

FEMA Funds Community Engagement for COVID-19 Vaccinations

In response to the surge in Delta variant cases, FEMA continues to support state, local, tribal, and territorial governments in the fight against COVID-19 by reimbursing eligible expenses related to the administration of COVID-19 vaccinations.

Funding under FEMA Public Assistance program¹ includes community engagement and information dissemination to promote vaccination availability, scheduling, and accessibility, as well as reimbursement for activities to increase public confidence in and uptake of COVID-19 vaccines. This funding is eligible under current FEMA policies and is available to state, local, tribal, and territorial governments and eligible private and non-profit medical facilities carrying out vaccination administration activities.

FEMA will hold a webinar to explain available assistance on Wednesday, July 28 from 2-3 p.m. ET. Please register today: <https://attendee.gotowebinar.com/register/7087684366107094795>

Expense Eligibility

1. Communications and Outreach

Communications and outreach on availability, safety, and efficacy of COVID-19 vaccinations include:

- Advertising campaigns to include Public Service Announcements, advertising costs, flyers, signs or other items needed to communicate.
- In-person community engagement activities, including personnel costs (consistent with FEMA Public Assistance eligibility criteria for labor costs); and
- Outreach to private sector companies and community organizations to support efforts to vaccinate employees and members (consistent with FEMA Public Assistance eligibility criteria).

¹ Chapter 2:VI.B. Emergency Protective Measures of Version 3.1 of the *Public Assistance Program and Policy Guide* (PAPPG) www.fema.gov/assistance/public/policy-guidance-fact-sheets and Section C.3.h of Version 2 of the *Public Assistance COVID-19 Medical Care Policy* www.fema.gov/media-collection/public-assistance-disaster-specific-guidance-covid-19-declarations.



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2. Vaccination Information Sharing

Call centers or websites for the purpose of sharing vaccination information with the public on how, where, and why to get vaccinated:

CALL CENTERS

- Scheduling and filling open appointments at vaccination centers;
- Follow-up communications on second dose appointments;
- Facility support costs including leasing space, utilities, maintenance, and security;
- Staffing consistent with FEMA Public Assistance labor policies²; and
- Mobilization and demobilization costs.

WEBSITES

- Labor or contract costs necessary for the design and development of the website; and
- Staffing and other costs necessary to operate and maintain the website and consistent with FEMA Public Assistance labor policies.

3. Accessible Communications

Costs associated with ensuring communications are accessible and effective for the whole community including individuals with limited English proficiency, individuals with disabilities, and others with access and functional needs:

- Translation and interpretation services;
- The provision of auxiliary aids; and
- Services such as qualified sign language interpreters, Communication Access Real-Time Translation (CART), braille, or large print materials.

4. Transportation

Eligible transportation expenses include those associated with travel to ensure outreach to remote areas and underserved populations. Transportation to and from sites for the administration of vaccinations is also eligible.

² See Chapter 2:V.A. Applicant (Force Account) Labor of PAPPG V3.1.

