance. Conferee with physicians and nurse practitioners regarding client care. Maintain department inventory. Provide input to the Director of Nurses staffing and patient budgetary needs.

Fellowships/Honors/Awards/Grants

Honor, Dates

(None received)

Professional Memberships

Racine/Kenosha National Black Nurses Association Member - Elected as Vice President 2021 - 2023

Chi Eta Phi - Nu Phi Nursing Sorority (Waukegan Illinois)- Member March 2021

Research Projects

Relevant scholarly work (e.g., research, publications, presentations, etc.) for the last three (3) years:

- Title of Project **(None)**
- date/very brief summary

Assisted Research

(None)

Publications

Relevant scholarly work (e.g., research, publications, presentations, etc.) for the last three (3) years:

- Reverse chronological order date/very brief summary
- Highlight your name in bold

Service Proposals & Grants

Title of Grant/Proposal **(None)**

Date

Brief Description

Professional Oral Presentations

July 2020 COVID-19 Presentation Racine/Kenosha Black Nurses Association: Topic Presented "Minimizing Our Exposure/Maximizing our Recovery to the African- American Roundtable Leaders.

April 25, 2019 Oral Presentation, Racine Kenosha Black Nurses Association: Topic presented: *Gateway Technical College School of Nursing Update and Promoting Cultural Diversity.*

School Of Nursing Committees

ADN Faculty Council Member 2003 - Present
Systematic Evaluation Committee (Faculty and Staff) 2007 - Present
Student Nurses Association Advisor – 2010 - Present
ADN Nursing Advisor 2016- Present
Cultural Diversity Committee 2019- Present

College Affiliated Committees

Faculty Teaching & Learning Caucus 2020- Present
Faculty Teaching & Learning Caucus Diversity Equity and Inclusion Committee 2020 - Present

Teaching Experience/Courses Taught

2003 – Present Gateway Technical College, Kenosha WI
(Taught in PN and ADN Programs)
2003 -2007 – PN instructor Gateway Technical College
2007 – Present ADN Instructor Gateway Technical College
Areas of teaching, are primary first and 2nd semester medical surgical nursing in the long-term care and hospital setting. Third Semester Psychiatric Nursing and Acute Psychiatric Medical Surgical Nursing in the Hospital Setting

Job Duties:

Under the supervision of the Dean of Nursing, I provide instruction and student Evaluation in the classroom and on-campus laboratory and clinical setting within the nursing division.

ESSENTIAL FUNCTIONS:

1. Prepare for and deliver instruction and perform teaching-related activities.
2. Manage the classroom/laboratory.
3. Develop curriculum and monitor and revise as appropriate to maintain course effectiveness; Assist in program evaluation.

4. Manage equipment, supplies and materials.
5. Assess student performance and advise students on academic issues.
6. Collaborate with the advisory committee in the program area.
7. Attend departmental and institutional meetings.
8. Promote the education/training program, participate in efforts to recruit and retain students, and participate in efforts to market Gateway.
9. Support student organizations and activities.
10. Develop relationships with business and industry.
11. Complete program evaluation and follow-up.
12. Maintain certification, continue professional development and stay current in the field.
13. Perform other duties as assigned

Continuing Education Programs Attended

College Courses Completed at Gateway Technical College

January 12, 2021 - March 2021 Teaching Circles Inclusion

April 24, 2019 BLS (CPR) Kenosha WI

December 13, 2019 Blood Borne Pathogens Awareness Kenosha WI

August 7, 2018 Completed Course Simulation for Health Care Providers Kenosha WI

April 26, 2017 Workshop *Introduction to Faculty Advising*

May 2016 completed the 3 credit online course: 997-500-1 CDA *Creating an Interactive Online Environment*

February 2015 completed the 2 credit course: 997-494 *Creating an Effective Online Environment*

February 2015 completed the 2 credit course: 997-493 *Assessing for Performance in the Online Environment*

March 2014 Completed the 1 credit course: 997 -462- 3BDA *Service Learning Course Design*

Conference & Workshop Attendance

February 12, 2021 SNA Virtual Symposium - *Covid-19 Update and Importance of Vaccine Compliance*, presented by Dr. [Jen Freiheit](#) Chief Officer and Director of the Kenosha Department of Health

November 6, 2021 SNA Virtual Symposium - *The COVID-19 Pandemic* presented by Dr. Jen Freiheit - Kenosha Department of Health

Kenosha News Nurse's Luncheon and Award Ceremony May 8, 2019 Kenosha Country Club, Kenosha WI (Topic *Best Practices in Test Item Development*)

Attended WLN Annual Spring Conference April 13, 2019 Wisconsin Lutheran College
Milwaukee WI

WSNA Annual Winter Conference February 8, 9, 2019 Wisconsin Dells WI

Helen Bader Grant Sponsored by Edgewood College June 2018 Geriatric Conference, Lake
Geneva WI

Helen Bader Grant Sponsored by Edgewood College May 2017 (Topic *Together Towards
Tomorrow Geriatric Nursing*) Middleton WI

WSNA Annual Winter Conference February 3,4, 2017 Wisconsin Dells WI

WLN Annual Fall Conference, Waukesha Technical College November 2017 (Topic Design
Innovative Interprofessional Clinical Experiences)

WLN Annual Spring Conference April 2016 Carthage College Kenosha WI

Non-Profit Leadership Excellence Breakfast and Awards Ceremony April 22, 2016 Kenosha
Country Club, Kenosha WI.

Annual Human Trafficking Forum sponsored by Hope Run, Aurora Medical Center & Journey
Church Friday March 18, 2016

WLN Annual Fall Conference, Waukesha Technical College, Fall 2015

Community Service/Service Learning Gateway Technical College Service Learning Experiences

Spring 2019 Community Service Learning

Student Nurses Association District (SNA) Club #496

Date: March 22, 2019

Community Served - Grace Lutheran Church Kenosha WI

Population: Homeless and Underinsured population

Role: Assist students with health teaching, serving food, and cleaning duties.

Clinical Course 543-104-3Z1E

Date: April 18, 2019

Community Served - Shalom Center Kenosha WI

Population: Homeless and Underinsured population

Role: Monitor students therapeutic interaction with staff and community clients. Students
also assisted with cleaning duties.

Spring 2018 Community Service Learning

Clinical Course 543-104- 3Z1J

Date: April 13, 2018

Community Served - Grace Lutheran Church Kenosha WI

Population: Homeless and Underinsured population

Role: Assist students with health teaching, serving food, and cleaning duties.

Clinical Course 543-111-3Z1E

Date: April 11, 2019

Community Served - Bridges Community Center (Recovery and Drop-in Center)

Population Served - Community clients living with a mental illness.

Role: Assist students with therapeutic interactions with clients, health teaching and blood pressure screening. Students also presented *Community Health Teaching Projects*.

Clinical Course 543-111-3Z1G

Date: March 14, 2019

Community Served - ST. Luke's Episcopal Church - Hospitality Center (Day Shelter)

Community Served - Community clients- homeless, mentally ill, aging and disabled.

Role: Assist students with therapeutic interactions, blood pressure screening, health teaching, and serving food.

Spring 2017 Community Service Learning

Clinical Course 543-104-3Z1J

Date: April 21, 2017

Community Served - ST Luke's Episcopal - Hospitality Center

Population Served- Community clients- homeless, mentally ill, aging and disabled.

Role: Assist students with therapeutic interactions, blood pressure screening, health teaching, and serving food.

Clinical Courses 543-111 - 3Z1E (March 14) 543-111-3Z1J (January 24)

Community Served - Bridges Community Center (Recovery and Drop-in Center)

Population Served - Community clients living with a mental illness.

Role: Assist students with therapeutic interactions with clients, health teaching and blood pressure screening. Students also presented *Community Health Teaching Projects*.

Fall 2017 Community Service Learning

Clinical Course 543-104-2Z1E

Date: December 8, 2017

Community Served - ST Luke's Episcopal - Hospitality Center

Population Served- Community clients- homeless, mentally ill, aging and disabled.

Role: Assist students with therapeutic interactions, blood pressure screening, health teaching, and serving food.

Clinical Courses 543-111-2Z1E (December 5), 543-111-2Z1G (November 7)

Community Served - Bridges Community Center (Recovery and Drop-in Center)

Population Served - Community clients living with a mental illness.

Role: Assist students with therapeutic interactions with clients, health teaching and blood pressure screening. Students also presented *Community Health Teaching Projects*.

Vaccinate Racine! Request Information

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts.

Our proposal would enable the Racine community to implement a robust, multi-pronged strategy, driven by BIPOC and targeted community residents. Our proposal consists of five separate but interconnected components, all focused on providing accessible, timely, and accurate information to high-risk and underserved community residents about the COVID-19 vaccine, promoting vaccine through numerous channels, learning and addressing community members' questions and barriers to vaccination, and providing real-time feedback to key health system partners. The proposal is focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities east of the Interstate.

The City of Racine (Mayor's Office) is the lead organization submitting this proposal and will subgrant the overwhelming majority of grant funds as described below.

Our specific strategies are:

1. Form and Convene Racine Vaccine Coalition:

We will build a large, diverse community coalition of key local stakeholders to ensure that they are all receiving and disseminating accurate, timely, coordinated information about vaccination and vaccine access locally. This funding opportunity has already allowed us to begin to build this Coalition and it already includes the City of Racine, Racine County, the City of Racine Public Health Department, the Central Racine County Health Department, the Hispanic Roundtable, the Racine Continuum of Care for the City and County of Racine, the Racine Family YMCA, Gateway Technical College, the LGBT Center of SE Wisconsin, Health Care Network, Higher Expectations for Racine County, United Way of Racine County, Ascension All Saints, and the Racine Unified School District. This coalition of partners is ready to begin its work immediately and will be expanded to include all other interested community organizations, churches, and employers as the project gets underway.

This Coalition has already begun to come together to collaborate on this grant application and shares the values and vision of ensuring that Racine County's most vulnerable and underserved residents receive accurate, timely, understandable, and culturally relevant information about the COVID-19 vaccines, are encouraged to get vaccinated, and are assisted in accessing vaccination once eligible. This coalition will be convened by the Mayor's Office of the City of Racine, will meet at least monthly during the grant period, and will fulfill the following functions:

- a. Disseminate vaccine information and messaging designed as part of this proposal through Coalition members' own networks, newsletters, outreach channels, and social media platforms;
- b. Share feedback gleaned from Coalition members' networks about vaccine information and access with the City of Racine Public Health Department, the Central Racine County Health Department, the community's major health systems providers, the DHS Community Vaccination Clinic in Racine County, and other Coalition members;
- c. Review data on outreach and educational efforts, and vaccination numbers disaggregated as much as possible by jurisdiction, race, ethnicity, gender, and age;
- d. Identify and create educational and outreach opportunities for the Racine Kenosha Black Nurses Association (RKBNA, see item #2, below) to present and inform Coalition members' networks and targeted populations about vaccinations; and

- e. Assist with identifying and recruiting the Racine Vaccine Champions (see item #3, below).

2. Engage the Racine/Kenosha Black Nurses Association (RKBNA) as Our Lead Partner:

The RKBNA will lead the Racine community's education and outreach efforts to minority and underserved populations about the importance of the COVID vaccines. The RKBNA is a trusted and well-respected community messenger who has decades of partnerships and connections in the Racine community, and whose public health and preventative health knowledge makes them an excellent lead partner for this work. The RKBNA has extensive community connections in Racine and will bring vaccine information directly into the community at churches, community centers, nonprofit organizations, shelters, barber shops, beauty salons and beauty supply stores, grocery stores, pharmacies, and other key locations. Joyce Wadlington, RN, BSN is the President of the Racine/Kenosha, Wisconsin Chapter of the National Black Nurses Association, Inc.

Their involvement will be led by Shrona Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. (See Ms. Green's attached CV.) Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and other RKBNA leadership have been involved in the development of this funding proposal and all are ready to begin work immediately as soon as notice of funding is received.

Under Ms. Green's leadership, the RKBNA and its members will:

- a. Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced informational tables, and distribution of Racine-specific vaccine information and access materials;
- b. Assist Payne & Frazier Consultants (see #4, below) in designing Racine-specific, accurate and culturally relevant outreach materials and messaging;
- c. Distribute these developed materials both directly to residents at locations like grocery stores, pharmacies, barber shops, beauty salons, and churches, as well as at larger outreach events and presentations;
- d. Utilize iPads and wifi hotspots at outreach events to directly assist residents in signing up for vaccines through the Wisconsin COVID-19 Vaccine Registry (WCVR);
- e. Utilize and staff prepaid cell phones with local phone numbers so that residents with questions, misperceptions, or concerns about vaccines can directly reach a RKBNA nurse to get those questions addressed, or to be assisted in signing up for the WCVR;
- f. Present at and disseminate educational information at outreach opportunities and educational events sponsored by or at the invitation of members of the Racine Vaccine Coalition;
- g. Train and coordinate a minimum of 25 diverse, representative Community Vaccine Champions (see #3, below) who will serve as trusted community vaccine promoters throughout the community and a grassroots 'army' to supplement and assist the RKBNA's outreach work;
- h. Work with health system providers, the City of Racine's Public Health Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department to expand vaccine access throughout the community as vaccine supply increases and stabilizes; and
- i. Provide feedback to health system providers, the City of Racine's Public Health

Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department about community members' questions, perceptions, and barriers to accessing vaccination to improve system responses and overcome those barriers.

3. Train & Deploy Racine Vaccine Champions:

The Community Coalition and the RKBNA will identify, train, and mobilize at least 25 community members to become Racine Vaccine Champions (Champions). These community members will be almost entirely Racine residents of color, with special emphasis on recruiting younger (under 40) African Americans, Spanish-speaking Latinx residents, and undocumented community members to serve in this capacity. Higher Expectations for Racine County will coordinate the effort to recruit these Champions with key community organizers and neighborhood leaders in order to reach our goal of 25 diverse and representative community members in these roles.

Coalition partners with trusted relationships to key populations - for example, the Continuum of Care for the City and County of Racine's relationships with residents who are experiencing or who have experienced homelessness, the Hispanic Roundtable's connections to undocumented and Spanish-speaking residents, and the LGBT Center of SE WI's connections to LGBTQIA+ residents - will be engaged specifically to help identify and recruit these Champions. All Champions will all be compensated for their time at an hourly rate of \$15/hour and be expected to work approximately 5 hours/week (with potential for hours to be concentrated more heavily during the beginning of the grant period). The City of Racine's Finance Department will oversee and manage payroll for the Champions.

These Champions will be trained and overseen by the RKBNA and will, specifically:

- a. Assist the RKBNA in distributing vaccine educational and informational materials;
- b. Using their own connections and networks, create opportunities for the RKBNA to come speak to residents about vaccination, and promote the RKBNA's other planned outreach and educational events;
- c. Be featured in social media and other local vaccine promotional materials, sharing their own vaccine experiences in both those materials and to their own social media networks;
- d. Promote and encourage residents to attend the virtual vaccine informational sessions that Payne & Frazier (see #4, below) will host;
- e. Connect residents who have questions, apprehensions, and information needs about vaccinations directly to RKBNA members for assistance and information; and
- f. Assist RKBNA members in helping residents sign up for the Wisconsin COVID-19 Vaccine Registry at outreach and informational sessions.

4. Employ Local, African-American Owned Professional Consultants to Design Racine-Specific Outreach Materials & Communications:

Higher Expectations for Racine County, a 501(c)(3) nonprofit, will engage and oversee local consulting firm Payne & Frazier Consultants (Kimberly Payne and Dr. Arletta Frazier) to design Racine-specific communications and outreach materials for use by the RKBNA, the Racine Vaccine Coalition, and the Racine Vaccine Champions.

Ms. Payne and Dr. Frazier are African American community leaders with well-established and deep Racine connections who bring expertise in culturally appropriate and locally informed communications. Frazier and Payne also have staff on their team who will be able to provide professional translation of all materials into Spanish.

Using information from WI DHS, CDC, the City of Racine Public Health Department, and the Central Racine County Health Department, they will work with the RKBNA and the Champions

design and produce Racine-specific COVID-19 vaccine outreach materials in both English and Spanish that feature the Champions and other key Coalition messengers and includes local vaccine access information (i.e. sign-ups, locations of vaccine sites, eligibility info, etc.)

Messaging strategies developed by Payne & Frazier will be informed by their own experiences and knowledge of the Racine community, by the RKBNA and other credible public health messengers, as well as by community members in our target population. Dr. Margaret Hennessy, MD, FAAP (Physician; Medical Director, Pediatrics; Chairperson, Department of Pediatrics at Ascension All Saints, and Director of the Racine County Immunization Coalition) has also generously agreed to bring her expertise to this work of developing key materials tailored to Racine's residents.

Higher Expectations, the RKBNA, and other partners will also assist Payne & Frazier in planning and hosting at least one focus group early in the grant period with target residents to further hone tailored local messages and better understand questions that need answering and vaccine myths/fears/misperceptions that need addressing.

Payne & Frazier's technical expertise in planning virtual events, their demonstrated success in outreach activities, their professionally trained facilitators, and their skill in designing materials will allow RKBNA to focus on cultivating and conducting outreach and education, enhanced by the work of the grassroots community vaccine champions. Payne & Frazier's messaging strategies and outreach materials will be improved through real-time feedback shared by our Community Vaccine Champions and the RKBNA. Specifically, Payne & Frazier will:

- a. With assistance from Higher Expectations for Racine County and the RKBNA, host at least one focus group early in the grant work (i.e. April) to identify and hone key messages on vaccination for our targeted populations;
- b. Develop, design, and print Racine-specific outreach materials in English and Spanish for use by all members of the Coalition, by the RKBNA, and by the Champions;
- c. Develop, design, and disseminate Racine-specific social media graphics and posts in English and Spanish for use by all members of the Coalition, the RKBNA, and the Champions;
- d. Produce a short, professional video featuring Champions and key Coalition members encouraging Racine residents to get vaccinated;
- e. Plan and convene at least two virtual vaccine education sessions - with one in Spanish - that features the RKBNA and Champions. Higher Expectations for Racine County will support and assist Payne & Frazier in the work of planning and facilitating these virtual sessions;

5. Direct Mail to Racine Residents:

We are reserving a small amount of funds to pay for printing and postage for direct mail in English and Spanish to targeted Racine neighborhoods to provide vaccine information and invitations to upcoming RKBNA vaccine information and outreach events, as well as to more directly reach residents with information about vaccine eligibility and access locations.

Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.

Our intended population are Racine residents living in the City of Racine, and the eastern surrounding villages - Caledonia, Sturtevant, North Bay, Mount Pleasant, Elmwood Park, and Wind Point. We are particularly focused on high risk individuals due to comorbidities, aging, housing insecurity/homelessness, people of color, persons of lower socioeconomic status, and undocumented residents. All of these residents face numerous barriers to vaccination including

lack of education, myths and skepticism about the COVID-19 vaccine's effectiveness, distrust of governmental institutions, and lack of access to and low comfort/confidence with computer technology to successfully navigate online vaccine registration sites. Painful history associated with the Tuskegee Study has added to mistrust of the medical system.

These barriers will be addressed as follows:

- Lack of education and information: Educational materials will be provided in English and Spanish and disseminated by trusted Vaccine Champions and through various communications channels including Champions' social media networks, at trusted neighborhood and community locations like churches, beauty salons and barber shops, African American and Latinx-owned businesses, etc.
- Myths and skepticism: Materials developed will include frequently asked questions or 'myth buster' resource. Information provided will be consistent and include testimonials from vaccine proponents who look like them, come from their neighborhoods, and who are known to and trusted by neighborhood residents. Residents will have direct access to members of the RKBNA and Champions who will be trained and prepared to provide science and public-health informed responses to vaccine myths.
- Distrust of governmental and medical institutions: Partnership with trusted governmental and medical professionals who will share information and be featured in outreach materials and at virtual events (i.e. African American doctors and nurses in Racine who have large practices and great relationships with patients).
- Lack of access to vaccination: Where possible, partner with health systems and City's Public Health Department to remove barriers to access by bringing the vaccine to the people, through mobile vaccine sites, and easing transportation barriers to community vaccination sites.
- Limited computer access & proficiency: RKBNA members and Vaccine Champions with iPads will address this barrier and assist residents with sign-up; RKBNA members will also be reachable by publicized cell phone numbers and can register people over the phone.

Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).

This funding request is made and led by the Racine community's anchor institutions - governmental, nonprofit, and educational - who are committed to getting Racine residents vaccinated so we can return our community to a new normal. We recognize, however, that none of our organizations are necessarily the most "trusted messengers" when it comes to reaching communities of color and marginalized residents, and that is why we are proposing to deploy these funds primarily to organizations and individuals who are trusted community messengers and culturally appropriate designers and implementers of Racine's outreach messaging and strategies.

Staff in the Mayor's Office at the City of Racine (Shannon Powell, Chief of Staff and Vicky Selkove, Manager of Strategic Initiatives and Community Partnerships) are trusted and respected community leaders, able to coordinate this effort, convene the Coalition, and oversee the project work overall. Project Lead will be MSN RN Shronda Green (described above, CV attached), an African American woman with nearly three decades of professional nursing and health care experience and community connections in Racine. Ms. Green, Ms. Selkove, Chelsea Powell (Managing Director of Higher Expectations for Racine County), and Kimberly Payne of Payne & Frazier will constitute the day-to-day operational leaders of this effort, with room for others at that leadership table as the project gets fully underway.

With the exception of a very small amount of funding the City is requesting for direct targeted mail costs, all grant funding will go directly to the Racine Kenosha Black Nurses Association (RKBNA), Payne & Frazier, Higher Expectations of Racine County, and the diverse and representative team of Racine Vaccine Champions we will collectively recruit, train, and deploy. The RKBNA is knowledgeable in primary prevention and health promotion, and in their words, "One of our main qualifications is that communities of color can identify with our organization. We look like them. Communities of color are better able to trust us and we will effectively be able to dispel their negative myths regarding the COVID-19 vaccines. Some of the RKBNA have already received their COVID-19 vaccines and can share the positive outcomes of having been vaccinated."

What are your intended expenses and why are they needed? Please be explicit and detailed by categories. •

1. Racine Kenosha Black Nurses Association: \$38,000
 - a. Personnel Costs: \$25,000 (RKBNA Vice President MSN RN Shrona Green will be compensated at a rate of \$100/hour for her leadership role in this project, she will work 10-25 hours/week; RKBNA members will also receive gas cards to cover their outreach-related travel costs).
 - b. Technology: \$10,000 (i.e. 10 iPads with wifi and cellular for mobile vaccine outreach and assisting residents in signing up for the Vaccine Registry approx \$600 each; prepaid cell phones at min. \$40 + \$20/mo each; wireless printer/scanner approx \$325; mobile projector and screen for outreach presentations approx \$200; professional Zoom account for webinars \$140/month);
 - c. Outreach Materials: \$3,000 (i.e. portable tent, table, and chairs for outreach events approx \$500; copying costs approx \$1000; display banner and sandwich boards for outreach tabling/events approx \$400; small denomination gift cards for use as outreach incentives approx \$1000 total)
2. Payne & Frazier Consultants (Contract to be managed and paid by Higher Expectations for Racine County): \$31,000
 - a. Outreach Materials: \$10,000 (design, production, printing/copying of printed materials in English and Spanish)
 - b. Personnel Costs: \$21,000 (Graphic designer; Spanish-language translator, videographer; staff time of approximately 7-10 hours/week for Kimberly Payne and 7-10 hours/week for Arletta Frazier; professional community facilitators for virtual vaccination events)
3. Minimum of 25 Racine Vaccine Champions: \$20,000
 - a. Personnel costs: \$17,000 (Each will be paid hourly rate of \$15/hour for 5 hours/week of work for approximately 8 weeks; meal costs for in-person socially distanced trainings of the Champions conducted by the RKBNA; gas cards and bus passes as needed to assist the Champions in traveling throughout the community for this work.)
4. Higher Expectations for Racine County: \$6,000
 - a. Coordinating recruitment of Vaccine Champions with partners
 - b. Hosting/facilitating focus group to help determine messaging and other strategies
 - c. Overseeing and contract-managing the work of Payne & Frazier Consultants.
5. Direct Mail Printing & Postage: \$5,000
 - a. The City of Racine would like to have a small amount of funds to cover printing and mailing costs for targeted mailings in English and Spanish to reach

residents with vaccine-related updates and information, to promote vaccination information sessions, and to promote vaccine access and sign-up.

Total: \$100,000

What are the major activities and milestones for your effort?

1. Successful recruitment and training of at least 25 diverse, representative Racine Vaccine Champions.
2. Design of Racine-specific outreach materials featuring champions and other community leaders.
3. Racine Vaccine Coalition membership grows, convenes at least monthly.
4. Racine Vaccine Coalition members regularly share Racine-specific outreach materials in their own social media, newsletter, and other outreach channels;
5. Minimum of 50 vaccine education and outreach sessions conducted by the RKBNA at churches, barber shops, beauty salons, shelters, and other key community locations to reach our targeted populations.
6. Successful use of mobile sign-up for Wisconsin COVID-19 Vaccine Registry by the RKBNA and Champions at community locations.
7. Social media posts that are shared by community champions, community coalition, and others to spread distribution.
8. Coverage in local media of the vaccine education and outreach effort that highlights the RKBNA's role.
9. Successful planning and hosting of 2 virtual education & Q&A sessions about the vaccines and how to sign up for them with at least 50 Racine residents in attendance at each.

What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

1. A minimum of 60% of each vaccine-eligible group vaccinated, and, when the general population is eligible, at least a 60% vaccination rate of Racine County's African Americans and Latinx residents;
2. Skill building and increased digital literacy/confidence among residents who are taught how to successfully utilize the online vaccine registry and who can then share that new skill with their own families and networks;
3. Residents participating in/attending outreach and education sessions reporting lower vaccine hesitancy following completion of the session;
4. Residents who speak with RKBNA members and share vaccine questions or display vaccine hesitancy are able to overcome that hesitancy and be assisted in signing up for the Wisconsin Vaccine Registry on the spot; and
5. Awareness building success will be measured by the number of outreach events, informational sessions, and total number of residents reached through outreach efforts.

Describe your experience implementing culturally competent services and programs.

The RacineKenosha Black Nurses Association are licensed professional nurses trained to provide culturally sensitive care within the context of the community they serve. They adapt to the changing health and communication needs of communities of color, the underserved populations, elderly, homeless, and those with fewer socioeconomic resources. Their ability to communicate and their relatedness, will prevent and help to overcome barriers in providing health education.

Payne & Frazier Consultants, LLC is led by Kimberly Payne and Dr. Arletta Frazier. With 55 years of combined experience in education, non-profit, and government, they specialize in providing culturally relevant services in the areas of community engagement, diversity and inclusion training, and support programs for vulnerable populations. Payne & Frazier is a Racine-based consulting firm that has vast connections and first-hand knowledge of the challenges and bright spots of the Racine Community.

Describe how you would work with existing partners to connect with the population.

See above descriptions of the Coalition and Coalition members' roles in this work. We will invite a broad range of community partners to join the Coalition and partner with us in this effort. RKBNA, Payne and Frazier Consultants, and Higher Expectations for Racine County are all able to work with existing partners to connect with our targeted population because they are already engaged in and serve the Racine community. For example, RKBNA currently partners with many faith organizations in the Racine community and provides health education. They have partnered with the African American Roundtable of Leaders, Racine Unified School District's Parent University, and others to participate in those organizations' meetings and provide health education. RKBNA has been a regular participant in Racine's annual "Juneteenth Celebration," providing health promotion information and blood pressure screening.

Detail any sub-awards you would intend to make and the criteria for making and monitoring them.

As detailed above, the City of Racine anticipates sub-awarding nearly all of these requested funds to RKBNA, Higher Expectations for Racine County (who will manage the contract with Payne & Frazier Consultants), and the selected Racine Vaccine Champions. Staff in the City of Racine's Mayor's Office and the City's Finance Department will oversee and monitor subgrantees and ensure accountability and meeting of expected goals and performance. RKBNA and Higher Expectations are both 501(c)(3) nonprofits who will both be expected to continually monitor activities, incurred expenses, and provide supporting documentation and receipts. The City of Racine will be responsible for the payroll of the individual Champions and the RKBNA's Project Lead, Shronnda Green, and the City's Purchasing Director will also be utilized to assist in procuring optimal pricing for needed equipment, copying, and supplies needed by subgrantees.

Provide a line item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs. Please be explicit and detailed by categories.

See above outlined budget.

(Optional) Provide letters of support describing your organization's experience removing barriers to healthcare and/or connecting effectively with your identified target population(s).

Letters of support are attached from 13 partners as one PDF.



Racine-Kenosha WI Chapter
National Black Nurses Association, Inc.
P.O. Box 085208
Racine, WI
53408-5208 (262)
639-8305

March 17, 2021

Request for Application (RFA): COVID-19 Vaccination Community Outreach Dear

Wisconsin Department of Health Services (DHS):

The Racine /Kenosha Black Nurse ' s Association (RKBNA) is excited to support the grant application- Project name: *Vaccinate Racine*, in the amount of \$100,000. *Vaccinate Racine* project focus is the education and promotion of the COVID-19 vaccination among high-risk minority, and underserved communities, throughout the City of Racine and surrounding communities.

RKBNA recognizes that minority populations are at an increased risk to a serious illness and death when contracting COVID, due to health comorbidities such as asthma, hypertension, and obesity. Part of our organization's initiative is to reduce health disparities in communities of color, through health education, promotion, and a community presence.

The RKBNA will take lead role in *Vaccinate Racine*. We provide COVID-19 vaccine education and promotion in the minority and underserved populations in Racine and surrounding communities. RKBNA is capable of such an endeavor due to our organization's extensive outreach, community partnerships and service in the community.

The RKBNA chapter of the National Black Nurse's Association (NBNA). Has been established in the Racine and Kenosha area, since 1994. Since 1995 RKBNA has provided 120 nursing scholarships to students attending accredited nursing schools in the state of Wisconsin and in other states. Below is a list of some of the community outreach events and health education, RKBNA has provided to its community partners and in the community during the 2019-2020

year:

February 6, 2019: Participated in Black History school reading program Wadewitz School Racine, WI.

March 17, 2019: Participated in Kidney Disease and Cancer presentation @ New Omega M.B. Church, and Wayman AME Church, Racine, WI.

March 24, 2019: Kidney Disease and Cancer Presentation @ Second Baptist M.B. Church in Kenosha, WI.

March 30, 2019: Presentation "African American Families and Health.," to the African American Round Table of Leaders.

April 4, 2019: Kidney Disease and Cancer Presentation to Parent University and Christ Chapel M.B. Church, Racine WI.

May 4, 2019 Celebrated National Nurses Week at Gateway Technical College. Theme "Four Million Reason to celebrate Nurses Week" presented "Safe patient Handling and Falls.," and Changes in Mental Health.

June 6, 2019: Panel Discussion regarding Diabetes at Wayman AME Church Racine WI.

June 15, 2019: Participated in Juneteenth Day. Blood Pressure screening provided and health education provided verbally and written.

June 20, 2019: Participated in the Expungement Clinic sponsored by the Urban League. RKBNA discussed Mental Health and the role of the NBNA.

August 24, 2019: Presentation "Back to School; Health Tips," presented to Gateway Technical College, Kenosha WI and the African American Roundtable of Leaders.

August 29, 2019: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

September 28, 2019: RKBNA Annual Scholarship Banquet. Eighty people in attendance. Awarded two one thousand-dollar scholarships to nursing students.

October 10, 2019 Participate in Gateway Technical College Resource Fair in Racine, WI. Provided blood pressure screening and health information.

October 23, 2019: Presentation "Anger Management." Christ Chapel M.B. Church Racine WI.

January 5, 2020: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

January 25, 2020 Participated in presenting Health Tips monthly regarding COVID-19 updates and other related health issues.

February 11, 2020: Presentation "Heart Health," Dr. Martin Luther King Jr Community Center, Racine WI.

March 15, 2020: Presentation "COVID-19 Education" New Omega M.B. Church Racine WI.

July 11, 2020: COVID Presentation "Minimizing Our Exposure and Maximizing Our Recovery," African American Roundtable of Leaders.

November 23, 2020: Presentation: Diabetes "Sugar is not Sweet," Christ Chapel M.B. Church Racine WI.


RKBNA involvement in *Vaccine Racine* will be led by Shronda Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and four other RKBNA leadership have been involved in the development of this funding proposal and are all ready to begin work immediately as soon as notice of funding is received. Also it is important to mention that Ms. Green will be participating in COVID-19 vaccination administration and community education during the month of March and April through her employer Gateway Technical College, Kenosha WI.


Under Ms. Green's leadership, the RKBNA and its members will: Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced information. Ms. Green and four of RKBNA's retired nurses, have agreed to dedicate their services to the *Vaccinate Racine* project.

The *Vaccinate Racine grant* will reduce health disparities and COVID-19 infections in minority communities. Methods and partnerships outlined in the *Vaccinate Racine* will greatly help the City of Racine and surrounding communities overcome the COVID-19 pandemic.

Please feel free to contact RKBNA at the above address or phone number.

Sincerely,


Joyce Wadlington RN, RKBNA President


Shronda Green RN, RKBNA Vice President

March 17, 2021

Wisconsin Department of Health Services
Covid Response Team

Application Review Committee Members:

Higher Expectations for Racine County is pleased to support the City of Racine's proposal "Vaccinate Racine!" which will increase the number of Racine area residents who have access to accurate information about the COVID-19 Vaccine, particularly those who are Black and Latinx, as well as from underserved populations. We are extremely excited that the City is partnering with local organizations including the Racine Kenosha Black Nurses Association - and also with local residents themselves - to implement a robust trusted messenger outreach program.

Higher Expectations for Racine County is committed to equitable outcomes for Racine residents, particularly focused on education and employment outcomes. We bring together diverse groups of community leaders, partner organizations, and residents with a focus on changing the way that our systems serve key populations of students and families in our community. We provide organizations with support specifically focused on using data to inform decision making, continuously improving programming and practices, and using design-centered thinking to create better solutions for the challenges that our community faces.

As a partner in the implementation of Vaccinate Racine!, Higher Expectations will specifically focus on;

- Facilitating focus groups of community members to ensure that materials are designed based on the key factors that are perceived as barriers to getting the vaccine, and messages that will resonate with our target communities; and,
- Recruiting Vaccinate Racine! Champions who are supportive of taking the vaccine and will share that within their own social networks and neighborhoods and communities;
- Onboarding Payne & Frazier to help design and implement our communications plan and overseeing the creation of that plan and ensuring a feedback loop exists among community members, our Vaccinate Racine! Champions and Payne & Frazier.

Our experience convening focus groups on topics like the design of local jobs initiatives, messaging strategies for a local High School Equivalency Degree initiative, and a grow-your-own teacher pipeline strategy, and recruiting participants for a study of local social networks, as well as for jobs programs and more, uniquely positions us to support the implementation of this plan.

We believe that the City of Racine and its partners are uniquely positioned to implement a successful plan that dramatically increases the uptake in COVID-19 vaccines for Racine's residents, and we are extremely excited to support this application and to be a part of this opportunity.

Thank you,

A handwritten signature in dark ink, appearing to read "CPowell", written in a cursive, flowing style.

Chelsea Powell, Managing Director
Higher Expectations for Racine County

March 16, 2021

Wisconsin Department of Health Services
1 West Wilson Street
Madison, WI 53703

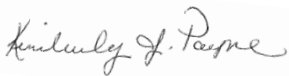
To Whom It May Concern:

Payne & Frazier Consultants, LLC is pleased to support the Vaccinate Racine! proposal of the City of Racine Mayor's Office. As trusted and community minded Racinian's, the Mayor's team is uniquely positioned to lead Racine's efforts to promote vaccination to vulnerable community members. The Mayor's team is credible, has access to diverse community stakeholders, and continually demonstrates transparency, a commitment to working collaboratively, and a strong willingness to innovatively address pressing community issues.

We are a local company that has served the community since 2017 by focusing on issues, such as this one, that have the potential to impact our community today and in the future. Payne & Frazier Consultants will support Vaccinate Racine! by developing culturally relevant outreach materials and messaging, utilizing our network to disseminate information, planning and implementing virtual educational session, and managing social media outreach.

We are excited to partner with the City of Racine to advance the critically important work that is outline in the Vaccinate Racine! proposal. We are confident that this initiative will have a positive impact on the health and well-being of our local community. Please contact us if additional information is required.

Sincerely,



Kimberly J. Payne



Dr. Arletta Frazier



Jonathan Delagrave

Office of the County Executive

730 Wisconsin Avenue

Racine, WI 53403

262-636-3273

fax: 262-636-3549

Jonathan.Delagrave@racinecounty.com

March 15, 2021

To Whom It May Concern:

I am writing to voice my strong support for the Vaccinate Racine grant application submitted to the Wisconsin Department of Health Services for COVID-19 vaccine community outreach.

Racine County has been hit hard by the COVID-19 pandemic. According to DHS data, Racine County has the highest number of COVID-19 cases per capita among all eight southeastern Wisconsin counties ("Cases per 100,000", Wisconsin DHS dashboard 03.12). Yet Racine County has been at or below the statewide percentage of vaccines administered. As of March 12, 2021, about 19 percent of Racine County residents had received at least one dose, compared to over 20 percent of residents statewide.

Out of 72 Wisconsin Counties, Racine ranks 66th across overall health factors (Overall Rank of Health Factors 2020, UW Population Health Institute). This means Racine County has among the worst healthy behavior, clinical care, education, income, housing, and environmental quality in the State of Wisconsin and as a result, requires the greatest community supports to address COVID-19 in the long term.

With a successful grant application, we will be able to target vaccine outreach to our highest risk and underserved populations. We are aiming to reach these community members with timely and accurate information, share community insights, promptly address concerns and questions, and eliminate barriers to receiving the vaccine. This outreach will be crucial to our efforts to end the pandemic and ensure the health and well-being of our County.

I greatly appreciate your consideration of the application and hope that you look favorably upon the request. If you need further information, please don't hesitate to contact my office.

Respectfully,

Jonathan Delagrave
Racine County Executive

Department of Public Health

Dottie-Kay Bowersox, MSA
Public Health Administrator

730 Washington Avenue
Racine, Wisconsin 53403
262-636-9201
262-636-9564 FAX



CITY OF RACINE, WISCONSIN
PUBLIC HEALTH DEPARTMENT
*Serving the City of Racine and the
Villages of Wind Point & Elmwood Park*

Website: www.cityofracine.org/Health

Email: publichealth@cityofracine.org

Environmental Health Division
262-636-9203

Community Health Division
262-636-9431

Laboratory Division
262-636-9571

March 16, 2021

To Whom It May Concern:

The City of Racine Public Health Department (CoRPHD) is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide essential services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

According to the CoRPHD's Community Health Improvement Plan (CHIP), healthcare access was identified as one issue impacting health outcomes in our community. To address the disparity, this grant proposal will promote the availability of vaccine to eligible groups as well as address vaccine hesitancy among targeted populations through the strategic engagement of Vaccine Champions. These efforts will increase vaccine uptake among communities of color and protect the people who have suffered the most during this pandemic.

The City of Racine Public Health Department will collaborate with local partners including the Racine Vaccine Coalition and the Racine/Kenosha Black Nurses Association to share accurate information regarding vaccine eligibility and access to Racine residents. In addition, the CoRPHD looks forward to receiving feedback from partners about what residents are experiencing regarding vaccine access and information, which could result in real-time changes to our clinic operations.

With all of our efforts currently dedicated to facilitating COVID-19 vaccine clinics, CoRPHD has no capacity or resources to focus on this much needed outreach in one of the counties hit hardest by the pandemic. These grant funds are essential to the work happening in the community.

CoRPHD looks forward to collaborating on this new, vital endeavor with the Racine Vaccine Coalition members to disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. Thank you for considering this important application.

Sincerely,

Bobbi Fergus, MSN, RN
Community Health Director

March 9, 2021

To Whom It May Concern:

Central Racine County Health Department is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide vital services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

Central Racine County Health Department (CRCHD) has worked with the City of Racine as well as Payne & Frazier on several fronts. For over a decade the City of Racine Public Health Department and CRCHD have collaborated on programming ranging from infant mortality to cities readiness initiatives to overdose fatality review. Similarly, CRCHD has hired Payne & Frazier to support our work, including as facilitators of drowning prevention listening sessions and as moderators of the CRCHD community health improvement plan (CHIP) process.

When CRCHD developed its CHIP utilizing input from community residents, agencies, government officials and key stakeholders, our community partners identified mental health, substance abuse, chronic disease, and **healthcare access** as the four priority health issues in our community. Healthcare access was seen not only as a health priority but also as one of several social determinants of health. Through our CHIP, CRCHD has worked with community partners to identify healthcare barriers and impacted populations and accordingly has developed strategies to help mitigate them. However, the pandemic has left CRCHD with much less capacity and few funds to do this work in the midst of the response.

This grant is necessary for Racine County, one of the counties hit hardest by the pandemic but one with the fewest resources. CRCHD will be part of the Racine Vaccine Coalition and partner with all Coalition members to help disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. CRCHD looks forward to collaborating on this new, vital endeavor. Thank you for considering this important application.

Sincerely,



Margaret Gesner, Health Officer



Ascension

Wisconsin Department of Health Services
COVID Response Team
Delivered Electronically

March 17, 2021

Re: Letter of Support - Wisconsin Department of Health Services Request for Applications COVID-19
Vaccination Outreach Grant

Dear WI DHS COVID Response Team:

Thank you for the opportunity to provide this letter of support for the "Vaccinate Racine!" proposal focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities.

Ascension All Saints Hospital is proud to be an active member in the Vaccine Coalition. We are pleased to continue partnering with the City of Racine and other community partners to support vaccination efforts. Recently Ascension All Saints administered hundreds of doses of COVID-19 vaccines to Racine Unified School District staff and educators.

We applaud the City of Racine and partners' leadership in applying for this grant which aligns with Ascension All Saints Hospital's mission to focus particular attention on those individuals who are vulnerable and have been disproportionately impacted by the pandemic.

We strongly support the goals of the application to directly engage with our communities to build awareness and opportunities for access to information about COVID-19 vaccines. Ongoing outreach and trust-building efforts are vital to ensure that vulnerable populations have access to the vaccine when it's available to them and we look forward to working with the City and other grant partners going forward.

It's important we listen to our communities to better understand the questions and reservations individuals may have, and address them appropriately, combining the latest medical science with the most appropriate and engaging means of communicating with each audience. As our community looks to the COVID-19 vaccines with hope of ending this pandemic, it is essential that we continue to work together to make sure everyone has access to these valuable and precious resources.

Regards,

Kristin McManmon
Regional President, Ascension All Saints Hospital

Ascension All Saints Hospital
3803 Spring Street
Racine, WI 53405
262.687.8702
ascension.org



Continuum of Care for the City & County of
Racine (WI-502)

March 16, 2021

Vicky Selkove
Manager of Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason

Re: COVID-19 Vaccination Community Outreach – *Vaccinate Racine!* Funding request

Dear Ms. Selkove,

I strongly support your application for DHS funds to develop the *Vaccinate Racine!* project. As the Director of the Racine Continuum of Care for the City & County of Racine (WI 502). I believe there is a great need for the Racine Vaccine Coalition. We welcome the ability to participate at the coalition level.

We recognize the need for a robust outreach program to connect our shelter staff, individuals experiencing homelessness, and individuals at risk of becoming homeless to consistent and credible information about the vaccine. These populations are often stressed due to current living conditions and often experience heightened suspicion of the government's intentions. We believe that the structure of *Vaccinate Racine!* project is a vital means of educating individuals on the merits of the vaccine and providing access to receiving the vaccine.

We look forward to an active collaboration with the *Vaccinate Racine!* project and participating in the Racine Vaccine Coalition. If you have further questions, please do not hesitate to contact me.

Teresa M. Reinders, Director
Continuum of Care for the City & County of Racine (WI502)
(262) 498-9761
treinders@haloinc.org



Bryan D. Albrecht, Ed.D.

President and CEO

BURLINGTON CENTER

496 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5200

ELKHORN CAMPUS

400 County Road H
Elkhorn, WI 53121-2046
262.741.8200

**HERO (HEALTH AND
EMERGENCY RESPONSE
OCCUPATIONS) CENTER**

380 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5204

**HORIZON CENTER FOR
TRANSPORTATION
TECHNOLOGY**

4940 - 88th Avenue
Kenosha, WI 53144-7467
262.564.3900

**SC JOHNSON
IMET (INTEGRATED
MANUFACTURING
& ENGINEERING
TECHNOLOGY) CENTER**

Renaissance Business Park
2320 Renaissance Blvd.
Sturtevant, WI 53177-1763
262.898.7500

INSPIRE CENTER

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.3600

KENOSHA CAMPUS

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.2200

**LAKEVIEW ADVANCED
TECHNOLOGY CENTER**

9449 - 88th Avenue (Highway H)
Pleasant Prairie, WI 53158-2216
262.564.3400

RACINE CAMPUS

1001 South Main Street
Racine, WI 53403-1582
262.619.6200

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www.gtc.edu

Ms. Vicky Selkove

Manager of Strategic Initiatives & Community Partnerships

Office of Mayor Cory Mason

Racine City Hall

730 Washington Avenue, Room 201

Racine, WI 53403

Dear Ms. Vicky Selkove:

I respectfully submit this letter of support for the City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations for Racine County, and others, for their application to the Wisconsin Department of Health Services COVID-19 Vaccination Community Outreach grant. Their grant application prioritizes implementing strategies that will provide timely and accurate information about the COVID-19 vaccination among high-risk and underserved populations in the City of Racine and surrounding communities.

Located between Chicago and Milwaukee in Southeastern Wisconsin, Gateway Technical College is the only public technical college available for the diverse communities of Racine, Kenosha, and Walworth Counties. Gateway serves nearly 20,000 students annually of which 41.9% are minorities. Our students live and work in these communities that, even before the COVID-19 pandemic, are economically challenged: thirty-two percent of Racine residents live in poverty compared to 15% of Wisconsin residents (City Data, 2016). In the City of Racine, 9,000 residents over the age of 25 have no high school diploma, and the per capita income was less than \$21,000 (U.S. Census Bureau, 2015).

Our communities have been devastated by the COVID-19 pandemic and therefore the need for this project is, quite honestly, overwhelming. Gateway looks forward to the collaboration of community leaders and will support this important work in the following ways:

- Participate as a key stakeholder in The Racine Vaccine Coalition where Gateway will partner to:
 - ensure vaccine information and messaging is disseminated as described in their proposal,
 - share feedback regarding vaccine dissemination in the targeted communities,
 - review outreach and educational data to confirm populations specified have received information as intended,
 - help to identify and create outreach opportunities for the Racine Black Nurses Association,
 - and assist with identifying and recruiting the Community Vaccination Champions
- Gateway's nursing students who are part of the Black Nurses Association will be assisting with giving vaccines and have our support

As the City of Racine continues to provide care for the minority residents of Racine County and surrounding areas, it has the support of this organization toward working together to address the needs of its entire service area.

In conclusion, I sincerely appreciate this opportunity to submit my letter of support for this project. If you have any questions regarding this letter, please contact me at 262-564-3610.

Sincerely,

Bryan D. Albrecht

President and Chief Executive Office



1140 Geneva St, Racine, WI 53404 * <https://hispanicroundtable.net/>

DHS COVID Response Team RFA
Re: Vaccinate Racine! Grant

March 8, 2021

DHS COVID 19 Response Team:

We are writing in support of funding for Vaccinate Racine! The Hispanic Roundtable is an important community asset for Racine County. We provide monthly community meetings to address issues within the Racine County Latinx population, as well as a community restoration fund to supply local Hispanic homeowners to make repairs and we hold an annual holiday food basket program for eastern and western Racine County.

We work closely with the City of Racine and local non-profit agencies. We are confident that the city will put together a successful, culturally competent plan to vaccinate residents. We will help them in their outreach for hiring and in messaging in the Racine area. We will use our list serve of contacts and our social media to promote vaccine outreach sessions as they are planned by Vaccinate Racine!

Sincerely,

Janie Rivera Conley
President
Hispanic Roundtable, Inc.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

3.18.2021

Letter of Support: Vaccinate Racine

To the Wisconsin Department of Health Services:

This letter is to show support of the City of Racine's critical request for the COVID-19 Vaccination Community Outreach grant.

The LGBT Center of SE Wisconsin, founded in 2009, supports Racine, Kenosha and Walworth Counties and provides education/training, support, advocacy, events and programming for youth and elders. Some of the Center's highlights include working with the City of Racine to increase their Municipal Equity Index as defined by the Human Rights Campaign from a 37 to 87, which occurred in one year, under the leadership of the people directly responsible for this proposal. In addition, in 2019 the Center trained almost 500 people in SafeZone training comprised of lgbtq+ vocabulary, health disparities in the queer community, and how to be an ally/advocate in our community. Together we have a great track record of working together to make our community more equitable.

You are likely aware of the unique challenges that face the city of Racine including significant disparities in wealth and race. Unfortunately, there is systemic racism (in our City and across the country) that can affect the confidence of a black, brown or lgbtq+ person when it comes to seeking medical care. So often, medical decisions are made at the front door without understanding the whole person, which can lead to a misdiagnosis or skepticism on the part of the patient causing mistrust in the health systems that are supposed to protect our populations.

The Leadership of the City of Racine, and especially those behind this COVID Vaccination Community Outreach Project are unique because they not only understand the demographics and history of our most marginalized residents, but because they have the tools, systems and organizational capacity to make this project successful and impactful. I have seen the results first hand and I am confident that the City will make this project a model of success for others to follow.

In my work with the City, I find a rare understanding of the issues that face the lgbtq+ population and the factors that may make them fearful to get a COVID shot. The lgbtq+ persons of Racine cross all vulnerable groups such as race, being a gender and sexual orientation minority, having pre-existing health conditions including higher rates of lung disease and heart disease related to higher rates of smoking and higher rates of HIV/AIDS, low income, and for our transgender and gender nonconforming folks a legitimate fear and mistrust of medical professional based off of ignorance about the unique challenges that are common in our community. That is why vaccinating our community is so critical.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

Under the leadership of the City of Racine, the LGBTQ+ Center of SE Wisconsin is ready to organize our volunteers to make this project successful and I am confident we can make that happen. With the tools that will be developed from this grant we can reach over 2000 people on social media and our newsletter to volunteer to make this project. We will also reach out to our networks to have one on one conversations about the importance of getting the shot. This project is literally about saving lives.

I am honored to work side by side with the City on this project. I strongly support this grant application to make Racine a recipient of the COVID-19 Vaccination Community Outreach grant.

Thank you,

Barb Farrar (she/her)
Executive Director
LGBT Center of SE Wisconsin
(262) 664-4100
bfarrar@lgbtsewi.org

March 15, 2021

To Whom It May Concern:

It is our pleasure to write a letter in support of Vaccinate Racine! the Wisconsin Department of Health Services (DHS) COVID-19 Vaccination Community Outreach Grant proposal being submitted by the city of Racine in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations of Racine County and other community partners including the Racine Unified School District (RUSD). RUSD welcomes the opportunity to partner with the city along with other community stakeholders for such a high priority need to strengthen outreach efforts to better educate citizens, specifically high-risk and underserved populations, about the vaccine.

Throughout the pandemic crisis, our District has worked proactively with local health officials to encourage safety precautions for students, families and staff to minimize any COVID-19 health risks. The DHS funding would bolster a vigorous community-wide campaign to disseminate accurate information to city of Racine residents so they can gain a better understanding about the vaccine and make well informed decisions to protect themselves and their families.

We believe the DHS Grant has the transformative potential to substantially further the efforts of Racine community stakeholders to serve as a collective trusted voice for vaccine facts and answers. Working together to implement our proposal, we will help remove barriers and promote acceptance of COVID-19 vaccination.

Please accept this letter of support on behalf of RUSD for this grant proposal. We look forward to the opportunity to partner on this important effort.

Sincerely,



Eric N. Gallien, Ph.D.
Superintendent

March 12, 2021

RE: Application–COVID-19 Vaccination Community Outreach

To whom it may concern,

We enthusiastically welcome the opportunity to support City of Racine and partners applying for the COVID-19 vaccination community outreach grant. Collaborate efforts to engage historically marginalized communities around the benefit and access to the vaccine has transformative potential. Please accept this letter of support.

United Way of Racine County fights for the health, education and financial stability of every person in our community. For nearly 100 years, we've served as a funder, cross-sector convener, collaborator and nonprofit leader in Racine County. We're governed by a Board of Directors comprised of cross-sector community leaders. Our leadership team has a collective 65+ years of nonprofit experience.

As a community impact organization, United Way of Racine County creates change by aligning efforts and working collectively towards clearly defined goals. Through our community investment process, we fund programs that support access to basic needs like food and shelter, and ensure that children reach their full potential through education, that families are financially stable, and that everyone is mentally and physically healthy and safe.

Through our investment process and community indicators report we have evaluated the impact lack of access to health care can have on community outcomes. Cross all data, black individuals and families have experience higher barriers to health care than any other race. Our 2018 Community Indicators Report found black parents have a 15 percent incidence of [low birth-weight babies](#), [infant mortality](#) is 24.9 out of 1,000 births to Black parents, compared to 5.7 for white parents and 4.6 for Latinx parents and the [obesity rate](#) is highest for Black people at 38.1 percent and lowest for white people at 31.5 percent.

We feel strongly the plan City of Racine and their partners created will significantly reduce barriers to access and stigma about the vaccine. We are happy and proud to support their application.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexa Haigh".

Alexa Haigh
President and CEO
United Way of Racine County

View Approvals

Business Unit 43500 [View Printable Version](#)

PO ID 0000034895

PO Total 100,000.00 USD

Supplier ID 0000071854 City of Racine

Buyer AGENCY_BUYER

PO Reference Online Src From Req 0000072798

[Edit PO](#)

PO Status Dispatched

PO Date 04/23/2021

Budget Status Valid

Justification Transactional Contract: 435100-G21-vaccineco-18.
Grant Exemption: # 031.

[View Comments and Attachments](#)

► Review Lines

▼ Review / Edit Approvers

Threshold Approval

▼ Purchase Order 0000034895:Approved

[Start New Path](#)

PO Total = \$52,600

Approved

Moore, Donna
Agency PO Approver 3
05/13/21 - 7:58 PM

Fiscal Approval

▼ Line 1:Approved

City of Racine Vaccine Racine1 - Vaccine Outreach Grant

ChartField Verification

Approved

Hartwig, Amy
Agency ChartField Approver
05/13/21 - 8:06 AM

▼ Line 2:Approved

Incentives - City of Racine

ChartField Verification

Approved

Hartwig, Amy
Agency ChartField Approver
05/13/21 - 8:06 AM

Central Purchasing Approval

▼ Line 1:Approved

City of Racine Vaccine Racine1 - Vaccine Outreach Grant

Agency Central Approval

Approved

Stanley, Robert C
Agency Central Approver
05/13/21 - 11:26 AM

▼ Line 2:Approved

Incentives - City of Racine

Agency Central Approval

Approved

Stanley, Robert C
Agency Central Approver
05/13/21 - 11:26 AM

[Return to Purchase Order](#)

From: [DHS Covid Response Team](#)
To: [Selkowe, Vicky](#)
Subject: RE: Application–COVID-19 Vaccination Community Outreach: Vaccinate Racine!
Date: Friday, March 19, 2021 12:02:00 PM

Hello,

Thank you for your application for a COVID-19 Vaccination Community Outreach funding award. This email is to notify you of receipt of your application. The review process will begin once the deadline for applications passes on Friday, March 19, and we expect to announce awards by March 31, 2021.

Stay Safe and Stay Well.

Best,
COVID-19 Response Team

From: Selkowe, Vicky <Vicky.Selkowe@cityofracine.org>
Sent: Thursday, March 18, 2021 4:56 PM
To: DHS Covid Response Team <DHSCovidResponseTeam@dhs.wisconsin.gov>
Subject: Application–COVID-19 Vaccination Community Outreach: Vaccinate Racine!

Caution: Message from external sender. Do not click on links or open attachments unless you recognize the sender.

Please find attached:

- Vaccinate Racine! Organizational Information
- Vaccinate Racine! Proposal Narrative
- Support Letters for Vaccinate Racine! from 13 Partner Organizations
- CV for Ms. Shrona Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing, one of the project leads.

Thank you for your consideration. Please let me know if you have any questions or difficulty with any of the attachments.

Best,
Vicky

Vicky Selkowe
Manager, Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason
City of Racine
Direct: 262-636-9286 * Cell: [REDACTED]
vicky.selkowe@cityofracine.org

www.racinefec.org



From: [DHS Covid Response Team](#)
Subject: EMBARGOED: Welcome to the COVID-19 Vaccination Community Outreach Grant Program
Date: Wednesday, March 31, 2021 5:56:00 PM

The information contained in this email is confidential and embargoed until DHS makes a formal announcement on April 1. We ask applicants to not release this information to the public until that announcement is made.

Congratulations! Your application for the COVID-19 Vaccination Community Outreach Grant opportunity has been selected for funding.

DHS will be making a formal announcement about this award on April 1. We ask that you do not release this information to the public until after that announcement.

We look forward to partnering with your organization to promote vaccine confidence and advance health equity in your community.

Join us online for the:

COVID-19 Vaccination Community Outreach Grant Kickoff Meeting

Wednesday, April 7th 2:00-3:30 PM CT

[Register on Zoom](#)

Thank you for your efforts. We look forward to working with you.

Stay Safe and Stay Well.

**Best,
COVID-19 Response Team**



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Timetable

Deadline for submission of questions	February 26, 2021 at 4:00 pm CST
Virtual question & answer session (optional)	March 2, 2021 at 3:00 pm CST Zoom Link: [REDACTED]
Application due date	March 19, 2021 at 4:00 pm CST
Anticipated award notification date	March 31, 2021
Send questions regarding this RFA to:	DHSCovidResponseTeam@dhs.wisconsin.gov

Overview

Vaccination is a critical tool for containing the virus and minimizing the adverse impact of COVID-19. The State of Wisconsin seeks to achieve herd immunity for COVID-19 across Wisconsin by immunizing approximately 80% of the eligible population. Ongoing efforts to distribute the vaccine safely, efficiently, and equitably must include strategies to ensure that vaccines reach communities that face barriers to accessing medical care and people who have historical mistrust of the medical community and vaccines.

The coronavirus pandemic has been hard on everyone, yet COVID-19 has adversely affected black, indigenous, people of color (BIPOC) even more acutely. Data, both in Wisconsin and nationwide, show that BIPOC communities have experienced higher rates of infection, hospitalizations, and death. Compared to white Wisconsin residents, Hispanic or Latinx residents have 1.7 times greater case rates, Black residents have 2.1 times greater hospitalization rates, and American Indian residents have 1.5 times greater death rates.

The State of Wisconsin recognizes that community-based organizations and trusted messengers are in the best position to promote acceptance of COVID-19 vaccination among marginalized and underserved communities. The State must rely on those who can make the connections necessary to communicate vital information in culturally appropriate ways. DHS puts forward the following principles for this grant award process:

- We recognize the need for trusted messengers who understand the lived experiences of the diverse individuals, families, and communities across the state.
- We are interested in building trust from shared values.
- We are committed to learning from our applicants and awardees.
- We will focus on the mission of the request.
- We will operate from a place of curiosity and humility.

Opportunity

This funding award seeks to engage community-based organizations to help remove barriers to and promote acceptance of COVID-19 vaccination for communities that have and do face barriers to accessing medical care and people who have historical mistrust of the medical community and vaccines. The awarded community-based organizations will build upon existing relationships within the community and adapt strategies to meet the unique identified needs of each community. Their work should aim to increase knowledge and awareness of factors such as:

- How COVID-19 spreads and the dangers it poses
- The risks and long-term effects associated with COVID-19 infections
- The safety and effectiveness of COVID-19 vaccines
- The routine nature of getting immunized
- Where to access COVID-19 vaccines, particularly if uninsured or underinsured
- Support in navigating systems or overcoming barriers to access COVID-19 vaccines in the community



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Opportunity (continued)

By increasing knowledge and awareness about COVID-19 and vaccines, these community outreach activities will facilitate downstream improvements in COVID-19 vaccination rates and the disparities that exist in these rates.

DHS intends to issue awards of either \$10,000-\$50,000 (Tier 1) or \$50,000-\$100,000 (Tier 2) to approximately 50 organizations. Funding will be available for use upon award through 8/31/2021. Applicants will be awarded based on available funding, capacity, and application scores as determined by the review panel. Awards will be geographically dispersed and in consideration of social vulnerability factors and healthcare utilization.

Should additional funding become available at any point during the course of the grant period, DHS reserves the right to use the results of this competitive application process to increase funding to selected agencies or to fund additional agencies that applied but were not funded originally. Wisconsin DHS also reserves the right to award grants for less than an applicant's proposed amount.

Eligibility

Applicants must be based in Wisconsin, conduct their proposed community outreach work in Wisconsin, and be one of the following:

- Local or tribal government entities
- Nonprofit entities certified as a 501(c)(3) by the federal Internal Revenue Service
- Projects sponsored by another 501(c)(3) organization
- K-12 schools or school districts

Eligible organizations may not discriminate on the basis of race, ethnicity, religion, sex, sexual orientation, gender identity/expression, age, or national origin in their staffing policies, use of volunteers, or provision of services.

Mutual Commitments

Grantee Commitments

- Use resources in the manner described.
- Use (or adapt, as needed) science-based information provided by DHS.
- Uphold public health practices and trauma-informed approaches in carrying forth this work.
- Use culturally competent messaging and services.
- Respond to requests for information/activity from DHS.
- Attend listening sessions with DHS to share experiences with other awardees and hear updates from DHS.
- Inform DHS about progress, impacts, and outcomes of the effort.
- Solicit technical assistance and support from DHS to ensure accurate information.
- Submit a final report on activities, a success story(ies), and lessons learned no later than 10/01/21.
- Prepare and submit expense reports monthly.
- (optional) Provide a document of ideas for potential action to further advance health equity in the community(ies) served.

DHS Commitments

- Provide funding for efforts to enhance awareness, accessibility, and access for COVID-19 vaccination.
- Provide technical assistance on credible public health practices and the COVID-19 vaccination program.
- Provide technical assistance related to trauma-informed practices and communications.
- Respond to requests for information/activity from grantees.



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Use of Funds

As more groups become eligible to receive the COVID-19 vaccine through spring and summer 2021, it is critical to prepare communities to be both mentally ready (i.e., addressing vaccine hesitancy, increasing knowledge of the benefits of vaccine, and dispelling myths) and physically ready (i.e., knowing where, when, and how to access the vaccine, as well as working to remove barriers to access).

Broadly speaking, this RFA will fund activities in Wisconsin focused on increasing knowledge and awareness of the COVID-19 virus and vaccines, decreasing vaccine hesitancy, and decreasing barriers to accessing COVID-19 vaccine.

Following are examples of potential activities:

- Trusted community members conduct culturally competent outreach about COVID-19 and its vaccines that aligns with COVID-related CDC guidance. Trusted community members distribute their messages via channels known to be used by specific populations.
- Use community health workers, who reflect the communities they will serve, to provide culturally competent education (e.g., text messaging, email, webinars, cold calls, call-in phone lines, socially distanced in-person outreach, etc.) about COVID-19 and its vaccines for a specific population.
- Use community health workers or other trainers, who reflect the communities they will serve, to help health care workers overcome barriers to immunizing specific communities (e.g., improve health care providers' cultural sensitivity and ability to answer patients' concerns, etc.).
- Establish or expand a community coalition and regularly convene it. The community coalition consists of diverse stakeholders (e.g., faith-based organizations, hospitals, pharmacies, schools, businesses, etc.) that represent and serve a specific population. The coalition implements culturally competent strategies for improving awareness and knowledge of COVID-19 and vaccines.
- Form partnerships with local health departments to assist them with their COVID-19-related community outreach (e.g., public health education campaigns, advertisement of community-based vaccination clinics, informational briefings, etc.) and in particular assure that such outreach is culturally competent towards a specific population.

Examples of Allowable Expenses

- Personnel (salary/wages, fringe benefits)
- Travel for provision of services (excluding meals and in compliance with state and local restrictions)
- Supplies (office resources, community outreach materials)
- Contractual costs (staffing, grassroots awareness campaigns)
- Purchasing gift cards or other incentives (in compliance with State requirements, at nominal levels to be detailed in the proposal)
- Indirect expenses benefiting multiple projects/activities (must be <10% of total proposed project budget)
- Translation and production/printing services

Examples of Unallowable Expenses – major categories

- Capital purchases or leases
- Reimbursement of pre-award costs
- Funding advocacy or lobbying efforts
- Purchase of vaccines or clinical care to the public
- Research

Please note that outreach materials, including existing materials translated into additional languages, created with this award are to be made available publicly for use with other communities and other areas of the state as applicable.



Wisconsin Department of Health Services (DHS) Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application Submission

Applications are **due to DHS no later than 4:00 pm CST on March 19, 2021**. Late proposals will not be accepted. Applicants should email their application to DHSCovidResponseTeam@dhs.wisconsin.gov with the subject line “Application–COVID-19 Vaccination Community Outreach.” Applicants will receive email confirmation of receipt by DHS. Please see the Application information below for specifics about page limits and requested information.

Application Questions

Applicants should submit all questions about this RFA in writing to DHSCovidResponseTeam@dhs.wisconsin.gov no later than 4:00 pm CST on February 26, 2021. Answers to submitted questions will be posted online. A virtual informational session will be held on March 2, 2021, at 3 pm CST. Questions not received in writing (i.e., email) or during the virtual session will not be addressed; questions submitted after the deadline will not be addressed.

Application Review

All applications will be subject to an initial technical review for completeness and adherence to RFA specifications and requirements. Applications that fail the initial review will receive no further consideration. Applications that pass the initial technical review will be evaluated and scored by a panel of reviewers with knowledge of: community outreach, public health, health care, and/or immunizations. Reviewers will independently evaluate and score applications. Then all scored applications will be compared with each other. DHS will make awards to applicants who demonstrate the ability to perform successfully under the terms and conditions of this RFA.

Favorable applications will reflect the following guidelines:

- Are culturally competent
- Serve a marginalized population
- Can be started quickly (i.e., within one month of award)
- Comply with public health guidance about COVID-19
- Are capable of producing immediate impacts on knowledge and awareness of COVID-19 vaccines
- Ability to reach a large number of marginalized people or those belonging to marginalized communities and/or
- Understanding of target population, barriers faced, and ways to advance racial/economic/geographic equity
- Experience working within the identified population(s)/communities(s)
- Ability to get funds to groups on the ground/grassroots organizations (Tier 2)
- Collaborative approach (for Tier 2)
- Entities led and/or staffed by BIPOC, people with disabilities, and/or LGBTQ individuals will be prioritized

DHS reserves the right to reject any and all submissions. Also, DHS reserves the option to conduct discussions with agencies about their applications for clarification purposes. If discussions are conducted, applicants may be invited to modify their applications as needed.



Wisconsin Department of Health Services (DHS)
Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application – Page 1/2

Organization Information

Organization/Project Name: _____

Organization Leader (first name, last name, title): _____

Website and/or social media page: _____

Year Organization/Program Established: _____

Total Annual Organizational/Program Budget: \$_____

Type of organization:

- ☐ Local/tribal government entity
☐ 501(c)(3)
☐ Project sponsored by another 501(c)(3)* – name of fiscal sponsor: _____
☐ K-12 school or district

Grant Contact Information

First and last name, title: _____

Email address: _____

Telephone (including area code): _____

Mailing Address (including city, state, zip code):

Street Address (including city, state, zip code):

Request Information

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies), neighborhood(s), etc.):

Requested award amount: \$_____



Wisconsin Department of Health Services (DHS)
Request for Application (RFA): COVID-19 Vaccination Community Outreach

Application – Page 2/2

Narrative

Responses should be prepared with Times New Roman, Calibri, or Arial font no smaller than size 10.

Responses are not to exceed

- four (4) pages for Tier 1 (\$10,000-\$50,000) applicants
- eight (8) pages for Tier 2 (\$50,000-\$100,000) applicants

For requests of **any** amount:

- Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts.
- Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.
- Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).
- What are your intended expenses and why are they needed? Please be explicit and details by categories.
- What are the major activities and milestones for your effort?
- What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

For **Tier 2** requests of \$50,000-\$100,000:

- Describe your experience implementing culturally competent services and programs.
- Describe how you would work with existing partners to connect with the population.
- Detail any sub-awards you would intend to make and the criteria for making and monitoring them.
- Provide a line item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs.
- (Optional) Provide letters of support describing your organization's experience removing barriers to healthcare and/or connecting effectively with your identified target population(s).

Applications are **due to DHS no later than 4:00 pm CST on March 19, 2021**. Late proposals will not be accepted. Applicants should email their completed application to DHSCovidResponseTeam@dhs.wisconsin.gov with the subject line "Application–COVID-19 Vaccination Community Outreach."



**Wisconsin Department of Health Services (DHS) Request for Application (RFA):
COVID-19 Vaccination Community Outreach**

Organization Information

Organization/Project Name: **Vaccinate Racine!**

Organization Leader: **City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Higher Expectations for Racine County, Payne & Frazier Consultants, and others.**

Website: **www.racinecoronavirus.org**

Year Organization/Program Established: **1835**

Total Annual Organizational/Program Budget: **\$84,000,000**

Type of organization:

☒ Local/tribal government entity

☐ 501(c)(3)

☐ Project sponsored by another 501(c)(3)*

☐ K-12 school or district

Grant Contact Information

First and last name, title: **Vicky Selkove; Manager of Strategic Initiatives & Community Partnerships, Office of Mayor Cory Mason.**

Email address: **vicky.selkove@cityofracine.org**

Telephone (including area code): **[REDACTED]**

Mailing Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Street Address: **Racine City Hall, 730 Washington Avenue, Room 201, Racine, WI 53403**

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

Racine County residents who are: African American, Hispanic/Latino, homeless and/or housing insecure, under age 40, age 65+, English language learners, individuals with disabilities, undocumented immigrants, individuals with low literacy levels, individuals with limited internet/technology access/comfort, migrant, factory, and farm-workers, and those with low-incomes.

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies), neighborhood(s), etc.):

Residents of Racine County, with particular emphasis and targeted outreach to residents who live in the City of Racine and the Villages of Mount Pleasant, Caledonia, Elmwood Park, Sturtevant, Wind Point, and North Bay all east of the I-94 Interstate.

Requested award amount: \$100,000

Vaccinate Racine! Request Information

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequities related to COVID-19 vaccination efforts.

Our proposal would enable the Racine community to implement a robust, multi-pronged strategy, driven by BIPOC and targeted community residents. Our proposal consists of five separate but interconnected components, all focused on providing accessible, timely, and accurate information to high-risk and underserved community residents about the COVID-19 vaccine, promoting vaccine through numerous channels, learning and addressing community members' questions and barriers to vaccination, and providing real-time feedback to key health system partners. The proposal is focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities east of the Interstate.

The City of Racine (Mayor's Office) is the lead organization submitting this proposal and will subgrant the overwhelming majority of grant funds as described below.

Our specific strategies are:

1. Form and Convene Racine Vaccine Coalition:

We will build a large, diverse community coalition of key local stakeholders to ensure that they are all receiving and disseminating accurate, timely, coordinated information about vaccination and vaccine access locally. This funding opportunity has already allowed us to begin to build this Coalition and it already includes the City of Racine, Racine County, the City of Racine Public Health Department, the Central Racine County Health Department, the Hispanic Roundtable, the Racine Continuum of Care for the City and County of Racine, the Racine Family YMCA, Gateway Technical College, the LGBT Center of SE Wisconsin, Health Care Network, Higher Expectations for Racine County, United Way of Racine County, Ascension All Saints, and the Racine Unified School District. This coalition of partners is ready to begin its work immediately and will be expanded to include all other interested community organizations, churches, and employers as the project gets underway.

This Coalition has already begun to come together to collaborate on this grant application and shares the values and vision of ensuring that Racine County's most vulnerable and underserved residents receive accurate, timely, understandable, and culturally relevant information about the COVID-19 vaccines, are encouraged to get vaccinated, and are assisted in accessing vaccination once eligible. This coalition will be convened by the Mayor's Office of the City of Racine, will meet at least monthly during the grant period, and will fulfill the following functions:

- a. Disseminate vaccine information and messaging designed as part of this proposal through Coalition members' own networks, newsletters, outreach channels, and social media platforms;
- b. Share feedback gleaned from Coalition members' networks about vaccine information and access with the City of Racine Public Health Department, the Central Racine County Health Department, the community's major health systems providers, the DHS Community Vaccination Clinic in Racine County, and other Coalition members;
- c. Review data on outreach and educational efforts, and vaccination numbers disaggregated as much as possible by jurisdiction, race, ethnicity, gender, and age;
- d. Identify and create educational and outreach opportunities for the Racine Kenosha Black Nurses Association (RKBNA, see item #2, below) to present and inform Coalition members' networks and targeted populations about vaccinations; and

- e. Assist with identifying and recruiting the Racine Vaccine Champions (see item #3, below).

2. Engage the Racine/Kenosha Black Nurses Association (RKBNA) as Our Lead Partner:

The RKBNA will lead the Racine community's education and outreach efforts to minority and underserved populations about the importance of the COVID vaccines. The RKBNA is a trusted and well-respected community messenger who has decades of partnerships and connections in the Racine community, and whose public health and preventative health knowledge makes them an excellent lead partner for this work. The RKBNA has extensive community connections in Racine and will bring vaccine information directly into the community at churches, community centers, nonprofit organizations, shelters, barber shops, beauty salons and beauty supply stores, grocery stores, pharmacies, and other key locations. Joyce Wadlington, RN, BSN is the President of the Racine/Kenosha, Wisconsin Chapter of the National Black Nurses Association, Inc.

Their involvement will be led by Shrona Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. (See Ms. Green's attached CV.) Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and other RKBNA leadership have been involved in the development of this funding proposal and all are ready to begin work immediately as soon as notice of funding is received.

Under Ms. Green's leadership, the RKBNA and its members will:

- a. Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced informational tables, and distribution of Racine-specific vaccine information and access materials;
- b. Assist Payne & Frazier Consultants (see #4, below) in designing Racine-specific, accurate and culturally relevant outreach materials and messaging;
- c. Distribute these developed materials both directly to residents at locations like grocery stores, pharmacies, barber shops, beauty salons, and churches, as well as at larger outreach events and presentations;
- d. Utilize iPads and wifi hotspots at outreach events to directly assist residents in signing up for vaccines through the Wisconsin COVID-19 Vaccine Registry (WCVR);
- e. Utilize and staff prepaid cell phones with local phone numbers so that residents with questions, misperceptions, or concerns about vaccines can directly reach a RKBNA nurse to get those questions addressed, or to be assisted in signing up for the WCVR;
- f. Present at and disseminate educational information at outreach opportunities and educational events sponsored by or at the invitation of members of the Racine Vaccine Coalition;
- g. Train and coordinate a minimum of 25 diverse, representative Community Vaccine Champions (see #3, below) who will serve as trusted community vaccine promoters throughout the community and a grassroots 'army' to supplement and assist the RKBNA's outreach work;
- h. Work with health system providers, the City of Racine's Public Health Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department to expand vaccine access throughout the community as vaccine supply increases and stabilizes; and
- i. Provide feedback to health system providers, the City of Racine's Public Health

Department, the DHS Community Vaccination Clinic in Racine County, and the Central Racine County Health Department about community members' questions, perceptions, and barriers to accessing vaccination to improve system responses and overcome those barriers.

3. Train & Deploy Racine Vaccine Champions:

The Community Coalition and the RKBNA will identify, train, and mobilize at least 25 community members to become Racine Vaccine Champions (Champions). These community members will be almost entirely Racine residents of color, with special emphasis on recruiting younger (under 40) African Americans, Spanish-speaking Latinx residents, and undocumented community members to serve in this capacity. Higher Expectations for Racine County will coordinate the effort to recruit these Champions with key community organizers and neighborhood leaders in order to reach our goal of 25 diverse and representative community members in these roles.

Coalition partners with trusted relationships to key populations - for example, the Continuum of Care for the City and County of Racine's relationships with residents who are experiencing or who have experienced homelessness, the Hispanic Roundtable's connections to undocumented and Spanish-speaking residents, and the LGBT Center of SE WI's connections to LGBTQIA+ residents - will be engaged specifically to help identify and recruit these Champions. All Champions will all be compensated for their time at an hourly rate of \$15/hour and be expected to work approximately 5 hours/week (with potential for hours to be concentrated more heavily during the beginning of the grant period). The City of Racine's Finance Department will oversee and manage payroll for the Champions.

These Champions will be trained and overseen by the RKBNA and will, specifically:

- a. Assist the RKBNA in distributing vaccine educational and informational materials;
- b. Using their own connections and networks, create opportunities for the RKBNA to come speak to residents about vaccination, and promote the RKBNA's other planned outreach and educational events;
- c. Be featured in social media and other local vaccine promotional materials, sharing their own vaccine experiences in both those materials and to their own social media networks;
- d. Promote and encourage residents to attend the virtual vaccine informational sessions that Payne & Frazier (see #4, below) will host;
- e. Connect residents who have questions, apprehensions, and information needs about vaccinations directly to RKBNA members for assistance and information; and
- f. Assist RKBNA members in helping residents sign up for the Wisconsin COVID-19 Vaccine Registry at outreach and informational sessions.

4. Employ Local, African-American Owned Professional Consultants to Design Racine-Specific Outreach Materials & Communications:

Higher Expectations for Racine County, a 501(c)(3) nonprofit, will engage and oversee local consulting firm Payne & Frazier Consultants (Kimberly Payne and Dr. Arletta Frazier) to design Racine-specific communications and outreach materials for use by the RKBNA, the Racine Vaccine Coalition, and the Racine Vaccine Champions.

Ms. Payne and Dr. Frazier are African American community leaders with well-established and deep Racine connections who bring expertise in culturally appropriate and locally informed communications. Frazier and Payne also have staff on their team who will be able to provide professional translation of all materials into Spanish.

Using information from WI DHS, CDC, the City of Racine Public Health Department, and the Central Racine County Health Department, they will work with the RKBNA and the Champions

design and produce Racine-specific COVID-19 vaccine outreach materials in both English and Spanish that feature the Champions and other key Coalition messengers and includes local vaccine access information (i.e. sign-ups, locations of vaccine sites, eligibility info, etc.)

Messaging strategies developed by Payne & Frazier will be informed by their own experiences and knowledge of the Racine community, by the RKBNA and other credible public health messengers, as well as by community members in our target population. Dr. Margaret Hennessy, MD, FAAP (Physician; Medical Director, Pediatrics; Chairperson, Department of Pediatrics at Ascension All Saints, and Director of the Racine County Immunization Coalition) has also generously agreed to bring her expertise to this work of developing key materials tailored to Racine's residents.

Higher Expectations, the RKBNA, and other partners will also assist Payne & Frazier in planning and hosting at least one focus group early in the grant period with target residents to further hone tailored local messages and better understand questions that need answering and vaccine myths/fears/misperceptions that need addressing.

Payne & Frazier's technical expertise in planning virtual events, their demonstrated success in outreach activities, their professionally trained facilitators, and their skill in designing materials will allow RKBNA to focus on cultivating and conducting outreach and education, enhanced by the work of the grassroots community vaccine champions. Payne & Frazier's messaging strategies and outreach materials will be improved through real-time feedback shared by our Community Vaccine Champions and the RKBNA. Specifically, Payne & Frazier will:

- a. With assistance from Higher Expectations for Racine County and the RKBNA, host at least one focus group early in the grant work (i.e. April) to identify and hone key messages on vaccination for our targeted populations;
- b. Develop, design, and print Racine-specific outreach materials in English and Spanish for use by all members of the Coalition, by the RKBNA, and by the Champions;
- c. Develop, design, and disseminate Racine-specific social media graphics and posts in English and Spanish for use by all members of the Coalition, the RKBNA, and the Champions;
- d. Produce a short, professional video featuring Champions and key Coalition members encouraging Racine residents to get vaccinated;
- e. Plan and convene at least two virtual vaccine education sessions - with one in Spanish - that features the RKBNA and Champions. Higher Expectations for Racine County will support and assist Payne & Frazier in the work of planning and facilitating these virtual sessions;

5. Direct Mail to Racine Residents:

We are reserving a small amount of funds to pay for printing and postage for direct mail in English and Spanish to targeted Racine neighborhoods to provide vaccine information and invitations to upcoming RKBNA vaccine information and outreach events, as well as to more directly reach residents with information about vaccine eligibility and access locations.

Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.

Our intended population are Racine residents living in the City of Racine, and the eastern surrounding villages - Caledonia, Sturtevant, North Bay, Mount Pleasant, Elmwood Park, and Wind Point. We are particularly focused on high risk individuals due to comorbidities, aging, housing insecurity/homelessness, people of color, persons of lower socioeconomic status, and undocumented residents. All of these residents face numerous barriers to vaccination including

lack of education, myths and skepticism about the COVID-19 vaccine's effectiveness, distrust of governmental institutions, and lack of access to and low comfort/confidence with computer technology to successfully navigate online vaccine registration sites. Painful history associated with the Tuskegee Study has added to mistrust of the medical system.

These barriers will be addressed as follows:

- Lack of education and information: Educational materials will be provided in English and Spanish and disseminated by trusted Vaccine Champions and through various communications channels including Champions' social media networks, at trusted neighborhood and community locations like churches, beauty salons and barber shops, African American and Latinx-owned businesses, etc.
- Myths and skepticism: Materials developed will include frequently asked questions or 'myth buster' resource. Information provided will be consistent and include testimonials from vaccine proponents who look like them, come from their neighborhoods, and who are known to and trusted by neighborhood residents. Residents will have direct access to members of the RKBNA and Champions who will be trained and prepared to provide science and public-health informed responses to vaccine myths.
- Distrust of governmental and medical institutions: Partnership with trusted governmental and medical professionals who will share information and be featured in outreach materials and at virtual events (i.e. African American doctors and nurses in Racine who have large practices and great relationships with patients).
- Lack of access to vaccination: Where possible, partner with health systems and City's Public Health Department to remove barriers to access by bringing the vaccine to the people, through mobile vaccine sites, and easing transportation barriers to community vaccination sites.
- Limited computer access & proficiency: RKBNA members and Vaccine Champions with iPads will address this barrier and assist residents with sign-up; RKBNA members will also be reachable by publicized cell phone numbers and can register people over the phone.

Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).

This funding request is made and led by the Racine community's anchor institutions - governmental, nonprofit, and educational - who are committed to getting Racine residents vaccinated so we can return our community to a new normal. We recognize, however, that none of our organizations are necessarily the most "trusted messengers" when it comes to reaching communities of color and marginalized residents, and that is why we are proposing to deploy these funds primarily to organizations and individuals who are trusted community messengers and culturally appropriate designers and implementers of Racine's outreach messaging and strategies.

Staff in the Mayor's Office at the City of Racine (Shannon Powell, Chief of Staff and Vicky Selkove, Manager of Strategic Initiatives and Community Partnerships) are trusted and respected community leaders, able to coordinate this effort, convene the Coalition, and oversee the project work overall. Project Lead will be MSN RN Shronda Green (described above, CV attached), an African American woman with nearly three decades of professional nursing and health care experience and community connections in Racine. Ms. Green, Ms. Selkove, Chelsea Powell (Managing Director of Higher Expectations for Racine County), and Kimberly Payne of Payne & Frazier will constitute the day-to-day operational leaders of this effort, with room for others at that leadership table as the project gets fully underway.

With the exception of a very small amount of funding the City is requesting for direct targeted mail costs, all grant funding will go directly to the Racine Kenosha Black Nurses Association (RKBNA), Payne & Frazier, Higher Expectations of Racine County, and the diverse and representative team of Racine Vaccine Champions we will collectively recruit, train, and deploy. The RKBNA is knowledgeable in primary prevention and health promotion, and in their words, “One of our main qualifications is that communities of color can identify with our organization. We look like them. Communities of color are better able to trust us and we will effectively be able to dispel their negative myths regarding the COVID-19 vaccines. Some of the RKBNA have already received their COVID-19 vaccines and can share the positive outcomes of having been vaccinated.”

What are your intended expenses and why are they needed? Please be explicit and detailed by categories. •

1. Racine Kenosha Black Nurses Association: \$38,000
 - a. Personnel Costs: \$25,000 (RKBNA Vice President MSN RN Shrona Green will be compensated at a rate of \$100/hour for her leadership role in this project, she will work 10-25 hours/week; RKBNA members will also receive gas cards to cover their outreach-related travel costs).
 - b. Technology: \$10,000 (i.e. 10 iPads with wifi and cellular for mobile vaccine outreach and assisting residents in signing up for the Vaccine Registry approx \$600 each; prepaid cell phones at min. \$40 + \$20/mo each; wireless printer/scanner approx \$325; mobile projector and screen for outreach presentations approx \$200; professional Zoom account for webinars \$140/month);
 - c. Outreach Materials: \$3,000 (i.e. portable tent, table, and chairs for outreach events approx \$500; copying costs approx \$1000; display banner and sandwich boards for outreach tabling/events approx \$400; small denomination gift cards for use as outreach incentives approx \$1000 total)
2. Payne & Frazier Consultants (Contract to be managed and paid by Higher Expectations for Racine County): \$31,000
 - a. Outreach Materials: \$10,000 (design, production, printing/copying of printed materials in English and Spanish)
 - b. Personnel Costs: \$21,000 (Graphic designer; Spanish-language translator, videographer; staff time of approximately 7-10 hours/week for Kimberly Payne and 7-10 hours/week for Arletta Frazier; professional community facilitators for virtual vaccination events)
3. Minimum of 25 Racine Vaccine Champions: \$20,000
 - a. Personnel costs: \$17,000 (Each will be paid hourly rate of \$15/hour for 5 hours/week of work for approximately 8 weeks; meal costs for in-person socially distanced trainings of the Champions conducted by the RKBNA; gas cards and bus passes as needed to assist the Champions in traveling throughout the community for this work.)
4. Higher Expectations for Racine County: \$6,000
 - a. Coordinating recruitment of Vaccine Champions with partners
 - b. Hosting/facilitating focus group to help determine messaging and other strategies
 - c. Overseeing and contract-managing the work of Payne & Frazier Consultants.
5. Direct Mail Printing & Postage: \$5,000
 - a. The City of Racine would like to have a small amount of funds to cover printing and mailing costs for targeted mailings in English and Spanish to reach

residents with vaccine-related updates and information, to promote vaccination information sessions, and to promote vaccine access and sign-up.

Total: \$100,000

What are the major activities and milestones for your effort?

1. Successful recruitment and training of at least 25 diverse, representative Racine Vaccine Champions.
2. Design of Racine-specific outreach materials featuring champions and other community leaders.
3. Racine Vaccine Coalition membership grows, convenes at least monthly.
4. Racine Vaccine Coalition members regularly share Racine-specific outreach materials in their own social media, newsletter, and other outreach channels;
5. Minimum of 50 vaccine education and outreach sessions conducted by the RKBNA at churches, barber shops, beauty salons, shelters, and other key community locations to reach our targeted populations.
6. Successful use of mobile sign-up for Wisconsin COVID-19 Vaccine Registry by the RKBNA and Champions at community locations.
7. Social media posts that are shared by community champions, community coalition, and others to spread distribution.
8. Coverage in local media of the vaccine education and outreach effort that highlights the RKBNA's role.
9. Successful planning and hosting of 2 virtual education & Q&A sessions about the vaccines and how to sign up for them with at least 50 Racine residents in attendance at each.

What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

1. A minimum of 60% of each vaccine-eligible group vaccinated, and, when the general population is eligible, at least a 60% vaccination rate of Racine County's African Americans and Latinx residents;
2. Skill building and increased digital literacy/confidence among residents who are taught how to successfully utilize the online vaccine registry and who can then share that new skill with their own families and networks;
3. Residents participating in/attending outreach and education sessions reporting lower vaccine hesitancy following completion of the session;
4. Residents who speak with RKBNA members and share vaccine questions or display vaccine hesitancy are able to overcome that hesitancy and be assisted in signing up for the Wisconsin Vaccine Registry on the spot; and
5. Awareness building success will be measured by the number of outreach events, informational sessions, and total number of residents reached through outreach efforts.

Describe your experience implementing culturally competent services and programs.

The RacineKenosha Black Nurses Association are licensed professional nurses trained to provide culturally sensitive care within the context of the community they serve. They adapt to the changing health and communication needs of communities of color, the underserved populations, elderly, homeless, and those with fewer socioeconomic resources. Their ability to communicate and their relatedness, will prevent and help to overcome barriers in providing health education.

Payne & Frazier Consultants, LLC is led by Kimberly Payne and Dr. Arletta Frazier. With 55 years of combined experience in education, non-profit, and government, they specialize in providing culturally relevant services in the areas of community engagement, diversity and inclusion training, and support programs for vulnerable populations. Payne & Frazier is a Racine-based consulting firm that has vast connections and first-hand knowledge of the challenges and bright spots of the Racine Community.

Describe how you would work with existing partners to connect with the population.

See above descriptions of the Coalition and Coalition members' roles in this work. We will invite a broad range of community partners to join the Coalition and partner with us in this effort. RKBNA, Payne and Frazier Consultants, and Higher Expectations for Racine County are all able to work with existing partners to connect with our targeted population because they are already engaged in and serve the Racine community. For example, RKBNA currently partners with many faith organizations in the Racine community and provides health education. They have partnered with the African American Roundtable of Leaders, Racine Unified School District's Parent University, and others to participate in those organizations' meetings and provide health education. RKBNA has been a regular participant in Racine's annual "Juneteenth Celebration," providing health promotion information and blood pressure screening.

Detail any sub-awards you would intend to make and the criteria for making and monitoring them.

As detailed above, the City of Racine anticipates sub-awarding nearly all of these requested funds to RKBNA, Higher Expectations for Racine County (who will manage the contract with Payne & Frazier Consultants), and the selected Racine Vaccine Champions. Staff in the City of Racine's Mayor's Office and the City's Finance Department will oversee and monitor subgrantees and ensure accountability and meeting of expected goals and performance. RKBNA and Higher Expectations are both 501(c)(3) nonprofits who will both be expected to continually monitor activities, incurred expenses, and provide supporting documentation and receipts. The City of Racine will be responsible for the payroll of the individual Champions and the RKBNA's Project Lead, Shronnda Green, and the City's Purchasing Director will also be utilized to assist in procuring optimal pricing for needed equipment, copying, and supplies needed by subgrantees.

Provide a line item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs. Please be explicit and detailed by categories.

See above outlined budget.

(Optional) Provide letters of support describing your organization's experience removing barriers to healthcare and/or connecting effectively with your identified target population(s).

Letters of support are attached from 13 partners as one PDF.



Racine-Kenosha WI Chapter
National Black Nurses Association, Inc.
P.O. Box 085208
Racine, WI
53408-5208 (262)
639-8305

March 17, 2021

Request for Application (RFA): COVID-19 Vaccination Community Outreach Dear

Wisconsin Department of Health Services (DHS):

The Racine /Kenosha Black Nurse ' s Association (RKBNA) is excited to support the grant application- Project name: *Vaccinate Racine*, in the amount of \$100,000. *Vaccinate Racine* project focus is the education and promotion of the COVID-19 vaccination among high-risk minority, and underserved communities, throughout the City of Racine and surrounding communities.

RKBNA recognizes that minority populations are at an increased risk to a serious illness and death when contracting COVID, due to health comorbidities such as asthma, hypertension, and obesity. Part of our organization's initiative is to reduce health disparities in communities of color, through health education, promotion, and a community presence.

The RKBNA will take lead role in *Vaccinate Racine*. We provide COVID-19 vaccine education and promotion in the minority and underserved populations in Racine and surrounding communities. RKBNA is capable of such an endeavor due to our organization's extensive outreach, community partnerships and service in the community.

The RKBNA chapter of the National Black Nurse's Association (NBNA). Has been established in the Racine and Kenosha area, since 1994. Since 1995 RKBNA has provided 120 nursing scholarships to students attending accredited nursing schools in the state of Wisconsin and in other states. Below is a list of some of the community outreach events and health education, RKBNA has provided to its community partners and in the community during the 2019-2020

year:

February 6, 2019: Participated in Black History school reading program Wadewitz School Racine, WI.

March 17, 2019: Participated in Kidney Disease and Cancer presentation @ New Omega M.B. Church, and Wayman AME Church, Racine, WI.

March 24, 2019: Kidney Disease and Cancer Presentation @ Second Baptist M.B. Church in Kenosha, WI.

March 30, 2019: Presentation "African American Families and Health.," to the African American Round Table of Leaders.

April 4, 2019: Kidney Disease and Cancer Presentation to Parent University and Christ Chapel M.B. Church, Racine WI.

May 4, 2019 Celebrated National Nurses Week at Gateway Technical College. Theme "Four Million Reason to celebrate Nurses Week" presented "Safe patient Handling and Falls.," and Changes in Mental Health.

June 6, 2019: Panel Discussion regarding Diabetes at Wayman AME Church Racine WI.

June 15, 2019: Participated in Juneteenth Day. Blood Pressure screening provided and health education provided verbally and written.

June 20, 2019: Participated in the Expungement Clinic sponsored by the Urban League. RKBNA discussed Mental Health and the role of the NBNA.

August 24, 2019: Presentation "Back to School; Health Tips," presented to Gateway Technical College, Kenosha WI and the African American Roundtable of Leaders.

August 29, 2019: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

September 28, 2019: RKBNA Annual Scholarship Banquet. Eighty people in attendance. Awarded two one thousand-dollar scholarships to nursing students.

October 10, 2019 Participate in Gateway Technical College Resource Fair in Racine, WI. Provided blood pressure screening and health information.

October 23, 2019: Presentation "Anger Management." Christ Chapel M.B. Church Racine WI.

January 5, 2020: Attended the first semester Associate Degree Nursing Orientation, Gateway Technical College, Kenosha WI to offer mentorship services to incoming students.

January 25, 2020 Participated in presenting Health Tips monthly regarding COVID-19 updates and other related health issues.

February 11, 2020: Presentation "Heart Health," Dr. Martin Luther King Jr Community Center, Racine WI.

March 15, 2020: Presentation "COVID-19 Education" New Omega M.B. Church Racine WI.

July 11, 2020: COVID Presentation "Minimizing Our Exposure and Maximizing Our Recovery," African American Roundtable of Leaders.

November 23, 2020: Presentation: Diabetes "Sugar is not Sweet," Christ Chapel M.B. Church Racine WI.


RKBNA involvement in *Vaccine Racine* will be led by Shronda Green, MSN, RN, Associate Degree Nursing Instructor and SNA Advisor, at Gateway Technical College's School of Health-Nursing. Ms. Green is also the RKBNA's Vice President. Ms. Green grew up in Racine, graduated from Washington Park High School and Gateway Technical College, and has 27 years of nursing experience and community connections in the Racine community. Ms. Green will dedicate 10-25 hours/week (more in April-June as the project gets underway and as vaccine supply and community access increase, less in July and August). Ms. Green and four other RKBNA leadership have been involved in the development of this funding proposal and are all ready to begin work immediately as soon as notice of funding is received. Also it is important to mention that Ms. Green will be participating in COVID-19 vaccination administration and community education during the month of March and April through her employer Gateway Technical College, Kenosha WI.


Under Ms. Green's leadership, the RKBNA and its members will: Educate and reach targeted community members through health forums, community meetings, presentations (both virtual and in-person, where social distancing and capacity limits can be followed), socially distanced information. Ms. Green and four of RKBNA's retired nurses, have agreed to dedicate their services to the *Vaccinate Racine* project.

The *Vaccinate Racine grant* will reduce health disparities and COVID-19 infections in minority communities. Methods and partnerships outlined in the *Vaccinate Racine* will greatly help the City of Racine and surrounding communities overcome the COVID-19 pandemic.

Please feel free to contact RKBNA at the above address or phone number.

Sincerely,


Joyce Wadlington RN, RKBNA President


Shronda Green RN, RKBNA Vice President

March 17, 2021

Wisconsin Department of Health Services
Covid Response Team

Application Review Committee Members:

Higher Expectations for Racine County is pleased to support the City of Racine's proposal "Vaccinate Racine!" which will increase the number of Racine area residents who have access to accurate information about the COVID-19 Vaccine, particularly those who are Black and Latinx, as well as from underserved populations. We are extremely excited that the City is partnering with local organizations including the Racine Kenosha Black Nurses Association - and also with local residents themselves - to implement a robust trusted messenger outreach program.

Higher Expectations for Racine County is committed to equitable outcomes for Racine residents, particularly focused on education and employment outcomes. We bring together diverse groups of community leaders, partner organizations, and residents with a focus on changing the way that our systems serve key populations of students and families in our community. We provide organizations with support specifically focused on using data to inform decision making, continuously improving programming and practices, and using design-centered thinking to create better solutions for the challenges that our community faces.

As a partner in the implementation of Vaccinate Racine!, Higher Expectations will specifically focus on;

- Facilitating focus groups of community members to ensure that materials are designed based on the key factors that are perceived as barriers to getting the vaccine, and messages that will resonate with our target communities; and,
- Recruiting Vaccinate Racine! Champions who are supportive of taking the vaccine and will share that within their own social networks and neighborhoods and communities;
- Onboarding Payne & Frazier to help design and implement our communications plan and overseeing the creation of that plan and ensuring a feedback loop exists among community members, our Vaccinate Racine! Champions and Payne & Frazier.

Our experience convening focus groups on topics like the design of local jobs initiatives, messaging strategies for a local High School Equivalency Degree initiative, and a grow-your-own teacher pipeline strategy, and recruiting participants for a study of local social networks, as well as for jobs programs and more, uniquely positions us to support the implementation of this plan.

We believe that the City of Racine and its partners are uniquely positioned to implement a successful plan that dramatically increases the uptake in COVID-19 vaccines for Racine's residents, and we are extremely excited to support this application and to be a part of this opportunity.

Thank you,

A handwritten signature in black ink, appearing to read "CPowell", written in a cursive, flowing style.

Chelsea Powell, Managing Director
Higher Expectations for Racine County

March 16, 2021

Wisconsin Department of Health Services
1 West Wilson Street
Madison, WI 53703

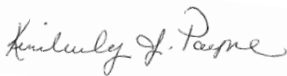
To Whom It May Concern:

Payne & Frazier Consultants, LLC is pleased to support the Vaccinate Racine! proposal of the City of Racine Mayor's Office. As trusted and community minded Racinian's, the Mayor's team is uniquely positioned to lead Racine's efforts to promote vaccination to vulnerable community members. The Mayor's team is credible, has access to diverse community stakeholders, and continually demonstrates transparency, a commitment to working collaboratively, and a strong willingness to innovatively address pressing community issues.

We are a local company that has served the community since 2017 by focusing on issues, such as this one, that have the potential to impact our community today and in the future. Payne & Frazier Consultants will support Vaccinate Racine! by developing culturally relevant outreach materials and messaging, utilizing our network to disseminate information, planning and implementing virtual educational session, and managing social media outreach.

We are excited to partner with the City of Racine to advance the critically important work that is outline in the Vaccinate Racine! proposal. We are confident that this initiative will have a positive impact on the health and well-being of our local community. Please contact us if additional information is required.

Sincerely,



Kimberly J. Payne



Dr. Arletta Frazier



Jonathan Delagrave

Office of the County Executive

730 Wisconsin Avenue

Racine, WI 53403

262-636-3273

fax: 262-636-3549

Jonathan.Delagrave@racinecounty.com

March 15, 2021

To Whom It May Concern:

I am writing to voice my strong support for the Vaccinate Racine grant application submitted to the Wisconsin Department of Health Services for COVID-19 vaccine community outreach.

Racine County has been hit hard by the COVID-19 pandemic. According to DHS data, Racine County has the highest number of COVID-19 cases per capita among all eight southeastern Wisconsin counties ("Cases per 100,000", Wisconsin DHS dashboard 03.12). Yet Racine County has been at or below the statewide percentage of vaccines administered. As of March 12, 2021, about 19 percent of Racine County residents had received at least one dose, compared to over 20 percent of residents statewide.

Out of 72 Wisconsin Counties, Racine ranks 66th across overall health factors (Overall Rank of Health Factors 2020, UW Population Health Institute). This means Racine County has among the worst healthy behavior, clinical care, education, income, housing, and environmental quality in the State of Wisconsin and as a result, requires the greatest community supports to address COVID-19 in the long term.

With a successful grant application, we will be able to target vaccine outreach to our highest risk and underserved populations. We are aiming to reach these community members with timely and accurate information, share community insights, promptly address concerns and questions, and eliminate barriers to receiving the vaccine. This outreach will be crucial to our efforts to end the pandemic and ensure the health and well-being of our County.

I greatly appreciate your consideration of the application and hope that you look favorably upon the request. If you need further information, please don't hesitate to contact my office.

Respectfully,

Jonathan Delagrave
Racine County Executive

Department of Public Health

Dottie-Kay Bowersox, MSA
Public Health Administrator

730 Washington Avenue
Racine, Wisconsin 53403
262-636-9201
262-636-9564 FAX



CITY OF RACINE, WISCONSIN
PUBLIC HEALTH DEPARTMENT
*Serving the City of Racine and the
Villages of Wind Point & Elmwood Park*

Website: www.cityofracine.org/Health

Email: publichealth@cityofracine.org

Environmental Health Division
262-636-9203

Community Health Division
262-636-9431

Laboratory Division
262-636-9571

March 16, 2021

To Whom It May Concern:

The City of Racine Public Health Department (CoRPHD) is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide essential services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

According to the CoRPHD's Community Health Improvement Plan (CHIP), healthcare access was identified as one issue impacting health outcomes in our community. To address the disparity, this grant proposal will promote the availability of vaccine to eligible groups as well as address vaccine hesitancy among targeted populations through the strategic engagement of Vaccine Champions. These efforts will increase vaccine uptake among communities of color and protect the people who have suffered the most during this pandemic.

The City of Racine Public Health Department will collaborate with local partners including the Racine Vaccine Coalition and the Racine/Kenosha Black Nurses Association to share accurate information regarding vaccine eligibility and access to Racine residents. In addition, the CoRPHD looks forward to receiving feedback from partners about what residents are experiencing regarding vaccine access and information, which could result in real-time changes to our clinic operations.

With all of our efforts currently dedicated to facilitating COVID-19 vaccine clinics, CoRPHD has no capacity or resources to focus on this much needed outreach in one of the counties hit hardest by the pandemic. These grant funds are essential to the work happening in the community.

CoRPHD looks forward to collaborating on this new, vital endeavor with the Racine Vaccine Coalition members to disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. Thank you for considering this important application.

Sincerely,

Bobbi Fergus, MSN, RN
Community Health Director

March 9, 2021

To Whom It May Concern:

Central Racine County Health Department is pleased to support the City of Racine's application for COVID-19 Vaccination Community Outreach in Racine County, Wisconsin. This application will provide vital services to link residents with vaccines in a manner that addresses both our community strengths and challenges. In partnership with local agencies and coalitions, the City of Racine is well positioned to coordinate COVID-19 vaccine outreach and education to help ensure the health and success of our community.

Central Racine County Health Department (CRCHD) has worked with the City of Racine as well as Payne & Frazier on several fronts. For over a decade the City of Racine Public Health Department and CRCHD have collaborated on programming ranging from infant mortality to cities readiness initiatives to overdose fatality review. Similarly, CRCHD has hired Payne & Frazier to support our work, including as facilitators of drowning prevention listening sessions and as moderators of the CRCHD community health improvement plan (CHIP) process.

When CRCHD developed its CHIP utilizing input from community residents, agencies, government officials and key stakeholders, our community partners identified mental health, substance abuse, chronic disease, and **healthcare access** as the four priority health issues in our community. Healthcare access was seen not only as a health priority but also as one of several social determinants of health. Through our CHIP, CRCHD has worked with community partners to identify healthcare barriers and impacted populations and accordingly has developed strategies to help mitigate them. However, the pandemic has left CRCHD with much less capacity and few funds to do this work in the midst of the response.

This grant is necessary for Racine County, one of the counties hit hardest by the pandemic but one with the fewest resources. CRCHD will be part of the Racine Vaccine Coalition and partner with all Coalition members to help disseminate materials and provide access to vaccines as part of the larger strategy to get all Racine County residents vaccinated. CRCHD looks forward to collaborating on this new, vital endeavor. Thank you for considering this important application.

Sincerely,



Margaret Gesner, Health Officer



Ascension

Wisconsin Department of Health Services
COVID Response Team
Delivered Electronically

March 17, 2021

Re: Letter of Support - Wisconsin Department of Health Services Request for Applications COVID-19
Vaccination Outreach Grant

Dear WI DHS COVID Response Team:

Thank you for the opportunity to provide this letter of support for the "Vaccinate Racine!" proposal focused on promoting COVID-19 vaccination among high-risk and underserved populations throughout the City of Racine and surrounding communities.

Ascension All Saints Hospital is proud to be an active member in the Vaccine Coalition. We are pleased to continue partnering with the City of Racine and other community partners to support vaccination efforts. Recently Ascension All Saints administered hundreds of doses of COVID-19 vaccines to Racine Unified School District staff and educators.

We applaud the City of Racine and partners' leadership in applying for this grant which aligns with Ascension All Saints Hospital's mission to focus particular attention on those individuals who are vulnerable and have been disproportionately impacted by the pandemic.

We strongly support the goals of the application to directly engage with our communities to build awareness and opportunities for access to information about COVID-19 vaccines. Ongoing outreach and trust-building efforts are vital to ensure that vulnerable populations have access to the vaccine when it's available to them and we look forward to working with the City and other grant partners going forward.

It's important we listen to our communities to better understand the questions and reservations individuals may have, and address them appropriately, combining the latest medical science with the most appropriate and engaging means of communicating with each audience. As our community looks to the COVID-19 vaccines with hope of ending this pandemic, it is essential that we continue to work together to make sure everyone has access to these valuable and precious resources.

Regards,

Kristin McManmon
Regional President, Ascension All Saints Hospital

Ascension All Saints Hospital
3803 Spring Street
Racine, WI 53405
262.687.8702
ascension.org



Continuum of Care for the City & County of
Racine (WI-502)

March 16, 2021

Vicky Selkove
Manager of Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason

Re: COVID-19 Vaccination Community Outreach – *Vaccinate Racine!* Funding request

Dear Ms. Selkove,

I strongly support your application for DHS funds to develop the *Vaccinate Racine!* project. As the Director of the Racine Continuum of Care for the City & County of Racine (WI 502). I believe there is a great need for the Racine Vaccine Coalition. We welcome the ability to participate at the coalition level.

We recognize the need for a robust outreach program to connect our shelter staff, individuals experiencing homelessness, and individuals at risk of becoming homeless to consistent and credible information about the vaccine. These populations are often stressed due to current living conditions and often experience heightened suspicion of the government's intentions. We believe that the structure of *Vaccinate Racine!* project is a vital means of educating individuals on the merits of the vaccine and providing access to receiving the vaccine.

We look forward to an active collaboration with the *Vaccinate Racine!* project and participating in the Racine Vaccine Coalition. If you have further questions, please do not hesitate to contact me.

Teresa M. Reinders, Director
Continuum of Care for the City & County of Racine (WI502)
(262) 498-9761
treinders@haloinc.org



Bryan D. Albrecht, Ed.D.

President and CEO

BURLINGTON CENTER

496 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5200

ELKHORN CAMPUS

400 County Road H
Elkhorn, WI 53121-2046
262.741.8200

**HERO (HEALTH AND
EMERGENCY RESPONSE
OCCUPATIONS) CENTER**

380 McCanna Pkwy.
Burlington, WI 53105-3623
262.767.5204

**HORIZON CENTER FOR
TRANSPORTATION
TECHNOLOGY**

4940 - 88th Avenue
Kenosha, WI 53144-7467
262.564.3900

**SC JOHNSON
IMET (INTEGRATED
MANUFACTURING
& ENGINEERING
TECHNOLOGY) CENTER**

Renaissance Business Park
2320 Renaissance Blvd.
Sturtevant, WI 53177-1763
262.898.7500

INSPIRE CENTER

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.3600

KENOSHA CAMPUS

3520 - 30th Avenue
Kenosha, WI 53144-1690
262.564.2200

**LAKEVIEW ADVANCED
TECHNOLOGY CENTER**

9449 - 88th Avenue (Highway H)
Pleasant Prairie, WI 53158-2216
262.564.3400

RACINE CAMPUS

1001 South Main Street
Racine, WI 53403-1582
262.619.6200

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www.gtc.edu

Ms. Vicky Selkove

Manager of Strategic Initiatives & Community Partnerships

Office of Mayor Cory Mason

Racine City Hall

730 Washington Avenue, Room 201

Racine, WI 53403

Dear Ms. Vicky Selkove:

I respectfully submit this letter of support for the City of Racine, in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations for Racine County, and others, for their application to the Wisconsin Department of Health Services COVID-19 Vaccination Community Outreach grant. Their grant application prioritizes implementing strategies that will provide timely and accurate information about the COVID-19 vaccination among high-risk and underserved populations in the City of Racine and surrounding communities.

Located between Chicago and Milwaukee in Southeastern Wisconsin, Gateway Technical College is the only public technical college available for the diverse communities of Racine, Kenosha, and Walworth Counties. Gateway serves nearly 20,000 students annually of which 41.9% are minorities. Our students live and work in these communities that, even before the COVID-19 pandemic, are economically challenged: thirty-two percent of Racine residents live in poverty compared to 15% of Wisconsin residents (City Data, 2016). In the City of Racine, 9,000 residents over the age of 25 have no high school diploma, and the per capita income was less than \$21,000 (U.S. Census Bureau, 2015).

Our communities have been devastated by the COVID-19 pandemic and therefore the need for this project is, quite honestly, overwhelming. Gateway looks forward to the collaboration of community leaders and will support this important work in the following ways:

- Participate as a key stakeholder in The Racine Vaccine Coalition where Gateway will partner to:
 - ensure vaccine information and messaging is disseminated as described in their proposal,
 - share feedback regarding vaccine dissemination in the targeted communities,
 - review outreach and educational data to confirm populations specified have received information as intended,
 - help to identify and create outreach opportunities for the Racine Black Nurses Association,
 - and assist with identifying and recruiting the Community Vaccination Champions
- Gateway's nursing students who are part of the Black Nurses Association will be assisting with giving vaccines and have our support

As the City of Racine continues to provide care for the minority residents of Racine County and surrounding areas, it has the support of this organization toward working together to address the needs of its entire service area.

In conclusion, I sincerely appreciate this opportunity to submit my letter of support for this project. If you have any questions regarding this letter, please contact me at 262-564-3610.

Sincerely,

Bryan D. Albrecht

President and Chief Executive Office



1140 Geneva St, Racine, WI 53404 * <https://hispanicroundtable.net/>

DHS COVID Response Team RFA
Re: Vaccinate Racine! Grant

March 8, 2021

DHS COVID 19 Response Team:

We are writing in support of funding for Vaccinate Racine! The Hispanic Roundtable is an important community asset for Racine County. We provide monthly community meetings to address issues within the Racine County Latinx population, as well as a community restoration fund to supply local Hispanic homeowners to make repairs and we hold an annual holiday food basket program for eastern and western Racine County.

We work closely with the City of Racine and local non-profit agencies. We are confident that the city will put together a successful, culturally competent plan to vaccinate residents. We will help them in their outreach for hiring and in messaging in the Racine area. We will use our list serve of contacts and our social media to promote vaccine outreach sessions as they are planned by Vaccinate Racine!

Sincerely,

Janie Rivera Conley
President
Hispanic Roundtable, Inc.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

3.18.2021

Letter of Support: Vaccinate Racine

To the Wisconsin Department of Health Services:

This letter is to show support of the City of Racine's critical request for the COVID-19 Vaccination Community Outreach grant.

The LGBT Center of SE Wisconsin, founded in 2009, supports Racine, Kenosha and Walworth Counties and provides education/training, support, advocacy, events and programming for youth and elders. Some of the Center's highlights include working with the City of Racine to increase their Municipal Equity Index as defined by the Human Rights Campaign from a 37 to 87, which occurred in one year, under the leadership of the people directly responsible for this proposal. In addition, in 2019 the Center trained almost 500 people in SafeZone training comprised of lgbtq+ vocabulary, health disparities in the queer community, and how to be an ally/advocate in our community. Together we have a great track record of working together to make our community more equitable.

You are likely aware of the unique challenges that face the city of Racine including significant disparities in wealth and race. Unfortunately, there is systemic racism (in our City and across the country) that can affect the confidence of a black, brown or lgbtq+ person when it comes to seeking medical care. So often, medical decisions are made at the front door without understanding the whole person, which can lead to a misdiagnosis or skepticism on the part of the patient causing mistrust in the health systems that are supposed to protect our populations.

The Leadership of the City of Racine, and especially those behind this COVID Vaccination Community Outreach Project are unique because they not only understand the demographics and history of our most marginalized residents, but because they have the tools, systems and organizational capacity to make this project successful and impactful. I have seen the results first hand and I am confident that the City will make this project a model of success for others to follow.

In my work with the City, I find a rare understanding of the issues that face the lgbtq+ population and the factors that may make them fearful to get a COVID shot. The lgbtq+ persons of Racine cross all vulnerable groups such as race, being a gender and sexual orientation minority, having pre-existing health conditions including higher rates of lung disease and heart disease related to higher rates of smoking and higher rates of HIV/AIDS, low income, and for our transgender and gender nonconforming folks a legitimate fear and mistrust of medical professional based off of ignorance about the unique challenges that are common in our community. That is why vaccinating our community is so critical.



1456 Junction Ave
Racine, WI 53402-2219
www.LGBTSEWI.org
262.664.4100

Under the leadership of the City of Racine, the LGBTQ+ Center of SE Wisconsin is ready to organize our volunteers to make this project successful and I am confident we can make that happen. With the tools that will be developed from this grant we can reach over 2000 people on social media and our newsletter to volunteer to make this project. We will also reach out to our networks to have one on one conversations about the importance of getting the shot. This project is literally about saving lives.

I am honored to work side by side with the City on this project. I strongly support this grant application to make Racine a recipient of the COVID-19 Vaccination Community Outreach grant.

Thank you,

Barb Farrar (she/her)
Executive Director
LGBT Center of SE Wisconsin
(262) 664-4100
bfarrar@lgbtsewi.org

March 15, 2021

To Whom It May Concern:

It is our pleasure to write a letter in support of Vaccinate Racine! the Wisconsin Department of Health Services (DHS) COVID-19 Vaccination Community Outreach Grant proposal being submitted by the city of Racine in partnership with the Racine Kenosha Black Nurses Association, Payne & Frazier Consultants, Higher Expectations of Racine County and other community partners including the Racine Unified School District (RUSD). RUSD welcomes the opportunity to partner with the city along with other community stakeholders for such a high priority need to strengthen outreach efforts to better educate citizens, specifically high-risk and underserved populations, about the vaccine.

Throughout the pandemic crisis, our District has worked proactively with local health officials to encourage safety precautions for students, families and staff to minimize any COVID-19 health risks. The DHS funding would bolster a vigorous community-wide campaign to disseminate accurate information to city of Racine residents so they can gain a better understanding about the vaccine and make well informed decisions to protect themselves and their families.

We believe the DHS Grant has the transformative potential to substantially further the efforts of Racine community stakeholders to serve as a collective trusted voice for vaccine facts and answers. Working together to implement our proposal, we will help remove barriers and promote acceptance of COVID-19 vaccination.

Please accept this letter of support on behalf of RUSD for this grant proposal. We look forward to the opportunity to partner on this important effort.

Sincerely,



Eric N. Gallien, Ph.D.
Superintendent

March 12, 2021

RE: Application–COVID-19 Vaccination Community Outreach

To whom it may concern,

We enthusiastically welcome the opportunity to support City of Racine and partners applying for the COVID-19 vaccination community outreach grant. Collaborate efforts to engage historically marginalized communities around the benefit and access to the vaccine has transformative potential. Please accept this letter of support.

United Way of Racine County fights for the health, education and financial stability of every person in our community. For nearly 100 years, we've served as a funder, cross-sector convener, collaborator and nonprofit leader in Racine County. We're governed by a Board of Directors comprised of cross-sector community leaders. Our leadership team has a collective 65+ years of nonprofit experience.

As a community impact organization, United Way of Racine County creates change by aligning efforts and working collectively towards clearly defined goals. Through our community investment process, we fund programs that support access to basic needs like food and shelter, and ensure that children reach their full potential through education, that families are financially stable, and that everyone is mentally and physically healthy and safe.

Through our investment process and community indicators report we have evaluated the impact lack of access to health care can have on community outcomes. Cross all data, black individuals and families have experience higher barriers to health care than any other race. Our 2018 Community Indicators Report found black parents have a 15 percent incidence of [low birth-weight babies](#), [infant mortality](#) is 24.9 out of 1,000 births to Black parents, compared to 5.7 for white parents and 4.6 for Latinx parents and the [obesity rate](#) is highest for Black people at 38.1 percent and lowest for white people at 31.5 percent.

We feel strongly the plan City of Racine and their partners created will significantly reduce barriers to access and stigma about the vaccine. We are happy and proud to support their application.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexa Haigh".

Alexa Haigh
President and CEO
United Way of Racine County

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Vaccinate Racine!

Point of Contact Name: Vicky Selkove

Email Address: vicky.selkove@cityofracine.org

Justification

Why are incentives necessary for your proposed project?

Incentives serve as an important tool for us to attract attention to and encourage participation at upcoming vaccination education and Q&A sessions, and to encourage targeted residents to sign up (with assistance from our grantee partners) for vaccination appointments and to complete the vaccine course.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$1000	Transportation 
	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

The City of Racine's Finance Department and Higher Expectations for Racine County will oversee purchase and useage of transportation incentives under the grant and will ensure compliance with state and fedearl requirements.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

YOU
**STOP**
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SPREAD



Racine
Financial
Empowerment
Center

From: [Selkove, Vicky](#)
To: [DHS COVID Vaccine Outreach Grant](#)
Subject: REQUEST: Proposal for Use of Incentives/Stipends
Date: Wednesday, April 28, 2021 3:04:59 PM
Attachments: [Outlook-www.racine.png](#)
[Vaccinate Racine Incentives Proposal.pdf](#)

Caution: Message from external sender. Do not click on links or open attachments unless you recognize the sender.

Please find attached the City of Racine's proposal for use of incentives under this grant.

Thank you,

Vicky

Vicky Selkove (she/her)
Manager, Strategic Initiatives & Community Partnerships
Office of Mayor Cory Mason
City of Racine
Direct: 262-636-9286
Cell: [REDACTED]
vicky.selkove@cityofracine.org

www.racinefec.org





**Racine
Financial
Empowerment
Center**

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

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- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Vaccinate Racine!

Point of Contact Name: Vicky Selkove

Email Address: vicky.selkove@cityofracine.org

Justification

Why are incentives necessary for your proposed project?

Incentives serve as an important tool for us to attract attention to and encourage participation at upcoming vaccination education and Q&A sessions, and to encourage targeted residents to sign up (with assistance from our grantee partners) for vaccination appointments and to complete the vaccine course.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

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- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$1000	Transportation 
	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
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- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

The City of Racine's Finance Department and Higher Expectations for Racine County will oversee purchase and useage of transportation incentives under the grant and will ensure compliance with state and fedearl requirements.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

From: [Fischer, Kathleen](#)
To: [DHS CRT Invoice](#)
Cc: [Selkove, Vicky](#)
Subject: Vaccine Community Outreach Vendor Information
Date: Friday, April 9, 2021 3:36:15 PM
Attachments: [image001.png](#)
[Signed W9.pdf](#)

Caution: Message from external sender. Do not click on links or open attachments unless you recognize the sender.

Casey,

Please find attached the W-9 for the City of Racine as requested per your email below. If you need anything else, please let me know.

Thanks

Kathleen E. Fischer

Finance Director

City of Racine

Office: 262-636-9598

Work Cell: [REDACTED]

Kathleen.fischer@cityofracine.org

From: DHS CRT Invoice <DHSCRTInvoice@dhs.wisconsin.gov>

Sent: Thursday, April 8, 2021 4:09 PM

To: DHS CRT Invoice <DHSCRTInvoice@dhs.wisconsin.gov>

Subject: Vaccine Community Outreach Vendor Information

Dear Award Recipient,

You are being sent this email because you have been awarded funding under the Vaccine Community Outreach request for application (RFA) with the Department of Health Services. In order to process a purchase order for your agency, we need to confirm your supplier information in our STAR Financial System. Please complete the attached W-9 form and return to me at your earliest convenience.

Please let me know if you have any questions.

Casey Nelson

Financial Specialist

Division of Public Health

Department of Health Services



YOU
**U**
STOP
**P** THE
SPREAD

**Request for Taxpayer
Identification Number and Certification**

**Give form to the
requester. Do not
send to the IRS.**

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

City of Racine

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☐ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶
☒ Other (see instructions) ▶ **Municipality**

☒ Exempt
payee

Address (number, street, and apt. or suite no.)

730 Washington Avenue

City, state, and ZIP code

Racine, Wisconsin 53403-1146

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number

39

6005581

Part II Certification

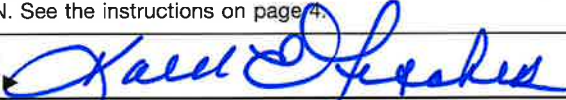
Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

**Sign
Here**

Signature of
U.S. person



Date ▶

4/9/21

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

From: [Kochlefl, Laura E - DHS \(CDC Foundation\)](#)
To: [Nelson, Casey R - DHS](#)
Subject: VCO Grant P.O. attachments
Date: Friday, May 7, 2021 8:48:05 AM
Attachments: [Angelic Assistance Incentive Proposal.pdf](#)
[BSP Incentive Proposal.pdf](#)
[Burmese Rohingya Community Incentive Proposal.pdf](#)
[CGW Incentive Proposal.pdf](#)
[CGW Revised Budget.pdf](#)
[CasaALBA Revised Budget 050521.pdf](#)
[CasaALBA Incentive Proposal VCOGrant.pdf](#)
[image001.png](#)
[Chippewa Incentive Proposal.pdf](#)
[Chippewa REVISED BUDGET 050321.pdf](#)
[City of Beloit Budget Adjustment 050621.JPG](#)
[City of Milwaukee Health Department Incentive Proposal.pdf](#)
[City of Racine Vaccinate Racine Incentives Proposal.pdf](#)
[Cudahy Incentive Proposal.pdf](#)
[EauClaire County Health Department Incentive Proposal.pdf](#)
[WWPHRC Incentive Proposal.pdf](#)
[FDL United Way Incentive Proposal.pdf](#)
[GLITEC Incentive Proposal.pdf](#)
[HACH2N project Incentive Proposal.pdf](#)
[Inclusa Revised Budget 050221.pdf](#)
[Inclusa Incentive Proposal 04.26.2021.pdf](#)
[image003.png](#)

A-I

Laura Kochlefl, MPH (she/her/hers)

CDC Foundation COVID-19 Corps Project Manager, COVID-19 Response Team

Wisconsin Department of Health Services

608-628-3019 | laura.kochlefl@dhs.wisconsin.gov

NOTICE: This email and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this email in error, please notify the sender; delete the email; and do not use, disclose, or store the information it contains.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: ANGELIC ASSISTANCE COMMUNITY CARE

Point of Contact Name: CORDELIA EKWUEME

Email Address: cekwueme@sbcglobal.net

Justification

Why are incentives necessary for your proposed project?

Incentives are necessary for our proposed project to encourage/motivate vaccine hesitant residents to get the vaccine shot.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
2000	Transportation 
3000	Small Promotional Items 

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
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 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

We would only provide \$10.00 fuel only cards with a \$10.00 nominal value that are non redeemable for cash. We will also purchase small promotional gift items such as Caps, T-Shirts, Cups etc. The value of each item will not exceed \$10.00

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Benevolent Specialists Project (BSP) Free Clinic

Point of Contact Name: Christopher Mullen

Email Address: christopher.mullen@ssmhealth.com

Justification

Why are incentives necessary for your proposed project?

The incentive, volunteer t-shirts, are necessary to identify volunteers while participating in the mobile vaccination site. These volunteers, such as patient educators, would be wearing such shirts with the BSP Free Clinic name. There are 20 t-shirts that will be purchased for volunteers with the mobile vaccine clinic.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$217.00	Small Promotional Items
	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

Inventive is in category of small promotional item and is not transferable.

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COVID-19 Vaccination Community Outreach Grants

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- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Burmese Rohingya Community of Wisconsin
Point of Contact Name: Andrew Trumbull
Email Address: info.brcw@gmail.com

Justification

Why are incentives necessary for your proposed project?

We rely on mass community support and providing these small incentives carries a lot of meaning and goes a long way. For the Rohingya, who arrived recently with very little, really appreciate gas cards that help get people where they need to go, whether for vaccination or outreach efforts. Regarding making some shirts and stickers, we would like to give the participating community nice little gifts. We think they will like shirts featuring a Rohingya

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
100 x \$25 Fuel Cards	Transportation 
100 x \$25 Shirts & Water Bottles	Small Promotional Items 

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

By purchasing fuel only gift cards and event specific shirts and stickers, and providing water bottles for hydration, BRCW specifies that these incentives are issued to assist with vaccination outreach efforts, we can ensure that the use of these funds will be used for the purposes described in our grant application and in accordance with federal and state requirements. We understand the requirements set forth by the Milwaukee Health Department, and appreciate the ability to conduct our outreach efforts with these incentives, understanding that, small as they may be, they are very meaningful gestures in our community.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

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Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Carter G. Woodson Scholarship and Community Service Foundation, Inc.

Point of Contact Name: Wesley Harden

Email Address: wesleyjharden@gmail.com

Justification

Why are incentives necessary for your proposed project?

To encourage participation in vaccination coverage for African Americans that do not trust the health system. Incentives will assist the homeless and underprivileged members of our community with transportation to and from vaccination locations. We would also like to use promotional items after confirming vaccinations.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$5,000	Transportation
\$3,000	Small Promotional Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

The most important component of our success will be the increased education of members of the African American Community and a greater willingness to participate in COVID testing and vaccination(s). We plan to purchase \$25 fuel only gift cards to award to individuals that return with a confirmed vaccination slip. 2-way bus passes will be purchased and given to individuals to get their vaccination. If they return to us with a confirmed vaccination slip, they will be awarded with additional bus passes. Promotional items would be comprised of water bottles, face masks, t-shirts, hats, and bags.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Carter G. Woodson Scholarship and Community Service Foundation, Inc

Revised Budget Proposal

PERSONNEL (Staff)

Position	Name		Cost
(1) Project Director	To be determined		\$3,244
(2) Admin Position	To be determined		\$500
(3) Student Employees	To be determined		\$6,745
		TOTAL	\$10,489

CONSULTANT(S)

Name	Service	Other	Cost
Jane Does	Medical/health background		\$2,580
	Travel Expenses		\$114
		TOTAL	\$2,694

SUPPLIES / TRAVEL

Item(s)	Cost
General office supplies	\$600
Postage	\$296
IPads (4)	\$4,800
Flyers / Brochures / Printing	\$4,800
Travel / Rentals	\$3,321
Incentives (see Incentive Proposal)	\$8,000
TOTAL	\$21,817



CASA ALBA AND COMSA NARRATIVE GRANT PROPOSAL

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequalities related to COVID-19 vaccination efforts.

This funding will help us move forward with designing, developing and expanding an education campaign intended to demystify the myths about COVID-19 vaccination to our Hispanic, refugee, and immigrant populations. In order to make this happen, we will work with community elders, and places of worship (local mosques and churches). We will provide translation services at the clinic sites. These funds will allow us to expand these efforts into the rural and urban areas where our families live and work.

Representatives from Casa ALBA Melanie and COMSA will travel to dairy farms, orchards, crop farms and major cities such as Milwaukee, Madison and Barron. We will contact employers, religious leaders, and gathering sites to provide people with educational sessions on the safety and the availability of COVID-19 vaccination. Where possible, we will have on-site COVID-19 vaccinations by bringing mobile clinics to these varied areas. These efforts will reduce language, transportation, and geographical barriers for this underserved population.

This grassroots approach will stimulate collaboration among community and medical professionals thus eliminating barriers. We will invite doctors who are trusted to these informational sessions and host virtual community webinars to answer questions that individuals may have. We conduct in-person recorded focus group discussion with individuals among the community who took the COVID-19 vaccination. This focus group will be in person and live-streamed by allowing the community members to ask questions relating their experiences.

Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.

Our intended population are Hispanic, refugee, and immigrant communities in Northeast Wisconsin, but also specifically reaching out to the surrounding rural areas.

These immigrant communities face significant health equity barriers compared to their English speaking counterparts. Existing barriers with these populations are language (non-English speaking populations), transportation and access (inability to travel due to lack of driver's license, fewer opportunities for access to public transportation), persons who are medically uninsured, legally undocumented, misinformed about the safety of the vaccine, the lack of healthcare navigators, limited support in pharmacies, along with many other socio-cultural barriers which prevent these populations from accessing quality care. We work with refugees and immigrants who are most often impacted by war, conflict and displacement in their home countries. Our goal is to alleviate additional challenges related to culture, language and religion when these individuals arrive here.

According to the Wisconsin Department of Health, Hispanics have the largest number of uninsured population due to immigration status. This prevents uninsured individuals from seeking care due to fear of deportation and the high cost of medical bills. Alternatively, the refugee population do not seek medical care due to various reasons such as: language, culture and education in the American healthcare system. These factors prevent both populations from seeking preventative care resulting in premature death or chronic illness such as diabetes, high blood pressure, cancer and other major illnesses. The Centers for Disease Control and Prevention "has found that leading causes of illness and death among Hispanics/Latinos include heart disease, cancer, unintentional injuries (accidents), stroke, and diabetes"

Health Disparities that Existed Before COVID-19

In March 2020, we conducted a focus group discussion with Bellin Health in Green Bay with the immigrant population. The aim of the focus group was to remove barriers to health care after discovering local Hispanic and refugee communities were much less likely than English-speaking peers to get timely cancer and diabetes screenings.

Bellin improved its data collection regarding race, ethnicity, preferred language, and other dimensions of identity at some of its locations, including the downtown Green Bay clinic within the past month. The collected data took into consideration patients' demographic information such as race, ethnicity, and language etc. Results of data collection showed that non-English speaking patients showed a 40%+ disparity of cancer screenings compared to their English speaking counterparts, which exemplifies the health disparities between these populations.

Vaccine Hesitancy and Community Conversations.

In 2017, there was a Measles outbreak in Hennepin County, Minnesota where a large community of Somali live. In that situation 75 measles cases were reported involving the Somali community. This was the largest measles outbreak experienced since 1990, and the second major measles outbreak to affect the Minnesota Somali community in 6 years. This was when refugees were drawn to information promoting the misconception that autism was linked to the MMR vaccine. Anti-vaccine proponents reached out directly to the Somali community, bolstering fears that MMR vaccine caused autism, and encouraging Somali parents to refuse vaccination. According to the CDC, from 2004 to 2010, MMR vaccine coverage among Somali children in Minnesota dropped from 91% to 54%. Experiences like this explain some of the current vaccine hesitancy_

cultural and Systemic Barriers

In Green Bay, there is a huge cultural disconnect between our public institutions and the refugee/immigrant families. This disconnect stems from socio-cultural and systemic barriers. The triple constraint of being black, brown, immigrant/refugees, and a Muslim result in an accumulation of bias and discriminatory experiences that breeds mistrust. We aim to co-create a system of care with these communities to build confidence in the health system, and includes, protects and respects cultural diversity

How we will address the barriers through this project:

Casa ALBA Melanie and COMSA are Resource Centers for the immigrants that serve as hubs for information and referral for the Hispanics, Somali, and refugees living in the greater Green Bay area, bringing together persons seeking assistance with service providers in the community. Since their inception, Casa ALBA Melanie and COMSA, have been well received in the community, and experience continuous growth and involvement. The centers are open Monday through Friday each week to help clients with different services such as citizenship classes, help with doctor appointments in the consultations, assistance, support groups, and walk-in concerns. Pre-COVID more than 300 persons came through each center. The success of these centers is due to the strong relationship that has been established with the government and private entities that offer the many services needed in the communities.

Casa ALBA Melanie and COMSA will depend on their strong relationships among the medical community and our local target populations through involvement that goes beyond participation in one program. They become part of a broader community that participate in other urban and rural grassroots initiatives. Our

formal channels will include well-attended monthly focus groups for Hispanics, Somalis, Congolese and Karen communities. We will continue to host informal *Shaah* and *Sheeko* Groups for Somali women and men. For the Hispanic community, we will promote informational sessions after worship days as well as focus on-line groups. These ongoing informal conversations will educate, motivate and inspire members of our community to learn about the safety of COVID-19 vaccination.

Our activities will include informative sessions to non-English speaking communities with credible local doctors or nurses providing accurate information and answering their questions in person to better inform these populations and alleviate fear regarding the COVID19 vaccination process. We will ensure that the messages are clear in their native language through credible translators or native medical professionals to inform these individuals. In addition to information about the safety of the vaccine, we will explain that there is no cost for the vaccine regardless of immigration status and absence of health insurance. We will address the transportation barriers by working with local healthcare systems and agencies to provide rides at no cost to and from the clinics. In addition, we will travel to the rural areas and will coordinate with healthcare systems' mobile vaccination clinics. This will be a tremendous help for the immigrants who have no driver's license or other means of reliable transportation.

Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).

Casa ALBA Melanie & Community Services Agency Inc. (COMSA)

Our current work and reputation will prove to be successful in fulfilling objectives of this grant proposal by working with our Hispanic, refugee, and immigrant populations. Casa ALBA Melanie and COMSA are the two nonprofit organizations that serve these communities in Northeast Wisconsin.

Casa ALBA Melanie and COMSA are both 501 (c) 3 registered organizations whose mission is to bridge service gaps for Hispanic, refugees, and immigrant families living in the greater Green Bay area, bringing together persons seeking assistance with service providers in the community. Since opening its doors both organizations have been well received in the community, and experience continuous growth and involvement. Currently we are collaborating with healthcare systems such as Prevea, Bellin, Aurora & Northeast Wisconsin Community Clinic and Brown County Public Health to educate, motivate and schedule vaccines for our communities. Our organizations' efforts have already provided educational informational sessions in person and also live-streamed through Facebook with audiences of about 200 - 300 people. These sessions have helped motivate the individuals to feel safe, to schedule and receive the vaccination. We have already assisted in scheduling more than 250 immigrant individuals who have successfully received at least one vaccine.

What are your intended expenses and why are they needed? Please be explicit and detailed by categories.

In working with these communities in the past, we have found that people respond very well to alternative types of media including non-English TV shows, music, magazines, and other media. These are also the means that can reach outside of our local area. For these reasons a great portion of the funds will be focused on media outlets. We will use these means of communication to educate, motivate, and inform our community about the COVID 19 vaccine safety, availability, where and how to schedule appointments. Some of these initiatives will be updated weekly or monthly. It will not be just one ad/commercial. We are requesting the funds to expand our services to these populations in different areas to address a novel pandemic that was not previously budgeted utilizing what our organizations considered to be the best practice based on the outcomes in our previous community education campaigns. In terms of staffing, we will use trusted members of the community to advance our respective projects. Research indicates that, when trusted members of the community are utilized for projects like this one, the intended outcomes are

positive. Against this backdrop, Casa Alba Melanie and COMSA will recruit trusted members of the communities to lead our projects.

Program	Stakeholders & Activities	Due date
Program planning	Casa Alba Melanie & COMSA staff, collaborating partners. <ul style="list-style-type: none"> • Initial meeting with collaborators (local healthcare systems) • Discuss execution plan of the project • Schedule a meeting to design information & communication campaigns. • Co-design program plan of action with them 	By April 5, 2021
Hiring staff	Casa Alba Melanie & COMSA will hire two administrative staff and will follow guidelines; <ul style="list-style-type: none"> • Developing job descriptions; • Posting the jobs in locations where we will reach people with needed qualifications • Short-listing two potential candidates • Interviewing the short-listed candidates • Conducting reference checks • Selecting the preferred candidates and making job offers • Conducting background checks and • Entering into contracts. 	By April 15, 2021
Orienting and training staff	Casa Alba Melanie & COMSA program directors	By April 20, 2021
Developing information & communication campaign.	Casa Alba Melanie & COMSA staff, collaborators. This will include the following; <ul style="list-style-type: none"> • Designing effective communication materials • Connecting with media personnel • Planning public events • Scheduling guest speakers • Securing venues • Creating a calendar of program activities • Making events available to the public • Designing and printing flyers 	By April 30, 2021
Recording Videos	Casa Alba Melanie & COMSA staff & Media profesional. <ul style="list-style-type: none"> • Vaccination safety information will record with local MD • Testimonials from members of the community who took the vaccination will be record • Voices of trusted leaders will be recorded • Youth will share this via Tik Tok, Instagram & Snapchat, 	TBD
Conducting Webinars	Casa Alba Melanie & COMSA staff & local medical professional. <ul style="list-style-type: none"> • This weekend event will be live streamed through Facebook live. 	May 2, 2021

Visiting rural & urban areas	Casa Alba Melanie & COMSA staff. We will consult leaders and schedule best time with them	Begun March 15
Conduct Live Facebook sessions	Casa Alba Melanie & COMSA staff. <ul style="list-style-type: none"> We will invite Medical Doctors that speak the same language as our communities. 	TBD
Recording TV & Radio Ads	TV & Radio stations will air ads on the safety of COVID-19 vaccines on a monthly basis. <ul style="list-style-type: none"> A total of 20 Tvs ads and 10 radio ads will be aired in 5 months. 	TBD
Hosting 2 virtual focus group discussions	Casa Alba Melanie & COMSA staff. <ul style="list-style-type: none"> We will invite local religious leaders & a local medical professional. To ensure everyone's safety, these focus groups will be held via Zoom. 	TBD
Program monitoring and evaluation	Casa Alba Melanie & COMSA staff. <ul style="list-style-type: none"> Throughout the program lifecycle, we will continuously monitor & evaluate the program Where necessary, we will adjust activities for contentious improvement. Evaluation tools will be developed during the planning stage of the program. This will help program staff and stakeholders to see the results on a continuous basis. 	On monthly basis

What are the major activities and milestones for your effort?

We consider that the major activities and milestones for our efforts would be to reach out to the rural areas not only to provide COVID-19 vaccination to vulnerable and underserved population but to establish relationships with Hispanic, refugees and immigrant families in those areas to service them in all their current and future healthcare needs to be able to promote awareness, accessibility and equality with the healthcare systems.

With this project, we will conduct grassroots efforts to reach out urban as well as rural areas using culturally-specific approaches to create massive awareness of COVID-19 vaccination in native languages spoken by Hispanics, and refugees (i.e Somali, Kiswahili and Karen).

We will conduct online conversations that will be led by resource-trusted and well-known persons such as medical doctors, elders of these communities, business individuals, Imams and Priests who have experience in carrying out extensive community awareness programs on the safety of COVID-19 vaccination. We will strengthen our relationship with all health systems in Brown County and beyond to provide information that reaches everyone in their preferred mode of communication.

Under the auspices of increasing our communities' knowledge about COVID-19 vaccine, the awareness & accessibility education campaign will use different media channels such as TV, Facebook, Instagram, radio, magazine ads. In addition, medical doctors will be invited as guest speakers. Using recorded testimonial videos of those who took the vaccine, we will create zoom presentations as well as focus groups. We will invite local immigrants who are experts in different social media outlets to help create and share videos and webinars throughout our communities.

We will also travel to the more rural areas of northeast Wisconsin, as well as Milwaukee, Barron and Madison to connect with employers, immigrant-owners of small businesses, as well as local elders, imams, priests in the immigrant community.

What does success look like and how do you anticipate knowing you've achieved your intended outcomes

For us, success would be to for our two organizations to work collaboratively on this new joint project and achieve the following outcomes:

- To record the total number of individuals we reach in the urban and rural areas.
- To record the total number of Hispanics, refugees, and immigrants who have been vaccinated as a result of our programming
- To record the number of education sessions we provide to our communities
- To elicit responses from people whose attitudes toward the vaccination have changed
- We aim to decrease vaccine hesitancy of our target population by 80% by addressing myths associated with COVID-19 vaccine.
- We aim to increase vaccine confidence in our target population by 80% by emphasizing safety of vaccination and the need to return to normalcy for our participants and their loved ones.

For Tier 2 requests of \$50,000-\$100,000:

.Describe your experience implementing culturally competent services and programs.

Casa ALBA Melanie and COMSA Community Resource Centers of Green Bay were established to not only serve as resource centers connecting immigrants and refugees with community resources but to encourage and promote the contributions of the people of this culture to the larger community.

Our staffs have assisted people who have come from many different countries. Needs can range from immigration concerns to employment issues and housing, from educational needs of children to advanced education for adults seeking to improve their lives. Health insurance consultation is also a topic of high interest in our populations. Our staffs are fluently bilingual and always ready to connect people with responses to their needs. When a situation is presented for which we do not have an answer, we commit to finding it. Having great collaboration with more than 90 other service providers makes this service very successful, as we are able to act as a liaison between our target populations and their needed services providers.

Beyond the scope of our general target population we assist anyone who visits or calls, regardless of language or ethnicity and connect them with resources. While the predominant focus of outreach and service for our resource centers is for the immigrants living in Brown County, our centers respond to calls and requests from throughout northeast Wisconsin and beyond. Residents and social workers of at least 10 of the northern counties communicate with our centers regularly. With this as a basis, our centers are poised to be successful in communication regarding the vaccine to population in the counties of: Brown, Marinette-Menominee, Oconto, Outagamie, Door, Kewaunee, Sheboygan, Calumet, Winnebago, and Shawano.

Programming at these centers focus on the needs of Hispanics, refugees, and immigrants that are not being met by other organizations. Education outreach ranges from early childhood family programming which is bi-lingual and culture-appreciative, through conversations with schools and parents regarding the academic advancement of children, to providing for adults through GED, English, and citizenship classes. Opportunities for socialization for senior citizens of these communities as well as youth programs to build self-esteem and confidence are considered important. Each of these programs is developed, coordinated, and conducted by members of the Hispanic and refugee communities. Regular evaluations provide feedback on the effectiveness of culturally attentive programming. Participation has increased even in the midst of the pandemic.

Describe how you would work with existing partners to connect with the population.

Casa ALBA Melanie and COMSA have already formed great partnerships with both public agencies and private businesses to connect or provide the services that the non English-speaking populations. Some of these partnerships are:

ADRC (Aging and Disability Resource Center): in each community we are finding seniors with challenges to leaving their homes or families who have members with special needs. In the process of providing information about the vaccine, we will connect with ADRC to involve their expertise.

Wello and UW Extension FoodWise: Although Wello and UW-Extension are not part of the grant collaborative effort, these organizations work closely with Casa ALBA and COMSA promoting health and well-being. We are able to use their minority focused programs to continue communicating the benefits of the vaccine for those who have not yet received it. Furthermore, we are able to recruit their aid with follow-up support for healthcare concerns and education such as diabetes management and healthy eating classes.

Wisconsin Insurance Services: An expert advisor provides health insurance consultation, assists in looking for benefits available for our migrant communities and applying for Medicaid, Medicare, Extra Help subsidy for Prescription Drugs through Social Security Administration, Marketplace or ACA (Affordable Care Act) as well as helping uninsured individuals completing applications to apply for community assistance to pay medical bills.

Hospital systems We are currently working with the local healthcare clinics & hospital systems (Northeast Wisconsin Community Clinic, Prevea / HSHS Healthcare Systems, Bellin Health, Aurora Medical Center, Brown County Public Health) to provide education and COVID-19 vaccines. These Hospital systems are a main part of the implementation of our efforts to expand our initiatives to reach our Hispanic and refugee communities in the urban and rural areas. They have agreed to be core collaborators on this grant and will have someone serve on the advisory committee of our future healthcare programming with a Spanish Health Navigator. This Health Navigator will work closely with the Hospital systems to inform them where the healthcare needs / lack of medical care are with the Hispanic underserved population.

Detail any sub-awards you would intend to make and the criteria for making and monitoring them.

For this grant, Casa ALBA Melanie, through the coordination of Elizabeth Kostichka, would be the primary recipient. COMSA, under the coordination of Said Hassan, would be the subaward organization. After receiving the award, Casa ALBA Melanie will issue the budgeted amount agreed upon to COMSA. Both coordinators will carefully record budgeted expenses, then jointly file a final report. Both coordinators maintain regular communication regarding all activities and expenses.

Provide a line-item budget detailing personnel, travel, supplies and equipment, contractual, indirect, and miscellaneous costs.

Communication expenses	
Medium of communication	Expenses
Social media (Facebook, TikTok, Instagram)	\$4,400
Print media & Flyers	\$3,500

Incentives	\$6,000
Television and Radios ads	\$6,250
Zoom webinars	\$2,000
Translations	\$4,000
Focus groups	\$1,500
Supplies	\$5,000
Staff expenses	
Two Program Directors	\$46,000
Two Administrative staff	\$13,500
Rentals, Travel and mileage expenses	
Space rental	\$2,800
Travel expenses	\$5,050
Total program expenses	\$100,000

Explanation of budget changes

Rentals 220 per for Casa ALBA and COMSA. We included event space rent for both orgs

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCoVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28.**

Project Details

Organization Name: Casa ALBA Melanie & COMSA

Point of Contact Name: Elizabeth Kostichka

Email Address: ekostichka@gmail.com

Justification

Why are incentives necessary for your proposed project?

To promote, educate and motivate mainly millennials (college students to late 30 year old) to get the vaccine.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$2000.00	Transportation
\$4000.00	Small Promo Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II-34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

We are planning on purchasing gas cards, t-shirts, clip N go hand sanitizers, draw string bags.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

YOU
**STOP**
**THE**
SPREAD

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Chippewa County Department of Public Health
Point of Contact Name: Brittnay Fortuna
Email Address: bfortuna@co.chippewa.wi.us

Justification

Why are incentives necessary for your proposed project?

We will be using Kwik Trip fuel cards for transportation reimbursement. Individuals who use their personal vehicles to travel to CCDPH vaccination clinics will be entered into a drawing to receive a fuel card. Additionally, we will purchase water bottles that state "I have received my COVID-19 vaccine" (or something similar) as a promotional item to indicate that people have been vaccinated, and to protect their anonymity others to be

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$100.00	Transportation
\$1,900.00	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
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- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II-34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

Incentives will include fuel only gift cards as well as a promotional items such as a water bottle. The gift cards will only be eligible for purchasing fuel. Other items such as food or drinks will not be allowed to be purchased with "fuel only" gift cards. We will purchase 10 gift cards from Kwik Trip in the amount of \$10.00 each, totaling \$100.00. Water bottles, given after vaccination, will be used as a small promotional item for people to highlight they've received the vaccine as well as encourage others to get the vaccine.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

**Wisconsin Department of Health Services (DHS)
Request for Application (RFA): COVID-19 Vaccination Community Outreach**

Organization Information

Organization/Project Name: Chippewa County Department of Public Health – A Consortium of Public Health, School Districts, and Community Partners Addressing COVID-19 Equity and Vaccine Acceptance

Organization Leader (first name, last name, title): Angela Weideman, Health Officer/Director

Website and/or social media page:

- [Website](#)
- [COVID-19 Hub](#)
- [Facebook](#)

Year Organization/Program Established: 1919

Total Annual Organizational/Program Budget: \$2,566,336.00

Type of Organization:

- ☒ Local tribe/government entity
- ☐ 501(c)(3)
- ☐ Project sponsored by another 501(c)(3)* - name of fiscal sponsor:
- ☐ K-12 school or district

Grant Contact Information

First and last name, title: Brittnay Fortuna, Community Health Planning and Promotion Specialist

Email address: bfortuna@co.chippewa.wi.us

Telephone (including area code): 715-944-7837

Mailing Address: 711 N Bridge Street #121, Chippewa Falls, WI 54729

Street Address: 711 N Bridge Street #121, Chippewa Falls, WI 54729

Request Information

Population served by your request (e.g., description of race/ethnicity, migrant, homebound, rural, etc.):

The Chippewa County Department of Public Health aims to serve several populations through their funding request. As a whole, all residents of Chippewa County will be included; however, residents who reside or work in rural areas of the county and/or that present with various access difficulties will be highlighted. Access difficulties include populations that do not have adequate transportation, have limited or no access to internet services, those living in poverty, and the elderly/disabled populations.

Geographic area served by your request (e.g., names of region(s), county(ies), city(ies) neighborhood(s), etc.):

The geographic area served by the funding request includes all of Chippewa County Wisconsin. This includes attending to the community health needs in the Wisconsin villages/cities of: Bloomer, Boyd, Cadott, Chippewa Falls, Cornell, (Northern) Eau Claire, Holcombe, Jim Falls, Lake Hallie, New Auburn, and Stanley.

Requested award amount: \$50,000

Briefly describe your request for funding and how it will provide timely and accurate information to promote COVID-19 vaccination among high-risk and underserved populations including racial and ethnic minority populations and rural communities and/or how it will reduce barriers for individuals facing racial, economic, or geographic inequalities related to COVID-19 vaccination efforts.

High-risk and underserved populations contribute to many of the current and future COVID-19 eligibility groups highlighted by the Wisconsin Department of Health Services. In an effort to provide timely and accurate information on COVID-19 vaccination, funding for the activities described in this application include, but are not limited to, community health education, collaboration with coalitions/partners, and the addressment of barriers as necessary. Funding will ensure vulnerable populations have tools and resources readily available to make knowledgeable and accessible decisions about the vaccine through each of these activities; in turn, reducing vaccine hesitancy. This is especially important as new groups become eligible to receive the COVID-19 vaccine.

Chippewa County lies in Northwestern Wisconsin and has many rural communities. According to data from the 2018 Chippewa County Community Health Assessment, approximately, 46% of Chippewa County residents live in a rural location compared to the overall state rate of 29.8% (CCDPH, 2019). Rural populations are subject to many social, economic, and geographic disadvantages. These barriers affect numerous different populations across Chippewa County. Populations to note include the elderly/disabled population, those living in poverty, individuals with limited or no access to internet services, residents who struggle to find transportation for healthcare needs, and ethnic minority populations, specifically the Latino and Hmong minorities. In response to addressing barriers and inequalities for these populations, the Chippewa County Department of Public Health (CCDPH) and a consortium of partners, including Chippewa County school districts and the Aging and Disability Resource Center (ADRC) are requesting funding to bring COVID-19 vaccine education and awareness to the residents of Chippewa County. Throughout the remainder of this grant, "Consortium" will refer to CCDPH and its partners.

Please describe the intended population(s) for your activities, existing barriers, and how these barriers will be addressed through the project.

The Consortium aims to provide resources to several populations across the rural county. The development and utilization of resources will be focused on the elderly and adults with disabilities, those living in poverty, individuals with limited or no access to internet services, residents who struggle to find transportation for healthcare needs, and the minority populations throughout the County, including, specifically, the Latino and Hmong populations.

Racial Inequalities

Black, indigenous, people of color (BIPOC), including the Hispanic/Latino, Black or African American, and Asian races/ethnicities will be primary populations targeted through the funding requested by this project. The BIPOC population makes up roughly 5.3% of the 65,000 (approximate) Chippewa County resident population (U.S. Census Bureau, n.d.). The Hispanic/Latino population is the largest minority population in Chippewa County, followed by Black or African American and Asian populations (U.S. Census Bureau, n.d.).

Currently, COVID-19 vaccination in Chippewa County among minorities is minimal in comparison to majority populations, such as the white population. To date, only 7.2% of the total Hispanic/Latino population has received the COVID-19 vaccine (Chippewa County COVID-19 Statistics, 2020). Further, the Black or African American and Asian populations have received the vaccine at rates of 2.3% and 10.2% of their total populations, respectively (Chippewa County COVID-19 Statistics, 2020). Notably, about 22% of the Black or African American population in Chippewa County has fallen subject to the coronavirus infection (Chippewa County COVID-19 Statistics, 2020).

In February, a survey on community perception of COVID-19, developed by the Chippewa County Department of Public Health, revealed the importance of health education for the County. The most prevalent theme was vaccine safety. Even community members who had already received the COVID-19 vaccine expressed concerns about vaccine safety. According to the survey, 20% of survey participants are not willing to get vaccinated even when the vaccine becomes available (Modji, 2021). These community members are concerned about vaccine safety and/or consider the current COVID-19 vaccination program an experiment or a massive scale gene therapy. Another 55% of community members who took the survey stated that they are willing to get vaccinated when a vaccine becomes available; however, they are worried about vaccine safety as it relates to difficulty getting an appointment for vaccination (Modji, 2021). Other survey participants reported hesitancy due to the vaccines having minimal research in addition to mistrust of healthcare systems and public health overall.

Addressing Barriers and Collaboration Activities

In an effort to address the barriers faced by the BIPOC population in Chippewa County, funding for this project will target community education efforts as well as collaboration and partnership activities. The Consortium will use the funding provided by this project to work directly with community coalitions and partners such as the Chippewa County Health Equity Action Team (HEAT)

and the Chippewa Health Improvement Partnership (CHIP). Working collaboratively with community and minority representatives from different organizations across the county will help identify minority groups and the barriers they each face. Focus groups for individual minorities will be established to receive feedback from each minority and to ensure that our targeted COVID-19 vaccine efforts have been effectively promoted; therefore, increasing vaccine acceptance. Hosting vaccine clinics in Chippewa County's more rural areas when the demand for preferred vaccines, such as the Johnson & Johnson vaccine, become broadly available will also contribute to vaccine acceptance and as vaccine growth. Expanding equity work to include a multi-sector membership of local hospitals, clinics, and Human Service organizations through HEAT and CHIP will allow Chippewa County to become more equitable in vaccine education and administration.

With a goal of providing COVID-19 vaccine education to the BIPOC population in Chippewa County, funding will be used to create new resources and tools such as flyers, postcards, and online tools to alleviate the lack of knowledge suggestive of the population due to inadequate resources. The BIPOC population often presents with language barriers, such as the Latino and Hmong populations; therefore, funding will also assist with translation and interpretation services. Translation of CCDPH's current online COVID-19 Hub and its Vaccine Location Flyer will be completed with funding from this project. Providing resources in targeted languages will help eliminate communication and knowledge barriers associated with vaccine safety. Interpretation services will be utilized to help with communication at vaccination clinics ensuring the BIPOC population receives adequate information about the COVID-19 vaccine as well as guaranteeing they have the opportunity to have their questions answered. Working with minority community representatives and action teams will ensure health education messages are received by the community, sequentially, allowing minorities to overcome mistrust of the healthcare system and, essentially, public health. Addressing the BIPOC population will help increase trust between the majority population, healthcare organizations/providers, and the minority populations, creating opportunity for education and administration of the COVID-19 vaccine, especially in populations that may have been unintentionally missed.

Economic Inequalities

In addressing social and economic inequity, populations, specifically older adults and adults with disabilities, often lack the necessary resources to receive essential healthcare, including the COVID-19 vaccine. Roughly 11,960 people (approximately 18.4% of Chippewa County's overall population) is made up of persons age 65 and older (U.S. Census Bureau, n.d.). To date, 71.9% of people age 65 and older in Chippewa County have received at least one dose of the COVID-19 vaccine, with about 48% receiving both doses. However, the development and implementation of outreach strategies are necessary to address barriers and protect the health of the remaining 29.1% unvaccinated, high-risk population (Chippewa County COVID-19 Statistics, 2020). Common barriers presented by the senior population focus on access inabilities and lack of education and resources.

Digital isolation among the senior population (65+) has become a crisis in the United States. Nearly 22 million, or 42% of American seniors, lack broadband internet service (Older Adults Technology Services, 2021). Older adults living in rural locations are 1.6 times more likely to lack in-home internet service (Older Adults Technology Services, 2021). Lack of access to in-home internet service is due to unserved areas being provided low-cost offerings or age-friendly initiatives. Additionally, seniors with functional impairments are twice as likely to lack in-home internet access, while those enrolled in Medicaid are 2.7 times more likely to be offline (Older Adults Technology Services, 2021). Seniors with less than a high school diploma or with an income below \$25,000 are ten times more likely than the general population not to have internet access in their homes (Older Adults Technology Services, 2021). Further, Black and Latino senior Americans are more than 2.5 and 3.3 times more likely to be offline, respectively. According to Older Adults Technology Services (OATS), Wisconsin has one of the most significant home broadband gaps in the U.S. at 19.9%. Additionally, roughly 3,682, or 33.7%, of residents aged 65 or older and living in Chippewa County have a disability, in turn, limiting their ability to access the resources needed to obtain the COVID-19 vaccine (Wisconsin Department of Health Services, 2021).

Further, populations living in poverty, approximately 11.5% of Chippewa County, and non-insured or underinsured populations will also be considered (Wisconsin Department of Health Services, 2021). Non-insured or underinsured residents suffer from health disparities regarding access to care. Access to care during the COVID-19 pandemic, including access to the COVID-19 vaccine, is extremely important to reach herd immunity. Chippewa County's Community Health Needs Assessment from 2018 indicates that 10% of adults and 4% of children in Chippewa County do not have insurance (Wisconsin Department of Health Services, 2021). Data from a 2014-2016 survey organized by the Office of Health Informatics at the Wisconsin Department of Health Services shows that the number of Chippewa County residents living in poverty at less than 100% of the federal poverty level (FPL) is roughly 19% (Wisconsin Department of Health Services, 2021). Approximately 23% of Chippewa County residents live between 100%-199% of the federal poverty level. Finally, about 57% of residents live at 200% of the federal poverty level (Wisconsin Department of Health Services, 2021).

Addressing Barriers

In response to these barriers, the Consortium will create educational and informative resources for the COVID-19 vaccine indicating benefits of vaccination, facts about the vaccine, free COVID-19 vaccine clinic dates and times, etc. The Consortium will mail the resources to community residents using Every Door Direct Mailing (EDDM) provided by the United States Postal Service

(USPS). The use of EDDM will allow CCDPH and its partners to use a mapping tool to determine which postal routes best fit the targeted population(s) based on census-derived demographic information such as age provided by the software. Collaboration with local organizations such as utility companies and local pharmacies to include educational and informational resources (inserts in bills or with prescription pickups) and obtain mailing lists to send educational materials to community members via the USPS will be essential. Funding received through this project will also allow the CCDPH to purchase Kwik Trip gift cards as reimbursement for those who use their personal vehicle to attend a clinic. Information detailing reimbursement for transportation opportunities will be included in mailings and listed on CCDPH's Community COVID-19 Hub. This information will be shared with the CCDPH's partners and other local community businesses to display on their websites and social media pages. Radio, newspaper, and possibly television advertisements will be created, published, and aired to reach vulnerable populations who are potentially missed by physical mailing activities. Providing details on payment coverage, specifically for clinics held by the CCDPH, will also be imperative for increased vaccine administration. While the federal government covers the cost of the vaccine for all individuals, community members may be discouraged by potentially having to pay for the administration fee through a healthcare clinic. However, providing educational resources, such as a postcard via mail or a payment information section on the CCDPH's Hub webpage, may eliminate that fear and help high-risk and underserved populations plan for vaccination.

Briefly describe your organization's unique qualifications to advance this work in the identified community(ies).

Chippewa County Department of Public Health, along with a consortium of school districts throughout the county and the Aging and Disability Resource Center (ADRC) are staffed with driven, goal-oriented individuals who strive to provide County residents with the necessary resources to maintain healthy lifestyles. The Consortium also has support from additional community organizations and businesses to provide timely and accurate information to Chippewa County residents. Finally, collaboration with teams/partners including those involved in HEAT and CHIP will ensure that work on equity initiatives remains focused and extensive. Proactive measures of all those involved in this project will ensure the quick and resourceful development and dissemination of COVID-19 vaccine resources. The success of this project will be a unified effort.

What are your intended expenses and why are they needed? Please be explicit and detailed by categories.

Intended expenses focus on health education for high-risk and underserved populations. A portion of the funding will cover the wages of members of the Community Health Team, including the two Community Health Planning and Promotion Specialists. Their role will be to coordinate, conduct, develop, and disseminate COVID-19 vaccine resources and tools to the intended populations. Additional funding will be tasked to the supplies needed to create resources distributed to all the addressed populations. The development of COVID-19 vaccine outreach resources for newspapers, radio, mailings, and social media will exist based on funding from this grant.

Funding for these expenses are needed to help address health disparities within our population through the promotion of health equity, especially in Chippewa County's more rural and underserved areas. Funding will ensure that all community members have a fair and just opportunity to be as healthy as possible through outreach, service provision, access to care, and education. The activities highlighted above are intended to break accessibility barriers through overcoming access to technology, information and transportation barriers through delivery and presented as needed per specific populations, and through the development and sustainability of improved relationships with vulnerable populations.

Budget

Summary Budget

Description	Requested Funds
Personnel including Fringe Benefits	\$20,445.26
Equipment	\$300.00
Supplies	\$125.00
Contractual Costs	\$1,500.00
Incentives	\$2,000.00
Other	\$17,849.00
Indirect Expenses	\$3,799.73
Total Project Cost	\$46,018.99

Personnel: The Community Health Planning and Promotion Specialist I will oversee the execution of activities funded by this grant. In doing so, the employee will act as the project lead and will be conducting mass public education and marketing strategies specific to COVID-19 vaccine education and dissemination. The hourly wage for the employee is \$23.61 based on Chippewa County's Salary Schedule. The employee will work approximately 19 hours per week for the entirety of the grant term (08/31/2021), totaling \$11,005.94. Additional personnel will include a Community Health Planning and Promotion Specialist II. This employee will work

roughly 8 hours per week for an expense total of 7,909.44. An Administrative Assistant and Community Health Manager will also contribute to the project, working 1 hour per week for an expense of \$1,138.94 and .5 hours per week for an expense of \$390.94, respectively.

Equipment: The Community Health Planning and Promotion Specialist will need access to a cell phone to coordinate the creation and disbursement of resources for the COVID-19 vaccine. The rate for a cell phone is \$60.00 per month for five months, totaling \$300.00.

Supplies: General office supplies will need to be purchased and used to help create and disseminate COVID-19 vaccine education and scheduling. Supplies include, but are not limited to paper, envelopes, pens, paperclips, tape, etc. We anticipate an average cost of \$25.00 per month for five months, totaling \$125.00.

Contractual Costs: The cost to translate each educational/informational resource created is approximately \$150.00. Ten pieces are anticipated to be completed.

Other: Costs for physical mailing activities include printing costs of \$544.00, list rental of \$350.00, mail preparation of \$495.00, and postage of \$4,100.00 for a total of \$5,489.00. Rural newspaper company quotes for advertisements were also considered in total costs. Bloomer Newspaper charges \$62.50 per week for an advertisement. The advertisement would run for eight weeks, for a total cost of \$500.00. An advertisement will also be placed in The Leader Telegram at the cost of \$2,080.00. For eight weeks, four - ½ page full-color advertisements will be printed in the Leader, with 40,000 impressions being scheduled on The Leader Telegrams' website. Additionally, four - ½ page pickup advertisements will be printed in AdXtra. Advertisements will be placed in the Cornell Courier and Stanley Republican papers at additional costs of \$630.00 and \$500.00, respectively, for four weeks. Providing public education through Facebook posts and boosts would cost \$100.00 at \$1.00 per boost. We anticipate 100 boosts over the next five months. Radio station advertisements were also considered in the overall costs. A radio advertisement will be placed with Mid-West Family Broadcasting in Eau Claire. Fifteen commercials will be aired for the duration of four weeks on local stations WAXX-WAYY-WIAL-WISM-WECL. A total of 300 commercials will air at a total cost of \$9,000.00. The radio advertisement will reach roughly 192,000 people, all of who can be targeted by population using appropriate key-words.

Purchasing incentive items are budgeted at \$2,000.00. The purchasing of promotional water bottles to be distributed at clinics will cost \$1,900.00. Kwik Trip "fuel only" gift cards to be distributed for gas reimbursement are budgeted at \$100.00 total. Ten gift cards at \$10.00 a piece will be purchased.

Indirect Expenses: A rate of 9% was used for indirect expenses such as office space, Human Resource services, Information Technology services, utilities, and any other indirect expenses that will occur over the next five months.

What are the major activities and milestones for your effort?

Major activities and milestones related to this project include the creation and dissemination of community health education tools and resources for all Chippewa County residents, including those that face a language barrier with our current tools. Staff being knowledgeable about health equity and understanding the importance of having resources readily available for Chippewa County's high-risk and underserved populations will ensure barriers are eliminated; therefore, increasing vaccination rates for all minorities residing in Chippewa County. With the help of funding for this project, seeing improvement in rates of vaccination among minority populations will prove to be a milestone for Chippewa County. Finally, receiving positive feedback from minorities about their feelings about the COVID-19 vaccine, especially as it relates to vaccine hesitancy and safety will show our efforts throughout the project were successful. Feedback may be received via direct communication at clinics, through community partners, through CCDPH online surveys, etc.

What does success look like and how do you anticipate knowing you've achieved your intended outcomes?

Helping the State of Wisconsin achieve herd immunity for COVID-19 by immunizing 80% of the State's population will suggest our intended outcomes have been successful. A significant increase in the percent of minority populations receiving the COVID-19 vaccine will indicate success at a county level. Race/ethnicity will be collected by all community members who receive vaccination; therefore, vaccination rates among these minorities will be available. Currently, less than 11% of the individual races making up the BIPOC population in Chippewa County have received the COVID-19 vaccine. Increases in the vaccination rates after targeted outreach strategies have been delivered will imply success and positive outcomes. While almost 72% of the senior (65+) population has been vaccinated in our county, seeing this number increase closer to 80% or even higher will show that our outreach activities targeting that population have also been successful. As eligibility expands and vaccine specifications continue to develop, for example, including those aged 16 and older, reaching rates of 80% across populations will promise success. Again, receiving positive feedback from minorities about their feelings of vaccine hesitancy and safety related to the COVID-19 vaccine will show that we've reached our intended outcomes.

References

- Chippewa County Department of Public Health, 2019, *2018 Chippewa County Community Health Assessment*, www.co.chippewa.wi.us/home/showdocument?id=20684.
- “Chippewa County COVID-19 Statistics.” *Chippewa County Coronavirus Response Hub*, Chippewa County Department of Public Health, 2020, covid19-chipcogis.hub.arcgis.com/pages/our-numbers.
- COVID-19 Vaccine Survey. *Modji, Komi*, Chippewa County Department of Public Health, 2020, https://rpubs.com/Komi_2020/Chippewa_vaccine_hesitancy
- “Demographics of Aging in Wisconsin.” *Wisconsin Department of Health Services*, Wisconsin Department of Health Services, 10 Mar. 2021, www.dhs.wisconsin.gov/aging/demographics.htm.
- “The Report.” *AGINGconnected*, Older Adults Technology Services, Inc., 17 Feb. 2021, agingconnected.org/report/.
- “U.S. Census Bureau QuickFacts: Chippewa County, Wisconsin.” *United States Census Bureau*, U.S. Department of Commerce, www.census.gov/quickfacts/fact/table/chippewacountywisconsin/PST045219.

Proposed Budget – Homebound and Mobile Vaccination Clinics

	City of Beloit	Beloit Area Community Health	Community Action	Subtotal
Personnel	\$36,000	\$30,000	\$10,000	\$76,000
Transportation – Bus Tokens	\$0			\$0
Contractual Translation/Interpreting Services	\$5,000			\$5,000
Materials	\$1,500			\$1,500
*Transit Bus Wrap Advertisement	\$14,000			\$14,000
Marketing	\$3,500			\$3,500
Sub-total	\$60,000	\$30,000	\$10,000	\$100,000

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: City of Milwaukee Health Department

Point of Contact Name: Erica Olivier

Email Address: eolivi@milwaukee.gov

Justification

Why are incentives necessary for your proposed project?

We would be able to incentivize our trusted Ambassadors to provide culturally competent, evidence-based information about the COVID-19 vaccines to populations within their networks. We could not do this work without our partnerships with local organizations and community members, so to be able to compensate Ambassadors for their time and talent would be essential to creating these valuable representations of the diverse community.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$25,500	Small Promotional Items
\$15,000	Transportation

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

For any gift cards we would provide it would be purchased in accordance with our City protocols of procard purchases that are tax exempt and tracked on an approved incentive gift card tracking spreadsheet for auditing purposes. The gift cards will not exceed \$25 and will only be for fuel/transportation compensation in conjunction with their provision of tracked impact forms the ambassadors will submit to us.

For Small Promotional Items these purchases will align with the approved types of items we can provide to the ambassadors and receiving networks with information/messaging including but not

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

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- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Vaccinate Racine!

Point of Contact Name: Vicky Selkove

Email Address: vicky.selkove@cityofracine.org

Justification

Why are incentives necessary for your proposed project?

Incentives serve as an important tool for us to attract attention to and encourage participation at upcoming vaccination education and Q&A sessions, and to encourage targeted residents to sign up (with assistance from our grantee partners) for vaccination appointments and to complete the vaccine course.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$1000	Transportation 
	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

The City of Racine's Finance Department and Higher Expectations for Racine County will oversee purchase and useage of transportation incentives under the grant and will ensure compliance with state and fedearl requirements.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Cudahy Health Department
Point of Contact Name: Abbie Van Handel
Email Address: abbiev@ci.cudahy.wi.us

Justification



Why are incentives necessary for your proposed project?

For our proposed project, incentives will be used to encourage participation in vaccination education seminars/webinars and reduce barriers to accessing vaccine clinics (via transportation gift cards)

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$5,000 - 200 fuel-only gift cards (\$	Transportation 
\$7,500 - misc promotional items (t	Small Promotional Items 

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

Incentives utilized for our proposed project will be used in compliance with federal and state requirements. Incentives will be nominal, and not exceed \$25. Gift cards purchased and distributed as incentives to participants are fuel-only gift cards and can only be used to purchase fuel and not unallowable items listed above.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Eau Claire City-County Health Department

Point of Contact Name: Cortney Draxler

Email Address: cortney.draxler@co.eau-claire.wi.us

Justification

Why are incentives necessary for your proposed project?

Incentives in the form of gas cards and bus passes are included in the project to assist those that may have lack of transportation as our grant covers rural areas with lack of public transportation, along with many ALICE populations. Subcontractors may also purchase items to encourage vaccination as demand has significantly

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
1,500	Transportation
5,000	Small Promotional Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

All contracts with subcontractors will include the language above on federal and state requirements for allowable incentives.

*The above amounts are estimate on spending based off the proposed activities of subcontractors. Each subcontractor will need to report on their activities.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: WWPHRC

Point of Contact Name: Brittany Fry

Email Address: brittany.fry@co.polk.wi.us

Justification

Why are incentives necessary for your proposed project?

Incentives in the form of gas cards are included in the project to assist those that may have lack of transportation as our grant covers rural areas with lack of public transportation, along with many ALICE populations. Additionally, due to local restrictions some health departments may purchase small promotional items to encourage vaccination as evidenced by a justification obtained in part of our previous

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
15,000	Transportation
15,000	Small Promotional Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

All contracts with subcontractors will include language that gas cards cannot exceed \$15/per gas card. The person will need to sign an attestation form that includes the language of not using for any of the above none allowable items. For those allowed to purchase promotional items will only be local or tribal health departments. They too will sign a contract that they will follow the guidelines.

*The above amounts are estimate on spending as we have wrote in for all subcontractors to have the ability to purchase gas cards based on needs. The promotional item is an estimate too, as each local or tribal health department will need to determine if they are going to do promotional items or if they will use it to cover costs of mailing or technology for registering people in the field. Each subcontractor

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Fond du Lac Area United Way

Point of Contact Name: Amber Kilawee

Email Address: akilawee@fdlunitedway.org

Justification

Why are incentives necessary for your proposed project?

We would like to have the latitude to offer and distribute gas cards to individuals attending COVID19 vaccine informational sessions and vaccine pop-up 's. We also think that promotional items such as water bottles, tissue packets, mini bottles of hand sanitizer, and masks will be excellent items to have on hand to continue spreading the message of personal health and wellness.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
2475	Transportation <input checked="" type="checkbox"/>
2225	Small Promotional Items <input checked="" type="checkbox"/>

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the HHS GPS, Sections II-33 and II34 and in 45 CFR 75.438
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

Our gas card will be purchased at a local Kwik Trip and will be specifically purchased as fuel only. The fuel cards will be for no more than \$25 each.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Great Lakes Inter-Tribal Epidemiology Center, Great Lakes Inter-Tribal Council, I
Point of Contact Name: Meghan Porter
Email Address: mporter@Glitc.org

Justification

Why are incentives necessary for your proposed project?

The incentives GLITEC will provide will help to will reduce inequities in vaccination rates and improve vaccine access and acceptance among American Indians and Alaska Natives in Wisconsin.

Use of incentives to increase vaccine uptake is an evidence-based practice recommended by the Community.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$10/gas card	Transportation
Estimated cost \$7.75/tshirt	Small Promotional Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

The incentives GLITEC will provide have a nominal value and are limited to transportation (fuel-only) gift cards and small promotional items (t-shirts). GLITEC will purchase the gift cards from Kwik Trip, which offers a kind of a gift card that limits purchases to fuel. The value of each gift card will be \$10 and the value of the t-shirts is estimated to be \$7.75, both well below the threshold of \$25.

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCoVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Hmong American Center
Point of Contact Name: Corina Norrbom
Email Address: cnorrbom@mcw.edu

Justification


Why are incentives necessary for your proposed project?

We are trying to attract diverse young people to help us reach other young people, particularly in Hmong, Hispanic and Black communities about COVID vaccinations through the H2N project. We are starting a video campaign about Top 5 Reasons to Get a COVID Vaccine and "I got my COVID vaccine because..." We would like to award participants with an H2N tshirt or cap.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$1000	Small Promotional Items 
	Select One

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

Incentives will be tshirts and caps with an H2N project logo. You will receive a copy of the invoice to show that the cost of each item is less than \$25

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Sample Line Item Grant Budget

Line	Expense Type	Program Projected Costs	Grant Request
1	Personnel - administration/coordination	10,300	10,300
2a	Subawards - General	12,500	12,500
2b	Subawards - Incentives	12,500	12,500
3	Translation Services	5,000	5,000
4	Recipient Transport to Vaccination	40,000	40,000
5	Supplies, materials, and printing	7,500	7,500
6	Travel and meetings	2,000	2,000
7	Marketing and advertising	5,000	5,000
9	Staff and volunteer training	5,200	5,200
10	Total	\$100,000	\$100,000

Updated 5/2/2021

Updated 5/2/2021

COVID-19 Vaccination Community Outreach Grants

Incentives Proposal

Instructions for requesting the use of incentives:

COVID-19 Vaccination Community Outreach funding recipients may consider the use of incentives to encourage participation in vaccination coverage for those at risk for COVID-19.

Funding recipients interested in this option must submit a plan that covers all of the following elements:

- **Justification**
- **Defined amount & Description**
- **Qualifications for issuance**

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

Project Details

Organization Name: Inclusa

Point of Contact Name: Carla Lundeen

Email Address: carla.lundeen@inclusa.org

Justification

Why are incentives necessary for your proposed project?

Inclusa is awarding subawards in the total amount of \$25,000. Applicants are able to submit for these subaward amounts - a maximum of \$2000 - to assist in local community efforts aimed at educating and eliminated barriers to vaccination in their communities. Inclusa will evaluate and award amounts by 5/7/2021 so, as of today, we are not clear if any subawards will be awarded and be selected for funding of any amount that may include incentives.

Defined Amount & Description

Please indicate the amount of incentives and category/ies you propose to use. Incentives are limited to two categories:

- *Transportation (e.g., fuel only gift cards, bus passes)*
- *Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)*

Amount	Type of Incentive
\$0-25,000	Transportation
\$0-25,000	Small Promotional Items

Qualifications for Issuance

How will your organization ensure that incentives comply with the following federal and state requirements?

- Incentives are limited to two categories:
 - Transportation (e.g., fuel only gift cards, bus passes)
 - Small promotional items (e.g., water bottles, t-shirts, buttons, stickers, etc.)
- Cash is not an allowable incentive for program participation.
- Gift cards are allowable as participant incentives provided that the grantee has established a way to ensure that the gift card cannot be used to purchase unallowable items in a written agreement with the gift card vendor.
- Gift card incentives **may not**
 - be associated with **entertainment** (e.g., movies, games, lottery, etc.);
 - be redeemable for cash;
 - be used to purchase **tobacco, alcohol, or firearms**;
 - be used to purchase **food** (e.g., restaurants, groceries, etc.)
 - be transferred by recipient to other parties.
- Additional information on incentives can be found in the [HHS GPS](#), Sections II-33 and II34 and in [45 CFR 75.438](#)
- Please note that gift cards would be considered a cash equivalent and should adhere to APP Manual Section 2 as it relates to the handling of cash and cash equivalents. Which can be found here: <https://www.dhs.wisconsin.gov/app/cash.htm>.
- Incentives must be nominal, meaning an amount that doesn't exceed \$25.

1. Inlusa will educate all subaward recipients on state and federal requirements and will not reimburse (and therefore will not request reimbursement from DHS) for any incentives except for transportation or small promotional items described above. Inlusa requires at least monthly reporting by subawardees of dollars spent and will review each invoice submitted to us for incentives to ensure they meet the criteria prior to reimbursement and submission of Inlusa's invoice to DHS.

2. For any incentives purchased by subawardees, they will submit receipts that clearly state the items purchased, total dollar amount spent, and number of individuals that will be offered/will receive items to ensure the gift cards:

Please submit your proposal to DHSCOVIDVaccineOutreachGrant@dhs.wisconsin.gov using the following subject line: REQUEST: Proposal for Use of Incentives by **Wednesday, April 28**.

YOU
**STOP**
**THE**
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