

Scott Walker  
Governor



DIVISION OF PUBLIC HEALTH

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Linda Seemeyer  
Secretary

**State of Wisconsin**  
Department of Health Services

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March 22, 2017

Dear Community Partner:

The Wisconsin Immunization Program is pleased to announce that a funding opportunity is available for community based organizations to conduct *Human Papillomavirus (HPV) cancer prevention and vaccine awareness events* through an HPV Grant (Grant number IP13-1301PPHF13) received from the Centers for Disease Control and Prevention (CDC).

The purpose of the funding is to support events or activities that raise awareness about preventing HPV related cancers through vaccination. Applicants should be creative in how they implement the proposed events or campaigns.

At least 10 agencies will receive up to \$4,000.00 each. The funding should be used to plan, develop, and implement an awareness or educational event or campaign that targets adolescents aged 9-18, and their parents or medical decision makers. Special consideration will be given to proposals targeting underserved populations. The cycle of funding will cover events or campaigns occurring April 22, 2017-September 30, 2017. A final report on activities will be due on October 16, 2017. For funded organizations, a Grantee kick-off phone call will be held in April with a date to be determined. Additional group phone calls will be held throughout the funding period.

**How to submit an application:**

Submit the attached application via email with "HPV Vaccine Awareness Application" in the subject line to Loriann Wunder at [Loriann.Wunder@dhs.Wisconsin.gov](mailto:Loriann.Wunder@dhs.Wisconsin.gov). Applications will be accepted and approved on a rolling admission basis between March 24, 2017-April 14, 2017, close of business. Notification of awards will be done by email no later than Friday, April 21, 2017 and will include the final funding amount.

**Proposal Requirements:**

- Proposed events must be held in Wisconsin between April 22, 2017 and September 30, 2017.
- Applicants must use [CDC](http://www.cdc.gov) or Wisconsin Immunization Program developed materials. Creation of new campaign materials is not allowed.
- Events must target adolescents aged 9-18, and their parents or medical decision makers.
- Applicants must provide an itemized budget for the funding.
- While funds cannot be utilized to purchase HPV vaccine, the applicants should be able to name a partner agency able to provide vaccine to event attendees (if the named partner is the local health department [LHD], applicants must demonstrate a basic understanding of the LHD's vaccine program).
- Successful applications will provide as many specifics as possible regarding the events.
- Proposals should include a plan to advertise or promote your campaign/event. Funding for mass or social media may be used only for promoting events.

**The Immunization Program will provide:**

- Funding up to \$4,000.00 per proposal
- Technical assistance
- Facilitate periodic group calls
- Staff to attend or speak at events, per request, and based upon staff availability

**Examples of proposed activities:**

- Printing and targeted dissemination of CDC and/or Wisconsin Immunization Program materials
- Face-to-face education (individual or group) such as a booth in a health fair or other community gathering
- Involvement of age-appropriate schools in a campaign
- Hosting a screening of the documentary “[Someone You Love: The HPV Epidemic](#)” at a local school or movie theater and facilitating a discussion after the film (details about how you can receive a copy of the documentary and best practices for leading a panel discussion can be directed to Elise Balzer [Elise.Balzer@dhs.wisconsin.gov](mailto:Elise.Balzer@dhs.wisconsin.gov))
- Local health professionals and community leaders to engage an underserved population (utilizing an appropriate cultural and linguistic approach)
- Mobilizing a grass roots campaign in a neighborhood or community
- Neighborhood “house parties” to gather community members to inform and engage
- Training and deploying teen peer educators to provide information to youth
- Providing guidance for school health education classes
- Event/campaign that collaborates with school-based health care center or similar institution

**Items NOT acceptable in proposal:**

- Purchasing vaccine
- Paying for vaccine to be administered via vouchers
- Mass media or paid social media (other than for the purpose of event promotion)
- Promotional items (for example t-shirts, pencils, coffee cups or other “swag”)
- Food or drinks/alcohol/tobacco
- Production of durable materials
- Create new educational materials

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

Sincerely,

Loriann S. Wunder, M.S., M.C.H.E.S.  
Public Health Educator  
Wisconsin Division of Public Health  
Immunization Program

## **Application for Funding: HPV Cancer and Vaccine Prevention Awareness Activity**

### **Narrative**

#### **Section 1a. Agency Information**

The information in section 1a will not be used for any other purpose than contacting your agency for notification of funding. If your agency is awarded funding, a representative from the Immunization Program will contact you to assist in registering your agency in the state's fiscal system.

Please keep your narrative (sections 1a and 1b) to three pages or less.

#### **In your narrative, please include the following information:**

1. Organization Name
2. Contact person for this funding opportunity
3. Contact's Email address
4. Contact's phone number
5. Agency mailing address
  - a. Street number
  - b. City
  - c. State
  - d. Zip Code
6. If you already have a contract with the Immunization Program, or another program in the Wisconsin Department of Health Services, please include your agency and DUNS numbers.
  - a. Note: If you do not have an established contract, and you are awarded funds, you will need to complete paperwork to register in the state's fiscal system. A Program representative will be available to assist you with this process.

#### **Section 1b. Please provide a brief description on the proposed activities or events and include the following information:**

1. On what dates will your planned activities be held (must be between April 22, 2017 and September 30, 2017)?
2. Describe your proposed activities.
3. What focus population(s) do you plan to reach through this activity?
4. What is the proposed location or venue for your activities? Please provide the full name of the locations with addresses.
5. Please estimate the number of individuals who may be reached at each activity.
6. Please describe how you will promote your activity. Name at least two promotional methods with at least one method relevant to your focus populations (as listed in number 3).
7. Name the community agencies that you will partner with. Be as specific as possible.
8. Please describe your past experience with engaging under reached or underserved populations.

**Section 2**

Please fill out the following budget template for each proposed activity. Please note that HPV vaccine will not be provided and cannot be purchased through this initiative. Your total costs may not exceed \$4,000. Attach additional pages as necessary. If funded, you will be asked to submit a final budget.

<b>ACTIVITY/EVENT 1</b>	
Proposed activity title and description: <input type="text"/>	
<b>PERSONNEL</b>	
Brief description of personnel (Include name, title and role in project): <input type="text"/>	\$ <input type="text"/>
Venue fee: <input type="text"/>	\$ <input type="text"/>
Outside speakers' fees (not personnel): <input type="text"/>	\$ <input type="text"/>
Travel costs: <input type="text"/>	\$ <input type="text"/>
<b>SUPPLIES/PRINTING</b>	
Brief description: <input type="text"/>	\$ <input type="text"/>
<b>ADVERTISING/PROMOTION</b>	
Brief description: <input type="text"/>	\$ <input type="text"/>
<b>TOTAL DIREST COSTS</b>	
	\$ <input type="text"/>
<b>NDIRECT COSTS</b> ( <i>maximum 10% of Direct</i> )	% <input type="text"/>
	\$ <input type="text"/>
<b>TOTAL COSTS</b>	
	\$ <input type="text"/>

<b>ACTIVITY/EVENT 2</b>		
Proposed activity title and description: <input type="text"/>		
<b>PERSONNEL</b>		
Brief description of personnel (Include name, title and role in project):		\$ <input type="text"/>
Venue fee:		\$ <input type="text"/>
Outside speakers' fees (not personnel):		\$ <input type="text"/>
Travel costs:		\$ <input type="text"/>
<b>SUPPLIES/PRINTING</b>		
Brief description:		\$ <input type="text"/>
<b>ADVERTISING/PROMOTION</b>		
Brief description:		\$ <input type="text"/>
<b>TOTAL DIRECT COSTS</b>		\$ <input type="text"/>
<b>INDIRECT COSTS</b> ( <i>maximum 10% of Direct</i> )	% <input type="text"/>	\$ <input type="text"/>
<b>TOTAL COSTS</b>		\$ <input type="text"/>

<b>ACTIVITY/EVENT 3</b>		
Proposed activity title and description: <input type="text"/>		
<b>PERSONNEL</b>		
Brief description of personnel (Include name, title and role in project):		\$ <input type="text"/>
Venue fee:		\$ <input type="text"/>
Outside speakers' fees (not personnel):		\$ <input type="text"/>
Travel costs:		\$ <input type="text"/>
<b>SUPPLIES/PRINTING</b>		
Brief description:		\$ <input type="text"/>
<b>ADVERTISING/PROMOTION</b>		
Brief description:		\$ <input type="text"/>
<b>TOTAL DIRECT COSTS</b>		\$ <input type="text"/>
<b>INDIRECT COSTS</b> ( <i>maximum 10% of Direct</i> )	% <input type="text"/>	\$ <input type="text"/>
<b>TOTAL COSTS</b>		\$ <input type="text"/>