



CDC's Collaboration with Academia to Strengthen Public Health Workforce Capacity

Request for Letters of Intent: Building COVID-19 Vaccine Confidence Among Nurses and in Communities



*Sponsored by the American Association of Colleges of Nursing in
collaboration with the Centers for Disease Control and Prevention*

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www.aacnursing.org

Letter of Intent Deadline: Wednesday, June 30, 2021

Proposal Deadline: AACN has issued this call for letters of intent to strengthen our application to the CDC for available funding. If this funding is received, projects will be selected from among those schools who submitted a letter to AACN by June 30, 2021. If your letter of intent is chosen, you will be notified the week of July 12, 2021. At that time, you will be expected to submit a more detailed proposal/application, which will be due on Monday, August 16, 2021. In the full proposal, schools of nursing will be asked to submit an application/proposal with a budget delineating the services/activities they will be providing, the amount needed to support these activities, the projected number of students and/or other practicing nurses to be engaged in these activities, and projected patient population demographics.

Anticipated Award Date: Wednesday, September 1, 2021

Project Completion Date: Friday, April 29, 2022 (Note: The project you propose must be completed in the eight-month period.)

Project Statement: As COVID-19 vaccines continue to rollout nationwide, high uptake of the vaccines is necessary to reduce the burden of disease and control the pandemic. To achieve high vaccination rates, it is critical to ensure confidence in the COVID-19 vaccines, specifically around vaccine development, safety processes, approval, and recommendation criteria. Ensuring a broad understanding of these processes through frequent, consistent, and visible communication is essential, and much of this work starts with healthcare personnel, including nurses. As the most trusted healthcare provider, nurses are ideally suited to share information and build confidence among priority groups and the general population. A high rate of vaccine hesitancy among nurses and other healthcare providers has a direct impact on the vaccination rates among the public; therefore, nurses must be well-versed and comfortable sharing information to educate other nurses and patients to overcome their vaccine hesitancy.

Project Need: Healthcare providers are a critical and trusted source of information about adult and child immunizations. To build trust and empower healthcare personnel, nurses must play an essential role in boosting COVID-19 vaccine confidence. This project aims to engage schools of nursing and their partners in practice to empower nursing students and other nurses to have effective COVID-19 vaccine conversations, make vaccine confidence visible, increase capacity of nurses to share credible COVID-19 vaccine information and other vaccine related information, respond to misinformation on social media, and share success stories and lessons learned.

Project Description: AACN proposes to make sub-awards to schools of nursing for projects boosting and empowering COVID-19 vaccine confidence in 1) nursing students, nurses, and other healthcare providers; and/or 2) nursing students and patients, including underrepresented, vulnerable, and at-risk populations. Awarded projects will provide public/population health learning opportunities to undergraduate and/or graduate nursing students while engaging with community partners to increase COVID-19 vaccine confidence. The sub-awards to schools of nursing will support the development and

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dissemination of resources/materials and learning opportunities to address vaccine hesitancy to increase confidence in delivering messaging and access to information in the general population with an emphasis on underrepresented/vulnerable populations. Potential COVID-19 vaccine confidence strategies and activities may include, but are not limited to health education; creating/adapting learning materials with attention to health literacy, language, and appropriate wording/graphics; and preparing media campaigns/communications with impactful messaging focused on:

- Increasing nursing students' vaccine confidence and ability to communicate with other healthcare providers and patients.
- Empowering faculty, staff, and students to have effective COVID-19 vaccine conversations, such as motivational interviewing (can build off existing CDC resources or create new resources).
- Making COVID-19 vaccine confidence visible (gathering and sharing testimonials, training on being media spokesperson, media opportunities).
- Sharing credible COVID-19 vaccine information and responding to misinformation on social media (identifying digital influences, conducting training/webinars using CDC-provided toolkit, convening learning collaboratives).
- Gathering vaccine confidence success stories and packaging them into formats for sharing (e.g., case studies, summaries of lessons learned, videos).
- Engaging with local communities through health departments, community-based organizations, etc. to target key populations (those at risk of severe complications of COVID-19 and those that are hesitant to receive the vaccine).

For example, schools of nursing could empower and boost COVID-19 vaccine confidence among nursing students, nurses, and other healthcare providers by gathering and sharing COVID-19 vaccine testimonials through social media, podcasts, videos, blogs, etc. In addition, schools of nursing could host a vaccine forum for nursing students, nurses, and other healthcare providers. To increase vaccine confidence and access for populations/communities, schools of nursing could develop and disseminate targeted media campaigns focusing on different mediums and languages, cultures, generations, sexual identities, etc. Also, schools of nursing could host town halls and special events to bring the messaging directly to communities and target populations.

Recent data shows nurses are still skeptical about COVID-19 vaccines and are hesitant to receive the vaccine when it is offered to them. The proposed project activities must not only lead to improved capacity to build COVID-19 confidence among schools of nursing (faculty, staff, and students), but also to better prepare future nurses to address vaccine hesitancy more effectively among populations and communities served.

Key Outcomes: 1) Increased COVID-19 vaccine confidence among nursing students, nurses, and other healthcare providers; 2) Increased ability/confidence among nursing students and other nurses to deliver information to patients/communities to address current and future public health threats; 3) Increased COVID-19 vaccinations among nurses, priority populations, and general population; 4) Increased number of resources for nurses to engage in effective COVID-19 vaccine conversations; 5) Increased number of strategies developed to build trust and confidence in the COVID-19 vaccine; 6) Increased learning opportunities for undergraduate and/or graduate nursing students to develop information resources and/or engage with patients to address vaccine hesitancy; and 7) Expanded

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academic/community partnerships.

Eligibility:

- Schools of nursing with current AACN membership.
- Projects MUST empower and boost COVID-19 vaccine confidence in 1) nursing students, nurses, and other healthcare providers; and/or 2) nursing students and nurses' patients, including underrepresented/vulnerable populations.
- Schools of nursing with new or existing community partnerships. Partners may include, but are not limited to local/state health departments, non-health sector entities, community agencies, and COVID-19 vaccination sites.
- Proposals involving undergraduate and/or graduate nursing students.
- Special consideration will be given to proposals that target the development of materials/strategies for engaging with underrepresented populations and/or Minority Serving Institutions (Historically Black Colleges and Universities, Hispanic-Serving Institutions, Tribal Colleges and Universities, and Asian American and Pacific Islander Serving Institutions) and schools of nursing serving rural or low-income students and communities or in health professional/healthcare shortage areas.

Awards: AACN will be giving up to X awards, each awarding up to \$100,000. The awards will be in two installments: project inception and project completion. At this time, a detailed budget is not required. However, please keep these funding restrictions in mind when submitting your letter of intent.

- Recipients may not use funds for research.
- Recipients may not use funds for clinical care.
- Recipients may only expend funds for reasonable program purposes, including personnel, travel, supplies, and services, such as contractual.
- Recipients may not generally use HHS/CDC/ATSDR funding for the purchase of furniture or equipment. Any such proposed spending must be identified in the budget.
- The direct and primary recipient in a cooperative agreement program must perform a substantial role in carrying out project objectives and not merely serve as a conduit for an award to another party or provider who is ineligible.

Other than for normal and recognized executive-legislative relationships, no funds may be used for: publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body.

See [Additional Requirement \(AR\) 12](#) for detailed guidance on this prohibition and [additional guidance on lobbying for CDC recipients](#).

The schools of nursing will be required to submit two reports (mid-report and final report). AACN will

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provide the reporting template, which will include a summary of accomplishments, unanticipated developments/challenges, implications of findings, and evaluation (impact on students and community, numbers, types of services, etc.). All awardees will be expected to send to AACN any materials, videos, messaging, learning resources, and other materials developed under the auspices of this award. Materials, lessons learned, and recommendations will be incorporated into an online resource available to all schools of nursing and other healthcare providers.

Letter of Intent Criteria: The Letter of Intent must be submitted in PDF file format. The Letter of Intent must be submitted in the following format:

- Maximum 4 pages
- Font size: 12 point unreduced, Times New Roman
- Double spaced
- Page margin size: One inch

The Letter of Intent should address activities to be conducted over the entire period of performance and must include the following items:

- Description of school of nursing population, including faculty, staff, and students.
- Description of population/community intended to be served (students, healthcare providers, and/or patients). Identify demographics of population/community to be served.
- Description of the nature of new or existing community partnership(s).
- Description of previous experiences with these populations/communities and community partners.
- Description of intended activities, strategies, products to increase COVID-19 vaccine confidence among nursing students, nurses, and/or priority populations, and the public.
- Description of how the population/community and community partnership will be involved in intended activities.
- Description of undergraduate and/or graduate nursing student learning opportunities.
- Identification of data sources to measure key outcomes.

Other Information:

- [CDC's COVID-19 Vaccinate with Confidence Strategy](#)
- [CDC's COVID-19 Vaccination Communication Toolkit](#)
- [CDC's Vaccine Recipient Education](#)

Electronic Submission of Letters of Intent: Letters of Intent must be successfully submitted to ajacobs@aacnnursing.org by 11:59 PM Eastern Standard Time on the deadline date of June 30, 2021.

For more information, contact:

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