



# RHCs on Vaccine Confidence Grants

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National Organization of **State Offices of Rural Health**

# National Organization of State Offices of Rural Health



NOSORH promotes the capacity of State Offices of Rural Health and their stakeholders to improve health in rural America through leadership development, advocacy, education and partnerships.

# Thank you for all you do EVERY day!



- Recognition of your important, backbone role in rural health– not just a COVID thing.
- May have little experience with federal funding – but you’ve heard some stories.
- Lots coming at you!





# Objectives:

By the end of this sessions learns shall be able to:

- Understand the unique opportunity to leverage 2 federal funding initiatives to accomplish the core work of RHC
- Imagine the possibilities for vaccine confidence funds
- Know how to submit a winning application for VC
- Planning for successful VC implementation & reporting
- Utilize resources & examples to support your grant application effort

# Unique opportunity! Potential – Simplicity - Leveraging

Thanks to the  
Federal Office  
of Rural Health  
Policy!

Listen to the [webinar](#) get the [slides](#)!



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# Unique opportunity: Potential!



The RHCVC Program will use a review process that funds **ALL ELIGIBLE ENTITIES** that submit complete applications and have an acceptable assessment of risk.



No easy button for this!

# Unique opportunity! Simplicity

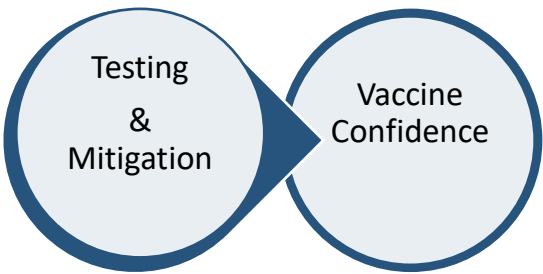
- Not a lot of writing
- Simple review criteria – 10 points
- Retroactive funding
- ....*there will be no scrutiny of whether or not any individual application has unique purpose, workplan or budget....*

1. PROOF OF ELIGIBILITY, (5 points)
2. METHODOLOGY (1 point)
  - Does the application describe a plan to increase vaccine confidence, accessibility, and uptake for the community, service area, and/or patient population?
3. WORK PLAN (1 point)
  - Does the application include the required work plan to address the identified needs of the target population(s) and county/county equivalent(s) as related to vaccine confidence?
4. ORGANIZATIONAL INFORMATION (1 point)
  - Does the application include a designated person responsible for managing the funded project?
5. BUDGET NARRATIVE (1 point)
  - Does the application include a Budget Narrative that describes how the applicant will use the funding over the 1-year period of performance in alignment with the proposed work plan and project timeline?
  - Does the application indicate whether the RHC(s) will receive or has received additional COVID-19 funding and, if so, how the applicant will avoid duplication?
6. BUDGET (1 point)
  - Does the application include the completed SF-424A budget forms as required?

# Unique opportunity! Leverage



STAY CALM  
&  
Make it  
effective &  
efficient  
to help you  
do what you  
do  
EVERY  
day!



This is the priority!

Program	When	Amount	How RHC get it	How RHC use it
Testing & Mitigation	6/10/21	Up to \$100,000	Auto-deposit, Attest & Accept	Anything but the shot! <b>including construction &amp; renovation</b>
Confidence	7/1/21	\$50,000	Apply by June 23	Education, outreach, partner, staff, 1:1 support of patients, target care management, programs –  <b>ANY vaccine – COVID-19, flu, boosters, childhood immunization</b>







# NOFO purpose statement

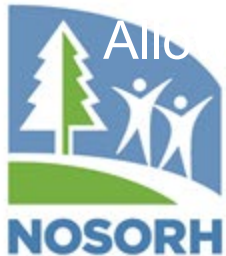
The RHCVC Program will allow Rural Health Clinics (RHCs) to use funding for a broad range of efforts to ***improve health care in rural areas and reinforce basic messages about prevention and treatment of COVID-19 and other infectious diseases.*** Implementation efforts in rural communities may include, but are not limited to: vaccine promotion, information dissemination to rural residents about how and where to get vaccinated, coordinating with existing vaccination sites and public health partners to identify isolated and/or vaccine hesitate populations, and increased rural community and individual patient literacy on benefits of broad vaccination and the safety of vaccines.

# Vaccine confidence

- The grant application is the priority!
- Don't return the testing and mitigation funding.
- This is not provider relief funding.

**PRIORITY**

# Imagine the possibilities of Vaccine Confidence funding



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# Imagine the possibilities!



- ✓ Best “odds” ever for a grant program – develop staff
- ✓ Must “fit”- use funds to help your neighbors be more well!
- ✓ “Works” for you - lots of flexibility



**ACT GLOBALLY**  
**THINK LOCALLY** 

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# Ideas & Examples



- Support a care coordinator – even for a small number and use them in the clinic
- Fund a community education & outreach project
- Address the “other” affects of COVID-19 - breathing, brain function etc...
- Gear up for flu or other vaccinations
- Outreach to “other” patients: youth, SUD, chronic disease, disabled, cancer, under-represented, MSFW
- Engage partners and other community organizations address other issues that impact vaccine confidence

# Ideas & Examples-more:

- Contract with local health department
- Increase health literacy
- Vaccine promotion
- Pay part of the salary of a front desk clerk or a nurse who is answering a lot of questions
- Can hire staff such as Community Health Workers, Case Managers (offset staffing cost for a while)



# Know how to submit a winning application



Focus & samples for independent RHC applications.

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# Questions to ask yourself before you write a grant application

1. Are you **eligible/able** to apply?
2. What is the **problem** you & the funder trying to solve?
3. How much **funding** is needed & available?
4. Is there a **match** requirement?
5. What are **your chances** of being funded?

## Purpose of the Funding Opportunity

- Fund **ALL eligible RHC applicants** to address gaps in the COVID-19 vaccination rate by offering support and resources.
- Improve vaccine confidence and counter vaccine hesitancy in rural communities.
- Fund a broad range of efforts to improve health care in rural areas that reinforce basic messages about prevention and treatment of COVID-19 and other infectious diseases.



# Getting it done!



- Register
- Read the guidance
- SF 424 Instructions
- Listen to the [TA webinar](#)
- Prepare the “pieces”
- Check it
- Get it submitted 6/23/21 – 11:59 eastern

<b>HRSA RHC Vaccine Confidence Funding Opportunity</b>			
<a href="https://www.hrsa.gov/coronavirus/rural-health-clinics/confidence">https://www.hrsa.gov/coronavirus/rural-health-clinics/confidence</a> For more information email NOSORH at <a href="mailto:rhcvoxconfidenceinfo@nosorh.org">rhcvoxconfidenceinfo@nosorh.org</a> or the National Association of Rural Health Clinics (NARHC) at <a href="mailto:vaxconfidence@narhc.org">vaxconfidence@narhc.org</a> or HRSA at <a href="mailto:RHCVaxConfidence@hrsa.gov">RHCVaxConfidence@hrsa.gov</a> .			
NOSORH RHC Vaccine Confidence Webinar – June 14, 2021 <a href="https://nosorh.org/past-webinar-materials/">https://nosorh.org/past-webinar-materials/</a>			
HRSA Rural Health Clinic Vaccine Confidence Technical Assistance Webinar <a href="#">RHCVC Program Technical Assistance Webinar Recording</a> <sup>🔗</sup> <a href="#">RHCVC Program Technical Assistance Webinar Slides</a> (PDF - 2.6 MB)*			
Notice of Funding Opportunity (NOFO) pdf		<a href="#">View NOFO</a>	
Terms & Conditions		Pending	
Frequently Asked Questions (FAQ)		<a href="https://www.hrsa.gov/coronavirus/rural-health-clinics/confidence">https://www.hrsa.gov/coronavirus/rural-health-clinics/confidence</a>	
To verify eligibility, visit the CMS QCOR website to confirm your provider type is listed as an RHC.		<a href="#">CMS Quality, Certification and Oversight Reports (QCOR) website</a>	
Grants.gov Applicant Overview Technical Assistance Webinar <a href="#">RHCVC Program Grants.gov Applicant Overview Webinar Recording</a> <sup>🔗</sup> <a href="#">RHCVC Program Grants.gov Applicant Overview Webinar Slides</a> (PDF - 5 MB)*			
Grant.gov Support Team	<a href="mailto:support@grants.gov">support@grants.gov</a>	1-800-518-4726	<a href="http://Grants.gov">http://Grants.gov</a>
Dunn & Bradstreet Subscription (DUNS) Support Team	<a href="mailto:customerlearning@dnb.com">customerlearning@dnb.com</a>	1-844-225-9892	<a href="https://support.dnb.com/">https://support.dnb.com/</a>
System for Awards Management (SAM) Support Team		1-866-606-8220	<a href="https://www.fsd.gov/gsafsd_sp">https://www.fsd.gov/gsafsd_sp</a>



# Register

System	Why is it important?	Website	Support
<b>Data Universal Number System (DUNS)</b>  <b>1-2 days</b>	DUNS numbers are required to identify organizations and it tracks how federal grant money is allocated.	<a href="https://www.dnb.com/duns-number/get-a-duns.html">https://www.dnb.com/duns-number/get-a-duns.html</a>	<a href="https://support.dnb.com/">https://support.dnb.com/</a> 1-844-225-9892 <a href="mailto:customerlearning@dnb.com">customerlearning@dnb.com</a>
<b>System for Award Management (SAM)</b>  <b>7-10 days</b>	Designating an e-business point of contact. Registering with SAM is required for organizations to use Grants.gov	<a href="https://sam.gov/SAM/pages/public/index.jsf">https://sam.gov/SAM/pages/public/index.jsf</a>	Federal Service Desk <a href="https://www.fsd.gov/gsafsd_sp">https://www.fsd.gov/gsafsd_sp</a> 1-866-606-8220 Monday-Friday, 8 AM to 8 PM ET.
<b>Grants.gov</b>	Submit grant applications	<a href="https://www.grants.gov/web/grants/register.html">https://www.grants.gov/web/grants/register.html</a>	<a href="https://gditshared.servicenow.com/hhs_grants">https://gditshared.servicenow.com/hhs_grants</a> 1-800-518-4726 <a href="mailto:support@grants.gov">support@grants.gov</a> 24 hours a day 7 days a week.

## Unique Entity Identifier (UEI)

The System for Award Management (SAM) plans to begin issuing the Unique Entity Identifier (UEI), the new "official identifier for doing business with the U.S. Government," in the coming months. Grants.gov has begun preparing for this transition by educating users about the upcoming changes and updating field labels and references to the DUNS Number (the current identifier) within the Grants.gov system. Users should continue using the DUNS Number in UEI fields until further notice. To learn more about SAM's rollout of the UEI, please visit [gsa.gov/entityid](https://gsa.gov/entityid).

# Read the Notice of Funding Opportunity



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

**HRSA**  
Health Resources & Services Administration  
Federal Office of Rural Health Policy  
Policy Research Division

*Rural Health Clinic Vaccine Confidence Program*

Funding Opportunity Number: HRSA-21-142  
Funding Opportunity Type: New  
Assistance Listings (CFDA) Number: 93.912

NOTICE OF FUNDING OPPORTUNITY  
Fiscal Year 2021

Application Due Date: June 23, 2021

*Ensure your Grants.gov registration and password is current immediately!*  
*SAM.gov and Grants.gov administrative flexibilities have been implemented.*  
*Please see Section IV.3 for more information.*

Issuance Date: May 26, 2021

Lindsey Nienstedt  
Public Health Analyst, Federal Office of Rural Health Policy  
Telephone: (301) 443-0835  
Email: [RHCVaxConfidence@hrsa.gov](mailto:RHCVaxConfidence@hrsa.gov)

Authority: Section 711(b)(5) of the Social Security Act (42 U.S.C. 912(b)(5)); Section 2302 of the American Rescue Plan Act of 2021 (P.L. 117-2)

## What's Inside?

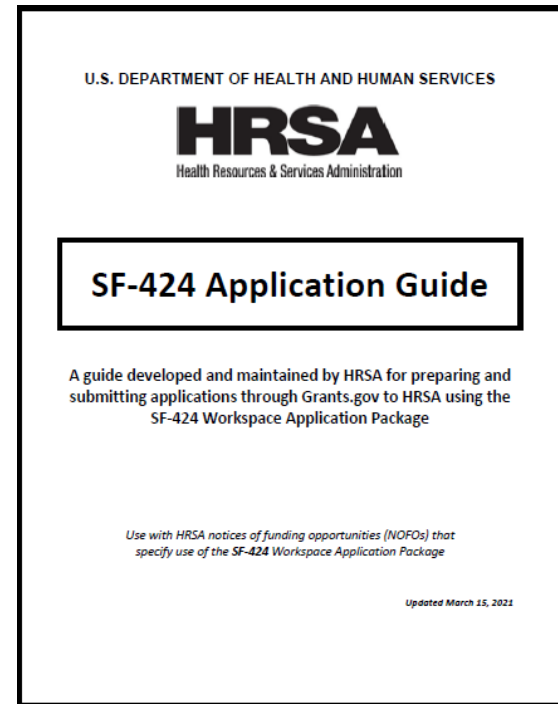
- Program Funding Opportunity Description
- Award Information
- Eligibility Information
- Application and Submission Information
- Application Review Information
- Award Administration Information
- Agency Contacts
- Other Information

# Check all of the instructions



Follow instructions in [SF-424 Application Guide](#)

- ✓ Less than 12 pt font– charts not less than 10
- ✓ Name of applicant and CFDA & Opportunity #
- ✓ Number pages





# Application and Submission Information



## Application Components (pg. 10)

	Form Name	Instructions
	Application for Federal Assistance (SF-424) [V3.0]	Complete form in Grants.gov
	Attachments [V1.2]	Use form to attach Proof of Eligibility as Attachment 1
	Project/Performance Site Location(s) [V3.0]	Complete form in Grants.gov
	Project Narrative Attachment Form [V1.2]	Use form to upload your Project Narrative document
	Grants.gov Lobbying Form [V1.1]	Complete form in Grants.gov
	Budget Narrative Attachment Form [V1.2]	Use form to upload your Budget Narrative document
	Budget Information for Non-Construction Programs (SF-424A) [V1.0]	Complete form in Grants.gov
	Key Contacts [V2.0]	Complete form in Grants.gov
	Project Abstract Summary [V2.0]	Complete form in Grants.gov



# VIEW GRANT OPPORTUNITY

[Back Link](#)

## Preview Opportunity Package Details



### Opportunity Package Details:

**Agency Contact Information:** Contact Lindsey Nienstedt at (301)443-0836 or email [RHCVarConfidence@hrsa.gov](mailto:RHCVarConfidence@hrsa.gov)

**Who Can Apply:** Organization Applicants

### PACKAGE FORMS:

[Download Instructions](#)

Mandatory Forms  
(Click to Preview)

Optional Forms  
(Click to Preview)

- Application for Federal Assistance (SF-424) [V3.0]
- Attachments [V1.2]
- Project/Performance Site Location(s) [V3.0]
- Project Narrative Attachment Form [V1.2]
- Grants.gov Lobbying Form [V1.1]
- Budget Narrative Attachment Form [V1.2]
- Budget Information for Non-Construction Programs (SF-424A) [V1.0]
- Key Contacts [V2.0]
- Project Abstract Summary [V2.0]

- Disclosure of Lobbying Activities (SF-LLL) [V2.0]

Close

# Application and Submission Information

## Proof of Eligibility Example (Attachment 1)

The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H
1	RHC_Name	RHC_Street_Address	RHC_City	RHC_State	RHC_Zip_Code	RHC_County_Name	RHC_EIN	RHC_CCN
2	Example RHC, please delete	100 Pinetree Road	Scarborou	ME	04007	Cumberland	012345678	058699
3	Example RHC, please delete	200 Oak Street	Abbot	ME	04006	Piscataquis	012345678	123456
4								
5								



# Application and Submission Information



## Project Narrative (pg. 6-7)

### 1. Methodology (1 point)

- Provide a description of how you propose to increase vaccine confidence and vaccine accessibility for your community, RHC service area, and/or patient population.

### 2. Work Plan (1 point)

- See [Appendix A](#) for required work plan format and examples. You can tailor the suggested activities and approaches to fit your community and/or patient population. You can include additional activities not listed in these examples and you are not required to include all of the example activities.

### 3. Organizational Information (1 point)

- Provide information about the person who will be responsible for managing this award (Project Director). The person you identify will be the main point of contact with HRSA staff upon award. You must also include information to verify the eligibility of the RHC or RHCs included in this application in [Attachment 1](#).

# Application and Submission Information



## Budget Narrative (pg. 7-8)

- Purpose
  - How you will use the funding over the 1-year period of performance (from July 1, 2021 to June 30, 2022)
  - Aligns with the needs and activities you identified in the Project Narrative portion of your application
- **You may request reimbursement of allowable costs incurred retroactive to March 15, 2021.**
- If you have received any other CARES Act or Paycheck Protection Program and Health Care Enhancement Act funding for COVID-19 response from HRSA or other federal sources, including Provider Relief Fund Payments and RHC COVID-19 Testing Program Payments, briefly explain how the work you will do with the RHCVC Program funding will supplement and align with (but not duplicate) those funded activities.



# Application Checklists



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# Federal Application Completeness Checklist



## Appendix C

- Have I read this [NOFO](#) thoroughly and referred to the [SF-424 Application Guide](#) where indicated?
- Is my organization a Medicare-certified RHC or an organization that owns and operates Medicare- certified RHCs and therefore eligible to apply for this funding opportunity?
- Am I applying to the correct funding opportunity number for the RHCVC Program (HRSA-21-142)?
- Does my proposed project increase vaccine confidence and accessibility for my community and/or patient population as specified in this [NOFO](#)?
- Does my application request a total of \$50,000 per RHC, understanding that the total award amount may be higher or lower depending on the number of applicants?
- Have I completed all forms and attachments as requested in Section IV of this NOFO and in the SF- 424 Application Guide?**
- Have I provided the information requested in this [NOFO](#) in 10-15 pages or less?
- Will I apply at least 3 calendar days before the deadline to accommodate any unforeseen circumstances?
- Have I received confirmation emails from Grants.gov noting validation of successful submission?

# Making a list & checking it twice



Do I have the username and password for grants.gov?

Has the program narrative, workplan, and budget narrative been checked by an outside reader?

Are the activities in the workplan budgeted?

Does the budget narrative match the SF424 form?

Do all pages have the proper footer and page number?

Are they 12 pt. font?

Are all the attachments prepared? **See slide 22**

[Congressional District Number](#)



# Successful implementation & reporting



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# Award Administration Information



## Reporting (pg. 14)

Reporting Award recipients must comply with [Section 6 of HRSA's SF-424 Application Guide](#) and the following reporting and review activities:

- 1. Federal Financial Report.** The Federal Financial Report (SF-425) will be required no later than October 30, 2022 for the one-year budget period ending June 30, 2022. The report is an accounting of expenditures under the project that year. The recipient must submit financial reports electronically through the Payment Management System. HRSA will provide more specific information in the NOA.
- 2. Integrity and Performance Reporting.** The NOA will contain a provision for integrity and performance reporting in FAPIIS, as required in 45 CFR part 75 Appendix XII.
- 3. Final performance/closeout report(s).** Organizations are required to submit performance data and information to HRSA at the end of the period of performance to enable HRSA to determine the impact of the activities and RHCVC Program more generally. Further instructions for this report will be provided during the period of performance.

# Successful Implementation & Management

- Like following a recipe in a cookbook!
- Keep track of how you spend funds (accounting codes)
- Learn how to get your money



Utilize resources &  
examples to support  
your grant application  
effort



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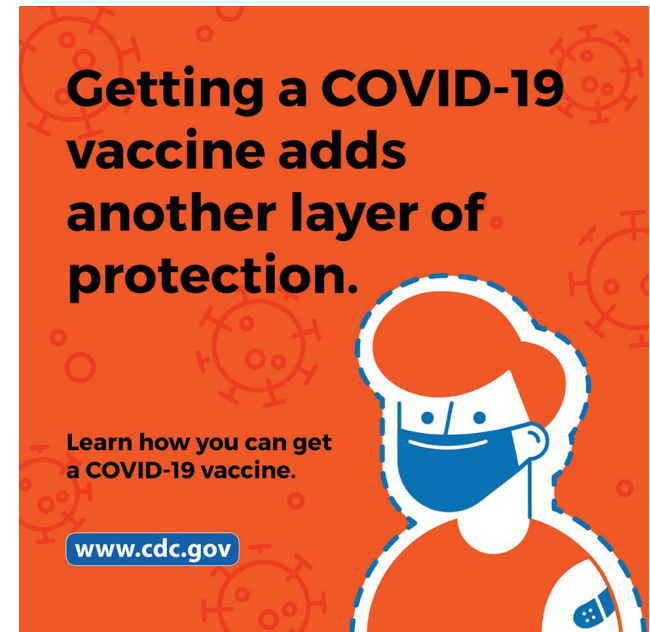


# Application and Submission Information



## Data Sources and Resources for your Application (pg. 17)

- Program Planning Data Sources
  - [Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties – United States, December 14, 2020 – April 10, 2021 \(CDC/MMWR, May 2021\)](#)
  - [Vaccine Hesitancy for COVID-19: State, County, and Local Estimates \(HHS/ASPE April 2021\)](#)
- Other HHS-Funded COVID-19 Vaccine Outreach
  - [We Can Do This, COVID-19 Public Education Campaign](#)
  - [We Can Do This, Rural Community Toolkit](#)
  - [Vaccinate with Confidence](#)
- [CDC Photo Gallery](#) (today's webinar pictures)



# RHC Vaccine Confidence Program Communication



- Questions
  - ✓ [RHCVaxConfidence@hrsa.gov](mailto:RHCVaxConfidence@hrsa.gov)
- HRSA RHC Vaccine Confidence Program Webpage
  - ✓ <https://www.hrsa.gov/coronavirus/rural-health-clinics/confidence>
- Subscribe to RHC Vaccine Confidence Program Listserv for HRSA updates.
  - ✓ <https://list.nih.gov/cgi-bin/wa.exe?SUBED1=RHC-VAX-CONFIDENCE-PROGRAM&A=1>

**Subscribe or Unsubscribe to the RHC-VAX-CONFIDENCE-PROGRAM List**

**RHC-VAX-CONFIDENCE-PROGRAM@LIST.NIH.GOV**

This screen allows you to subscribe or unsubscribe to the RHC-VAX-CONFIDENCE-PROGRAM list. To confirm your identity and prevent third parties from subscribing you to a list against your will, an email message with a confirmation code will be sent to the address you specify. Simply wait for this message to arrive, then follow the instructions to confirm the operation.

Alternatively, you can update your subscription interactively by logging in with your LISTSERV password.

Name:

Email Address:

Select List:

Subscription Type  Regular  Digest (traditional)

[NODIGEST] [NOMIME DIGEST]

# Resources

- [Rural Health Clinic Vaccine Confidence \(RHCVC\) Program web page](#)
- [RHCVaxConfidence@hrsa.gov](mailto:RHCVaxConfidence@hrsa.gov)
- [RHCVaxConfidenceinfo@nosorh.org](mailto:RHCVaxConfidenceinfo@nosorh.org)



# FORHP & HRSA Contact Information

**Lindsey Nienstedt**  
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**Federal Office of Rural Health**  
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**Health Resources and Services**  
**Administration (HRSA)**  
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**Nancy Gaines**  
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**Division of Grants Management**  
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**Health Resources and**  
**Services Administration**  
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**Phone: (301) 443-5382**

# NOSORH Team

- We're here to help you with anything!  
Email: [RHCVaxConfidenceinfo@nosorh.org](mailto:RHCVaxConfidenceinfo@nosorh.org)

