



Health Information Campaign Subcontract Application

Funding Title

Office of Minority Health Resource Center (OMHRC)
Health Information Campaign Subcontracts

Funding Source

OMHRC's HIV/AIDS among Asian American Native Hawaiian Pacific Islander (AANHPI) Project supported by the Department of Health and Human Services Office of Minority Health from the Secretary's Minority AIDS Initiative Funding.

Subcontract Amount

Up to \$40,000 for each subcontract (pending availability of funds), with a total of 10 subcontracts

Eligible Applicants

Community based organizations (CBOs), faith based organizations, state/local tribal governments, health departments, health ministries in the U.S. and U.S. territories are eligible to apply. This includes American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Puerto Rico, Republic of Marshall Islands, the Republic of Palau and the U.S. Virgin Islands. Partnerships between local CBOs and their local health agencies are highly encouraged for this application.

Application Deadline

Friday, January 6, 2017, 5:00 pm PST

Project Period

February 15, 2017 – August 15, 2018

Upon completion, a final report must be submitted to OMHRC. The format for the final report will be forwarded shortly after receipt of the award letter. Full funding of these subcontracts are based on fund availability to OMHRC.

Background

OMHRC was established by the U.S. Department of Health and Human Services, Office of Minority Health in 1987. OMHRC serves as a national resource and referral service on minority health issues. OMHRC collects and distributes information on a wide variety of health topics, including substance abuse, cancer, heart disease, violence, diabetes, HIV/AIDS and infant mortality.

OMHRC also facilitates the exchange of information on minority health issues.

The MAI AANHPI Project is a capacity building, training, and technical assistance project, funded by the HHS Office of Minority Health. The project aims to improve coordination between health providers, increase the number of community partnerships in addressing HIV/AIDS, increase health materials available among AANHPI populations and increase the collaboration efforts and information sharing between minority agencies and organizations within the U.S.

Summary and Purpose

The project goal is to implement an HIV/AIDS health information campaign that supports increased awareness of HIV/AIDS and increased HIV testing with referral to care of minority and hard-to-reach communities. Agencies will demonstrate their competence in conducting health information campaigns and stipulate how they will utilize their expertise in connecting with minority populations. These subcontracts may be utilized to strengthen existing HIV/AIDS programs, HIV testing, and improvement of HIV/AIDS networks to increase racial and ethnic minority population referrals into HIV treatment and care. Agencies and networks will need to demonstrate how they provide culturally competent care and create culturally and linguistically appropriate health information campaign materials. Information must be community-informed and may include or address sexual and reproductive health messaging and services to at-risk individuals.

An HIV/AIDS health information campaign may include, but is not limited to, printed materials development, newspaper advertisements, posters, multi-media presentations, Internet and radio campaigns that would help improve and/or increase HIV/AIDS services provided to communities in the U.S. and U.S. territories. Project goals may include, but are not limited to, increasing the number of people talking about HIV/AIDS, increasing the number of media outlets covering HIV/AIDS-related issues, reducing silence and stigma associated with HIV/AIDS, and increasing the number of people accessing HIV/AIDS care, services, and testing.

Each health information campaign must target the following populations or specific subgroup: Asian Americans, Native Hawaiians and Pacific Islanders. Specific subgroups may include immigrants and refugees, such as Asian Immigrants.

Materials developed through this subcontract will go through review process by the Office of Minority Health Resource Center before printing and distribution. Developed materials will be given up to a 60-day period for review.

All materials developed must be 508 compliant.
<http://www.hhs.gov/web/section-508/making-files-accessible/index.html>

Funding Availability

Ten (10) subcontracts will be made during this fiscal year. Funds are provided to develop and implement an HIV/AIDS health information campaign within the U.S. and U.S. territories. Health Information Campaigns must focus on Asian American, Native Hawaiian and Pacific Islander communities. Applicants are encouraged to focus on specific sub-populations within each population.

Webinar

On Wednesday, November 30, 2016, 4 pm EST, OMHRC will host a webinar to discuss this application. Please register using this link:

<https://attendee.gotowebinar.com/register/91538020228094723>

Application Review

1. Criteria

The technical review of the Health Information Campaign applications will consider the following four generic factors listed, in descending order of weight:

- A. Factor 1: Organizational Experience and Need (20%)
 - Demonstrated knowledge of the problem at the local and regional level.
 - Significance and prevalence of HIV/AIDS in the target area.
 - Extent to which the applicant demonstrates access to the target population, and whether it is well-positioned and accepted within the population to be served.
- B. Factor 2: Program Proposal (35%)
 - Extent and documented outcome of past health information campaign efforts and activities with the target population.
 - Experience providing HIV testing or referrals.
 - Appropriateness and merit of proposed approach and specific activities for each objective.
 - The degree to which the project design, proposed activities and products to be developed are culturally and linguistically appropriate.
 - Logic and sequencing of the planned approaches as they relate to the statement of need and to the objectives.
 - Soundness of the established partnership and roles of partnership members in the program.
 - Degree to which the goals and objectives are stated in measurable terms.
 - Attainability of the goals and objectives in the stated time frames.
 - Experience in providing HIV testing or referrals
 - Identified partnership with agency for referrals for HIV testing.
- C. Factor 3: Evaluation (25%)
 - The degree to which expected results are appropriate for objectives and activities.
 - Appropriateness of the proposed data collection plan (including demographic data to be collected on project participants), analysis and reporting procedures.
 - Suitability of process, outcome, and impact measures.
 - Potential for the proposed project to impact the HIV health status of minority populations.
 - Soundness of the plan to disseminate project results.
- D. Factor 4: Capacity Building and Sustainability (20%)
 - Extent to which the applicant demonstrates ability to build capacity for the target region.
 - Degree to which agency has plans to sustain services after the one-time subcontract has been awarded.

2. Review and Selection Process

Accepted applications will be reviewed for technical merit. Applications will be evaluated by an external Review Committee. Committee members are chosen for

their expertise in minority health and their understanding of HIV/AIDS. Equity in geographical location and target populations may be considered in the final decision of the subcontracts.

Application and Submission Information

1. Contact Information

Provide agency, name of authorized representative and contact information, name of project director, department address, phone number, fax number, e-mail address and web site.

2. Background (1 ½ pages maximum)

Outline and describe the agency's HIV/AIDS services, health information capabilities and connection to the targeted population.

3. Need (1 ½ pages maximum)

Explain the justification for the proposed HIV/AIDS project and identify the target ethnic or racial minority population to benefit from the proposed project.

4. Proposal (3 pages maximum)

Describe the proposed program or project. Describe the project goals and objectives. Describe how the health information campaign will reach the targeted audience. *Materials developed must be 508 compliant.*

5. Monitoring and Evaluations (1 page maximum)

Describe how this HIV/AIDS information campaign will be monitored and evaluated—the measurable goals as stated in the “proposal” section will be the basis for the evaluation.

6. Capacity Building (1 page maximum)

Discuss how the HIV/AIDS information campaign will help to build capacity for the agency to provide HIV/AIDS services to the target populations.

7. Sustainability (1 page maximum)

Discuss how the agency plans to sustain operation after the one-time HIV/AIDS information campaign has been completed.

8. Timeline (1 page maximum)

Submit a timeline for your proposed HIV/AIDS information campaign. The agency has up to August 15, 2018, to complete the project. State all activities

associated with the HIV/AIDS information campaign on a **quarterly** basis.

9. Budget

Submit a line item budget attachment for the proposed HIV/AIDS information campaign. Federal funds cannot be used for food or refreshments.

Application Instructions

- Applications are **12 pages maximum**, excluding attachments or Budget and Budget Narrative
- Completely fill out agency contact information
- Signed Certification
- Attach a copy of the department's annual HIV/AIDS operating budget
- E-mail completed application to hocampo@minorityhealth.hhs.gov by Friday, January 6, 2017, 5:00 pm PST

Contact Information:

Henry Ocampo
Senior Program Analyst
Office of Minority Health Resource Center
510-797-7682
301-251-2160 Fax
E-mail: hocampo@minorityhealth.hhs.gov

Schedule of Deliverables and Payments

In accepting an HIV/AIDS Health Information Campaign Subcontract, the applicant organization agrees to provide quarterly Progress Reports and a Final Report to OMHRC. Report forms and due dates will be provided with award letter. Subcontracts conferred at \$40,000 will be disbursed as follows: \$25,000 of the funds at the onset of the contract in February 2017; \$11,000 of the funds will be released upon approval of the Progress Report in October 2017; and \$4000 of the funds will be released upon approval of the Final Report at the end of contract in August 2018. Prorated disbursements will be released for subcontracts less than \$40,000.



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Organization Contact Information

Agency Name:	
Authorized Representative:	
Job Title:	
Program Director:	
Mailing Address:	
Work phone:	
Fax:	
E-mail Address:	
Web site:	
Would you like to receive information via email? Yes ____ No ____	
Board President Name:	
Executive Director Name:	
Financial Officer Name:	
When was the organization founded? (please enter month and year)	
Organization Type (e.g. health department, CBO, faith based, etc.)	
Does the agency have a 501(c) 3 status?	
Does the agency have a Letter of Incorporation?	
What is the agency's Employer Identification Number (EIN)?	
What is the agency's current HIV/AIDS budget?	
What is the agency's current annual operating budget?	
Does the agency currently receive funding from Office of Minority Health?	



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CERTIFICATION

The information contained in this application, including all attachments and support materials, is true and accurate to the best of my knowledge. I understand that if I am awarded and accept an HIV/AIDS Health Information Campaign Subcontract that my acceptance of the subcontract requires a commitment to complete the project as stated in the application and to abide by the administrative requirements set by the Office of Minority Health Resource Center.

Agency Name: _____

Print Name of Official: _____

Signature of Official: _____

Date: _____



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BACKGROUND (Factor 1) (1 ½ pages maximum)

Agency or Department's Mission:

Organizational History:

Agency's capacity to implement the program:

Outline of current services delivered:

NEED: Explain the justification for the proposed HIV/AIDS Health Information Campaign in the community, and identify the target ethnic or racial minority population to benefit from the proposed project. **(Factor 1) (1 ½ pages maximum)**

PROPOSAL: Describe the proposed HIV/AIDS Health Information Campaign. State each goal and objective in measurable terms. Provide a description of duties for each proposed consultant and identify which objectives they will address. Materials developed must be 508 compliant. A description of how to write SMART objectives can be found on the following website: <http://www.cdc.gov/healthyouth/evaluation/pdf/brief3b.pdf>. **(Factor 2) (3 pages maximum)**



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MONITORING and EVALUATIONS: Describe how the HIV/AIDS Health Information Campaign will be monitored and evaluated. Please refer to the measurable objectives as stated in the proposal section to be the basis of the evaluation. **(Factor 3) (1 page maximum)**

CAPACITY BUILDING: Discuss how the HIV/AIDS Health Information Campaign will help to build capacity for the agency to provide HIV/AIDS services to the target populations. **(Factor 4) (1 page maximum)**

SUSTAINABILITY: Discuss how the agency plans to sustain operation after the one-time HIV/AIDS Health Information Campaign Subcontract has been awarded. **(Factor 4) (1 page maximum)**

TIMELINE: Submit a timeline for the proposed HIV/AIDS Health Information Campaign. The agency has up to August 15, 2018, to complete the project. State all activities associated with the HIV/AIDS Health Information Campaign on a quarterly basis. **(1 page maximum)**



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BUDGET: Submit a line item budget attachment for the *proposed* HIV/AIDS Health Information Campaign project. Indirect costs are maximized at 10% for this subcontract.

Sample Budget	Proposed Budget
Personnel Graphics Designer \$3,000 Translation Services \$2,000	
Supplies Printing Costs \$6,000 Radio/TV/Newspaper ads \$3,000	
Community Incentives \$1,500 Incentives for community members to participate in focus group \$30 per person x 10 people = \$300 Incentives for models in campaign \$50 per person x 5 people = \$250 <p style="text-align: right;">TOTAL 14,550</p>	

BUDGET NARRATIVE: Provide a narrative budget justification, which describes how the categorical costs are derived. Discuss the necessity, reasonableness, and allocation of the proposed costs. Only the direct costs requested in this application need to be justified. Describe the specific functions of the personnel, consultants, and collaborators (if relevant).

BUDGET: Submit an overall agency budget describing the most recent fiscal year.