

City of Austin – Austin Public Health

Work Statement for Deliverables COVID-19 Vaccine Outreach Funding

1.0 Introduction/Overview and Purpose

The goal of the 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 populations of color, lower income populations, and older adults, who have suffered disproportionate rates of infection and disparate outcomes as a result of COVID-19.

The objectives of the program are to conduct outreach activities and events and provide education that increases trust and understanding regarding the COVID-19 vaccine, increases awareness of the vaccine requirements. The program will also provide navigation support to Department of State Health Services designated access points.

2.0 Statement of Work

A. Program Clients Served

Primary focus populations include residents of Austin/Travis County who are at increased risk of contracting COVID-19, at increased risk of severe illness from COVID-19 and experiencing disparate impact on health and well-being as a result of COVID-19, and people living at or below 200% of the Federal Poverty Level.

Priority populations include:

- People of Color
- Immigrant or Newly Resettled Refugee Communities

Subpopulations may include:

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

B. Program Services and Delivery

The grantee will conduct a linguistically and culturally appropriate community needs assessment within the first 30 days of the contract term. The needs assessment will identify attitudes and concerns regarding the COVID-19 vaccine. It will further identify barriers that priority populations may face in accessing the vaccine. The needs assessment will include direct engagement of priority populations to inform appropriate strategies for outreach activities and communication methods.

Organization Name

The grantee will develop an outreach plan within 45 days of the start of the contract term. The plan will include a detailed explanation of the evidence-based methods that 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 identified in the community needs assessment stage, include a program timeline with a schedule for unique outreach events, and describe evaluation methods for measuring touchpoints and engagement.

The grantee will complete activities as described in the plan and track the number and type of touchpoints achieved by the program, as well as the number of outreach events conducted. Events may be conducted virtually or in person and may include outreach or educational activities/materials shared via social media, community meetings, individual or small group meetings following social distance protocols, phone calls, distribution of print materials, or other evidence-based methods.

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

The grantee will track and report the reach of program activities as reflected by individual touch points achieved by the program, and unique outreach events conducted by the organization.

D. Administrative Details

- Deadlines for deliverables may be adjusted per written agreement by both parties
- Payment will only be approved after all parts of each deliverable are approved

3.0 Deliverables and Payment Schedule

Deliverable #	Deliverable Description	Supporting Documentation Required	Deliverable Due Date	Payment Amount
#1	Community Assessment Plan	Written plan describing linguistically and culturally appropriate community assessment process	Upon Contract Execution	\$5,000
#2	A. Insurance B. Community Assessment	A. Insurance Certificate with all required coverages B. Report including description of methods, summary of findings, and recommendations for action.	30 days after execution	\$5,000
#3	Promotion Plan	Action plan and timeline for linguistically and culturally appropriate promotion plan and coordination activities (meetings with COVID-19 Vaccine Distribution Coalition, APH Public Information Officer, etc.)	45 days after execution	\$2,500
#4	Outreach Log	Outreach Log for new activities since previous deliverable	90 days after execution	\$2,500
#5	Outreach Log	Outreach Log for new activities since previous deliverable	120 days after execution	\$2,500
#6	Outreach Log	Outreach Log for new activities since previous deliverable	150 days after execution	\$2,500
#7	C. Outreach Log D. Final Closeout Report	C. Outreach Log for new activities since previous Deliverable D. Submit a Closeout Report summarizing: Successes – Challenges – Program Impact – Unmet Needs – Trends	15 days after end of contract term	\$5,000
TOTAL				\$25,000