

**City of Austin – Austin Public Health**  
Work Statement for Deliverables  
CDC Funding for COVID-19 Vaccine Outreach

Agency Name:

Program Name:

Contract/Period Term: November 1, 2021 – April 30, 2023

### **1.0 Introduction/Overview and Purpose**

The Centers for Disease Control has awarded Austin Public Health funding for vaccine outreach to address health disparities, for a program titled “Reach In, Reach Out and Vaccinate: Place-based Outreach & COVID-19 Vaccination for Populations of Focus in the Austin Area (Reach In, Reach Out).” The goal of the CDC COVID-19 Vaccine Outreach program is to conduct outreach to promote the COVID-19 vaccine with populations at high risk of severe COVID-19 disease including population of color, lower income populations, and older adults, who have suffered disproportionate rates of infection and disparate outcomes as a result of COVID-19. Through this program, APH and partners will coordinate to improve the health and socioeconomic disparities in Austin for minority populations, particularly Black/African Americans and Hispanics/Latinos/Latinx, immigrants and refugees and other populations that lack access to health care, transportation, healthy foods, and other equitable determinants. The collaborative approach enables greater capacity to meet needs of focus populations and reach expected outcomes.

The objectives of the funding are to:

- Increase trust regarding the COVID-19 vaccine
- Increase access to and provide navigation support for obtaining the vaccine and vaccine booster, COVID-19 testing and personal protective equipment (PPE)
- Provide education about vaccine facts, transmissibility, how to keep children safe, and COVID-19 general information.

In conducting outreach, the grantee to ensure all information is consistent with APH and CDC guidance. The grantee should not provide medical advice to the public but should encourage the public to discuss any specific questions to a medical provider.

Agency Administration costs will not exceed 10% of the total program budget.

### **2.0 Statement of Work**

#### **A. Population to be Served:**

Primary focus should be on low-income residents of Austin/Travis County living at or below 200% of the Federal Poverty Level. Priority populations within the focus populations should include:

- People of Color
- Documented or undocumented Immigrant or Newly Resettled Refugee Communities

- Residents of the following Austin/Travis County zip codes that show higher transmission rates and/or lower vaccination rates: prioritized list of zip codes; 78602; 78617; 78660; 78664; 78705; 78721; 78723; 78724; 78741; 78744; 78745; 78752; 78753; 78758

Subpopulations may include:

- Seniors
- People with High-Risk Medical Conditions
- People Experiencing Homelessness

## **B. Program Services and Delivery**

### **Outreach Plan**

The grantee will first develop an outreach plan that will include the services listed below. The plan will include a detailed explanation of culturally and linguistically appropriate methods the organization will use to conduct program outreach activities and reach the priority populations. The plan will identify priority populations reached by the program, incorporate linguistic and cultural considerations and accommodations for communicating effectively with priority populations, describe strategies for addressing attitudes and barriers, include a program timeline with a schedule for unique outreach events, and describe evaluation methods for measuring touchpoints and engagement.

Once the plan is completed, the agency will implement the plan and provide updates to Austin Public Health that will include an outreach event log.

The following is a list of services the agencies will provide.

Agencies will build community resources and relationships within communities of color by providing education and outreach and developing promotion campaign strategies that:

- 1) Provide education and outreach to priority population
  - Develop tailored messages for the specific priority population with a culturally and linguistically appropriate language access plan
  - Increase trust regarding the COVID-19 vaccine
  - Provide tailored education about vaccine facts, transmissibility, and impact on specific priority population
  - Disseminate up-to-date APH and CDC COVID-19 information
- 2) Provide social services and navigation support to address barriers
  - Provide navigation support for obtaining the vaccine and vaccine booster, COVID-19 testing and personal protective equipment (PPE)
  - Increase access to basic needs services exacerbated by the pandemic – unemployment, food insecurity, rent assistance, etc.
- 3) Identify and train trusted messengers to deliver COVID-19 vaccine safety and effectiveness to these communities and populations
  - These trusted messengers can include, but are not limited to: Faith leaders; Teachers; Community Health Workers; Radio DJ's; Barbers; Local Proprietors; Community and Civic Leaders
  - These trusted messengers will deliver their COVID-19 vaccine promotion material and information through English and multilingual outlets, local media outlets, social media, faith-based venues, community events, and other culturally appropriate venues

- 4) Coordinate cross-agency outreach efforts with the Austin Public Health, Travis County and other vaccine distributors by providing the following support for outreach events where vaccinations are available
  - a. Plan and co-host outreach and vaccine events at community-based settings appropriate for specific priority population
  - b. Provide volunteer greeters/translators
  - c. Canvas specific neighborhoods to promote vaccine events
  - d. Assist at call centers or make direct calls
- 5) Share community needs and promotion plans with larger COVID-19 vaccine response partners including regular updates to vaccination distribution coordination meetings

**Other Possible Activities**

- Participate at planned PPE distribution, testing, or other events.
- Participate in meetings with APH Public Information Officer to inform messaging.

The grantee will participate in regular cooperation and information sharing with APH, including sharing the completed needs assessment and promotion plans with larger COVID-19 vaccine response partners. This may include providing regular updates to the COVID-19 Vaccine Distribution Coalition, participating at planned APH PPE distribution events, and participating in meetings with the APH Public Information Officer to inform messaging for outreach activities.

**C. Program Performance and Evaluation**

Each month the agencies will provide a Service Report that documents

- a. Services provided from the list above;
- b. Outreach Log;
- c. CDC Outputs and demographics.
- d. If agency is incorporating incentives, an Incentive Tracking Log.

The grantee will provide reporting metrics specified by the grant. The program performance goals are in the table below:

Instructions: Please fill in the yellow-shaded cells in the table below for each of the 5 Outputs. The bolded items are the actual output required, and there is a description field and a goal number (#) field for most outputs.

NOTE: This section will be negotiated and simplified for the final Work Statement.

Output Wording	Descriptions	Goal # November 1, 2021 – April 30, 2023
<b>1) Number of individual touch points achieved by the program.</b>	This counts the number of persons who are provided information, outreach or services in the following settings: Radio broadcast, PSA release, door-to-door block walk, direct text, call center, in-person and virtual events, television, social media, distribution of print materials	

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Describe what outreach services will be provided:	Click or tap here to enter text.	Click or tap here to enter goal #.
<b>2) Number of agencies or organizations the program will coordinate</b>	Number of agencies that the organization or program will coordinate with including these Types of Agencies: Community businesses, faith-based organizations, other social service organizations, governmental, education and healthcare organizations, or other organizations	
Describe what type of agencies the Applicant will be coordinating with:	Click or tap here to enter text.	Click or tap here to enter goal #.
<b>3) Number of unique outreach events (virtual or in-person)</b>	<p>Number of Events including the following Types of Events:</p> <ol style="list-style-type: none"> <li>1) Vaccination events the Applicant helps coordinate or contribute volunteers for greeters/interpreters, transporting persons, staffing;</li> <li>2) Outreach events and education community meetings, trainings, workshops that the agency puts together;</li> <li>3) Events where the agency is presenting information about COVID and/or connecting clients with vaccine distribution.</li> </ol> <p>Does not include door-to-door canvassing or phone calls; marketing.</p>	
Describe the types of events that Applicant will count:	Click or tap here to enter text.	Click or tap here to enter goal #.
<b>4) Number of persons attending events</b>	Number of people attending events described above.	Click or tap here to enter goal #.
<b>5) Number of individuals engaged through outreach who are vaccinated</b>	<p>Number of people who are engaged with the agency who obtain the vaccine (including initial vaccinations and booster shots). Ways to count this measure include these types of “engagements” that could be used:</p> <ul style="list-style-type: none"> <li>• Number of people who are transported to a vaccination event either through a direct transport or arranging the transportation.</li> <li>• Number of people who made an appointment for vaccinations, if agency was involved in making the appointment.</li> <li>• Number of people who self-identify as obtaining a vaccine to staff members after outreach activities.</li> <li>• Could include direct follow-up surveys or contacts to persons attending events.</li> </ul> <p>Not all agencies will be able to follow up with individual clients.</p>	
What types of engagement will	Click or tap here to enter text.	Click or tap here to enter goal #.

Applicant provide to count this measure?		
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Incentives- If Applicable

NOTE: This section will be negotiated and simplified for the final Work Statement.

<b>Proposed Incentive</b>	Describe what incentive will be provided and approximately how many incentives will be provided. <b>The allowable monetary incentive is a gift card for no more than \$25 - for a store; bus card; or gas card, but agencies may propose other non-monetary incentives.</b>	Click or tap here to enter text. <input type="text"/>
<b>Justification</b>	Describe the purpose for the incentive and what the specific reason is for selecting this incentive. What evidence indicates that an incentive is needed, and what evidence suggests that the selected incentive will be effective at achieving the desired result?	Click or tap here to enter text. <input type="text"/>
<b>Anticipated gains</b>	Explain how providing such an incentive will defray societal costs or have a positive return on investment, including by increasing overall COVID-19 vaccination. Additionally, describe potential unintended negative consequences and how those are outweighed by the benefits.	Click or tap here to enter text. <input type="text"/>
<b>Defined amount</b>	Cost per person and total allocated funding for the vaccine recipient incentives. <b>Note that the incentive cap is \$25 per person.</b>	Click or tap here to enter text. <input type="text"/>
<b>Qualifications for issuance</b>	What makes a person eligible for the incentive? Does it take into consideration issues related to equity in your community? Does the proposed plan raise any state legal concerns?	Click or tap here to enter text. <input type="text"/>

<b>Method of issuance and tracking</b>	How will the incentive be delivered? Does the proposed plan and implementation align with any relevant policies and procedures governing your organization (e.g., procurement, ethics, etc.)? Note: APH will be providing a gift card policy that all awarded agencies will have to use to track their gift cards. However, if the incentives are non-monetary, please describe how you will track incentives distributed.	Click or tap here to enter text.
<b>Method of evaluation</b>	How will the incentive plan be evaluated for effectiveness?	Click or tap here to enter text.

**D. Administrative Details**

- Changes may be made to this Work Statement based on need and upon mutually agreed edits per written agreement by the Agency and Austin Public Health
- Payment claims will only be approved after all parts of each deliverable are approved
- Contract changes (amendments) may not be made within 60 days of contract execution and within the last 60 days of the fiscal year

**3.0 Deliverables and Payment Schedule**

Payment requests will be due on or before dates noted below.

<b>Deliverable #</b>	<b>Deliverable Description</b>	<b>Supporting Documentation Required</b>	<b>Deliverable Due Date</b>	<b>Payment Amount</b>
#1	Agency Administrative Profile  Promotion Outreach Plan	Agency Administrative Profile includes the bylaws, polices, and procedures.  Promotion Outreach Plan with action plan and timeline for linguistically and culturally appropriate promotion outreach and coordination activities	November 15, 2021	
#2	Service Report	Service Report a. Services provided from the list above; b. Outreach Log; c. CDC Outputs and demographics. d. Incentive Tracking Log, if	December 15, 2021	

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		appropriate.		
#4	Service Report	Service Report updated from last deliverable	January 15, 2022	
#5	Service Report	Service Report updated from last deliverable	February 15, 2022	
#6	Service Report	Service Report updated from last deliverable	March 15, 2022	
#7	6-month Service Report	Service Report updated from last deliverable.	April 15, 2022	
#8	6-month Service Report	Service Report updated from last deliverable with supplemental narrative about progress and challenges (November – April)	May 15, 2022	
#9	Service Report	Service Report updated from last deliverable	June 15, 2022	
#10	Service Report	Service Report updated from last deliverable	July 15, 2022	
#11	Service Report	Service Report updated from last deliverable	August 15, 2022	
#12	Service Report	Service Report updated from last deliverable	September 15, 2022	
#13	Service Report	Service Report updated from last deliverable	October 15, 2022	
#14	6-month Service Report	Service Report updated from last deliverable with supplemental narrative about progress and challenges. (May-October)	November 15, 2022	
#15	Service Report	Service Report updated from last deliverable	December 15, 2022	
#16	Service Report	Service Report updated from last deliverable	January 15, 2022	
#17	Service Report	Service Report updated from last deliverable	February 15, 2022	
#18	Service Report	Service Report updated from last deliverable	March 15, 2022	
#19	Service Report	Service Report updated from last deliverable	April 15, 2022	
#20	Final Closeout Report  Final Closeout Report OR Progress Report	Submit a Final Progress Report summarizing: <ul style="list-style-type: none"> <li>• Successes</li> <li>• Challenges</li> <li>• Program Impact</li> <li>• Unmet Needs</li> <li>• Trends</li> </ul>	April 30, 2023	