

Scott Walker
Governor



DIVISION OF PUBLIC HEALTH

1 WEST WILSON STREET
PO BOX 2659
MADISON WI 53701-2659

Linda Seemeyer
Secretary

State of Wisconsin
Department of Health Services

Telephone: 608-266-1251
Fax: 608-267-2832
TTY: 711 or 800-947-3529

September 8, 2017

Dear Community Partner:

The Wisconsin Immunization Program is pleased to announce that a funding opportunity is available for community-based organizations to conduct *adult vaccine awareness and education* through an adult immunization grant (Grant number NH23IP000996-01-03) received from the Centers for Disease Control and Prevention (CDC).

The purpose of this funding opportunity to community-based organizations is to promote and support adult immunization within communities. Applicants may partner with their local health department to develop and implement proposed activities.

Ten community based organizations will receive up to \$4,500 each. The funding should be used to conduct activities that will raise adult vaccine awareness and ultimately increase adult immunization rates. The project period will be December 1, 2017, through May 31, 2018.

Activity	Timeline
Applications due	October 9, 2017
Notification to applicants	November 13, 2017
Kick-off call with awardees	December 1, 2017
Final report and request for reimbursement	June 30, 2018

How to submit an application:

Complete and submit the attached application via email with “Adult Vaccine Awareness Application” in the subject line to Stephanie Borchardt at stephanie.borchardt@wisconsin.gov. **Applications will be accepted through October 9, 2017.**

Proposal Requirements:

- Proposed events must be held in Wisconsin during the specified project period.
- Applicants must use CDC- or Wisconsin Immunization Program-developed materials. Creation of new campaign materials is not allowed.
- Events must target adults aged ≥ 19 years.
- Applicants must provide an itemized budget for the funds.
- Successful applications will provide a detailed narrative of planned activities.
- Proposals should include a plan to advertise or promote any planned campaign or event. Funding for mass

or social media may be used only for promoting events.

The Immunization Program will provide:

- Funding up to \$4,500 per approved proposal,
- Technical assistance.
- Facilitation of periodic group conference calls.
- Staff to attend or speak at events, per request, and based upon staff availability.

Examples of proposed activities:

- Working with local aging and disability resource center to disseminate adult immunization information
- Education (individual or group) such as a booth at a health fair or other community gathering
- Local health professional and community leader engagement with an underserved population (utilizing an appropriate cultural and linguistic approach)
- Mobilizing a grass roots campaign in a neighborhood or community
- Training and deploying health educators to provide information on adult immunization
- Hosting an event or initiating a campaign that includes collaboration with local public health or health care providers

Items NOT acceptable in proposal:

- Awardees may not use the funds for research.
- Awardees may not use funds for clinical care.
- Awardees may not use the funds to purchase vaccine.
- Generally, awardees may not use funds to purchase furniture or equipment.
- No funds may be used for publicity or propaganda purposes (for example: t-shirts, pencils, coffee cups or other “swag”).

The Wisconsin Immunization Program looks forward to receiving and reviewing your proposal.

Sincerely,

Stephanie Borchardt, PhD, MPH
Epidemiologist
Wisconsin Immunization Program

Fallon Mercier
Wisconsin Immunization Program