



COVID-19 Community Engagement and Diverse Media Request for Proposals Information Session

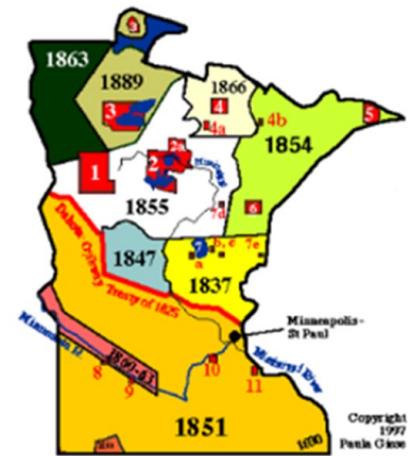
MDH Center for Health Equity
Wednesday, December 21, 2022
10-11:30 a.m.



Land Acknowledgement

- Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land for more generations than can be counted. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference.
- We begin this effort to acknowledge what has been buried by honoring the truth. We are standing on the ancestral lands of the Dakota people. We want to acknowledge the Dakota, the Ojibwe, the Ho Chunk, and the other nations of people who also called this place home. We pay respects to their elders past and present. Please take a moment to consider the treaties made by the Tribal nations that entitle non-Native people to live and work on traditional Native lands. Consider the many legacies of violence, displacement, migration, and settlement that bring us together here today. Please join us in uncovering such truths at any and all public events.¹

Minnesota reservations:
Land cessation treaties



¹ This is the acknowledgment given in the USDAC Honor Native Land Guide – edited to reflect this space by Shannon Geshick, MTAG, Executive Director Minnesota Indian Affairs Council

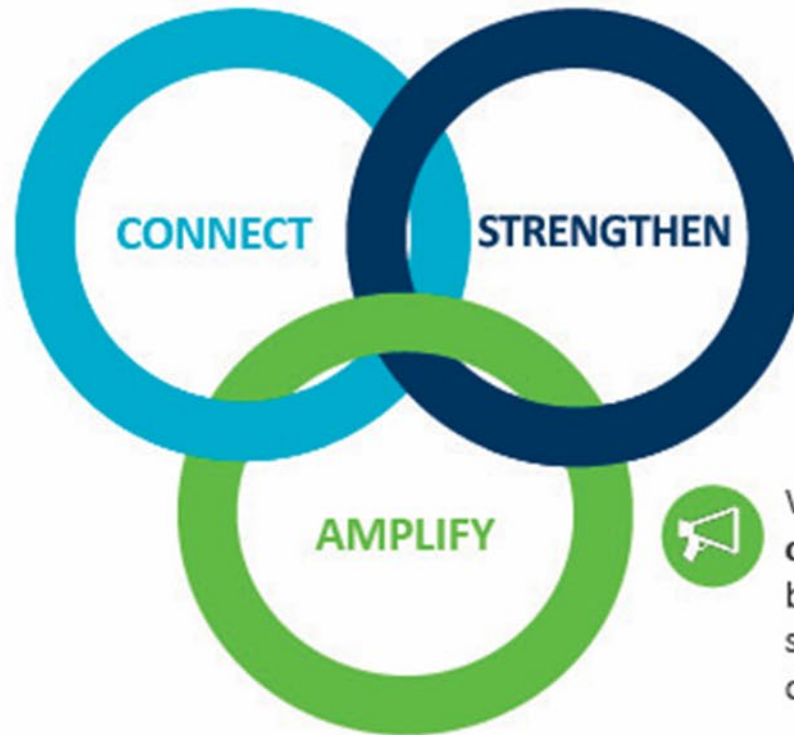
- Welcome and Introductions
- Overview
- Program Details
- Application and Submission Instructions
- Application Evaluation Criteria
- Questions



Center for Health Equity (CHE)

*The **mission** of the Center for Health Equity is to **connect, strengthen and amplify** health equity efforts within MDH and across the state of Minnesota.*

We are a **network hub** – leading, connecting and strengthening networks of health equity leaders and partners across MDH and Minnesota communities.



We provide **leadership in advancing health equity** and cultivate health equity leaders within MDH and across Minnesota communities.



We **amplify the work of communities** most impacted by health inequities and support them to drive their own solutions.

Who We Are: CHE



Dr. Halkeno Tura
CHE Director



Sara Chute
CHE Assistant Director



Learn more about CHE at [Health Equity \(https://www.health.state.mn.us/communities/equity/index.html\)](https://www.health.state.mn.us/communities/equity/index.html)

Who We Are: Contracts Team



Bridget Pouladian

*Supervisor, Co-Director,
COVID-19 Cultural, Faith
and Disability Communities
Engagement Branch*



Okash Haybe

*Contract/Grant Manager,
RFP Co-Lead*



Pakou Xiong

*Contract/Grant Manager
RFP Co-Lead*



Amy Michael

Contract/Grant Manager



Lensa Terfa

Contract/Grant Manager



Mishiah Toe

Community Contract Specialist

Learn more about CHE at [Health Equity \(https://www.health.state.mn.us/communities/equity/index.html\)](https://www.health.state.mn.us/communities/equity/index.html)



RFP Overview

COVID-19 Community Engagement and Diverse Media Grant Request for Proposals Webpage

[COVID-19 Community Engagement and Diverse Media Request for Proposals \(www.health.state.mn.us/communities/equity/funding/covidrfp2022/index.html\)](https://www.health.state.mn.us/communities/equity/funding/covidrfp2022/index.html)

One-stop-shop for templates, info session registration, forms and more!



The screenshot shows the top navigation bar of the Minnesota Department of Health website. It includes the logo, a menu icon, and a search bar. Below the navigation bar is a breadcrumb trail: Home > Healthy Communities, Enviro... > Health Equity > Health Equity Funding Opport... The main content area features a sidebar with a 'HEALTH EQUITY' section containing links to 'Health Equity Home', 'Announcements', 'Newsletter', 'Request Form for a Speaker, Consultation', 'Initiatives and Projects', 'Eliminating Health Disparities Initiative', 'Funding Opportunities', 'Student Internships', 'Reports and Publications', 'HEAL Council', 'About Us', and 'Contact Us'. The main heading is 'COVID-19 Community Engagement and Diverse Media Request for Proposals'. The introductory text states: 'The Minnesota Department of Health Center for Health Equity released a new request for proposals (RFP) to aid the State in communicating with and engaging communities most impacted by inequities around COVID-19 messaging. The goal of this funding is to increase community understanding of and engagement around COVID-'. An image on the right shows a healthcare worker in a mask interacting with a patient at a computer monitor.

Program Description

Goal:

- Increase understanding of COVID-19
- Reduce inequities in COVID-19
- All communities have access to trusted, timely and culturally relevant information
- Use of diverse media and community engagement strategies

Who:

- Communities of color
- American Indian residents
- LGBTQ residents
- Residents with disabilities
- Residents with limited English proficiency

Approaches to serving these communities may be intersectional.

Approximately \$7.3 million is available

Funding	Estimate
Estimated Amount to Grant	\$7,300,000
Estimated Number of Awards	60-70
Estimated Award Maximum	\$175,000
Estimated Award Minimum	\$50,000

*Funding will be awarded as **grants** (not P/T contracts as they were previously).*

Funding will be allocated through a competitive process and is contingent upon availability.

Project Dates



Date	Event
Thursday, Dec 15, 2022	RFP Released
Monday, Jan 9, 2023	Deadline to submit questions by 5:00 p.m. (<i>optional</i>)
Wednesday, Jan. 18, 2023	Proposals Due by 11:59 p.m.
April 1, 2023	Estimated start date
June 30, 2024	Expected end date

Eligible Applicants

- Community-based nonprofit organizations
- Community-led organizations (may include for-profit organizations)
- Tribes
- Media organizations



- Applicants must have State or federal recognition as a formal organization or entity

Fiscal Agents

- Organizations or groups that do not have state or federal recognition may apply with a fiscal agent^[1]
- Applicants must be located in and conduct grant activities in the state of Minnesota
- Eligible applicants who wish to work together but have not formed a legal partnership may designate one organization as a fiscal agent

^[1] A **fiscal agent** is an organization that assumes full legal and contractual responsibility for the fiscal management and award conditions of the grant funds and has authority to sign the grant agreement. A fiscal agent is often a different organization than the operating organization (which performs the work). In a multi-organization collaboration, however, one organization must be designated as the fiscal agent.

Current MDH Funded Organizations

Organizations currently funded by MDH to perform COVID-19 related work are eligible to respond to this RFP but must:

- Ensure their proposal includes **distinct activities and deliverables that do not overlap** with their current contract or grant deliverables
- Include in their proposal **how they will ensure the two legal agreements will be managed separately** with no duplicate payments or activities
- Be prepared to **submit substantiating documentation** with invoices as requested by the State

Organizations that are not already performing COVID-19 related work through a legal agreement (e.g., grant, contract) with MDH during the estimated grant period for this funding opportunity (April 2023 – June 2024) will be given priority.

Multi-organization collaboration is welcomed and encouraged.

- The application must list one entity as the primary lead applicant



Questions and Answers

- All questions regarding this RFP must be submitted **by email** to health.covidmedia.mdh@state.mn.us
- State staff will respond within 3 business days
- Questions and answers received on the page [COVID-19 Community Engagement Request for Proposals FAQ](https://www.health.state.mn.us/communities/equity/funding/covidrfp2022/faq.html) (<http://www.health.state.mn.us/communities/equity/funding/covidrfp2022/faq.html>)
- Questions must be submitted no later than 5 p.m. on Monday, January 9, 2023 (*optional*)
- The State will post final answers to questions no later than 5 p.m. on Thursday, January 12, 2023





RFP Program Details

- Increased community understanding of COVID-19
- Decreased vaccine hesitancy
- Increased community participation in preventive behaviors
- Increased community participation in COVID-19 testing
- Increased community engagement in COVID-19 community recovery programs and activities, including those that address mental health, social connectedness, food and housing stability, and other economic and social determinants of health that were exacerbated by the pandemic

Other Competitive Priorities

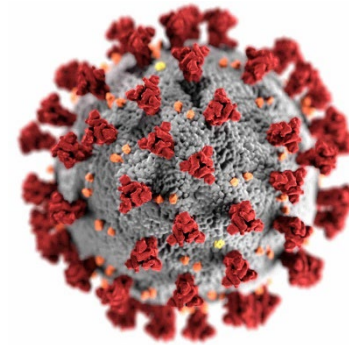


The State will consider an **entity led/owned/operated by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals** if the entity is:

- A Tribal Government
- A **nonprofit with at least 51% of the organization's board and leadership** identifying as people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals
- A **for-profit entity that is owned and operated by at least 51%** people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals

Topics for messaging and engagement may include, but are not limited to:

- Addressing ongoing vaccine hesitancy
- Booster doses
- Vaccines for youth
- Testing
- Masking
- Treatment
- Other community needs related to the COVID-19 pandemic such as COVID-19 recovery



The RFP requires spending approximately half of grant award amount on vaccine-related media messaging and/or engagement activities.

Coordination and Collaboration

MDH encourages applicants to coordinate and/or collaborate to promote vaccine events and other COVID-19 recovery resources and services. **These grants are not for hosting vaccination events.**

Examples of eligible activities under this contract include ***but are not limited to:***

- Implementing a culturally relevant campaign to address vaccine booster hesitancy using the organization's trusted communication networks and channels such as e-newsletters, text message, social media, YouTube, or TikTok.
- Partnering with trusted community and/or faith leaders to host community conversations or social media live events around community questions or needs related to COVID-19 and pandemic recovery.
- Disseminating COVID-19 messaging and promoting community vaccination events through radio spots, print media, or online news via trusted media networks.

More examples of eligible activities are found on page 10-11 of the RFP.

Mandatory Requirements



Grantees will receive support and technical assistance from MDH and be required to:

- Work with State staff to
 - Get approval of adapted messages that are co-branded using the state logo
 - Participate in virtual meetings with your grant manager
 - Provide updates on grant progress



Ineligible Expenses

Ineligible expenses include but are not limited to:

- **Any expenses that do not directly contribute to the activities or deliverables in the grantee's work plan**
- Any individual piece of equipment that costs more than \$5,000
- Bad debts, late payment fees, finance charges, or contingency funds
- Capital improvements or alterations
- Cash assistance paid directly to individuals to meet their personal or family need
- Fundraising
- Lobbyists, political contributions
- Ongoing medical care or treatment of disease(s) or disability
- Oximeters, syringes, or other medical equipment
- **Paying for meals or food for community members or staff**
- Paying for or providing housing, isolation, or quarantine space
- Paying rent or other bills for community members
- **Providing incentives for community members (including incentives to get the vaccine)**
- Providing or paying for transportation to testing sites
- Purchase of vehicle(s) for program use
- Purchasing computers, tablets, or any other purchases for community members
- Taxes, except sales tax on goods and services



Application and Submission Instructions

Instructions for Applicants

Interested applicants must submit an application using the [Online Application Form](#).

Applicants will receive an automated confirmation email and should reply to that email and must submit the following for your application to be considered complete.

1. [Work Plan](#)
2. [Budget](#)
3. [Due Diligence Review Form](#)
4. [Applicant Conflict of Interest Disclosure Form](#)

All the above supplemental forms can be found and downloaded from the RFP webpage.

All applications *INCLUDING SUPPLEMENTAL MATERIALS* must be received by MDH no later than 11:59 p.m. Central Time, on Wednesday, January 18, 2023.

Incomplete applications will be rejected and not evaluated.

Part 1: Online Application Form

COVID-19 Community Engagement and Diverse Media Grant Request for Proposals Online Application Form

If you have a question about this form, please email your question to health.covidmedia.mdh@state.mn.us and State staff will get back to you within 3 business days.

Please note that once an application form has been started, there is not an option to save and come back to your application later. Applicants are encouraged to draft their responses to the short answer questions in advance and copy them into the Online Application Form once they are ready to submit

* Required

1. Please provide organization or Tribe name and contact information. *

Please include a phone number and email address where the State can reach the primary contact responsible for this submission.

Organization or Tribe Name:

Acronym or Abbreviated Organization Name:

Contact Person:

Phone:

Email:

2. Is your organization a current COVID Community Coordinator (CCC) contractor or is your organization in another legal agreement with MDH for COVID-19 work during this estimated grant period (April 2023-June 2024)? *

- Yes
 No

3. Is your organization led/owned/operated by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals? *

- Yes, we are an American Indian Tribe
 Yes, our nonprofit organization has at least 51% people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals in our board and leadership positions
 Yes, our company is owned and operated by at least 51% people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals
 No, our organization is not led/owned/operated by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals

4. How does your organization engage and/or share power and decision-making with communities of color, American Indian communities, disability communities, and/or LGBTQ communities? *

2000 characters left.

- Each proposal must be submitted online using the Online Application Form, which asks applicants for the following information
- Applicant name and contact information
- Current CCC contractor or has another legal agreement with MDH for COVID-19
- Tribe or an organization led/owned/operated by
- Communities and geographic areas reached
- Proposal includes media messaging, community engagement and outreach, or both
- Media formats and frequency
- Amount of funding request

Part 2: Online Application Form

Short questions include:

- Engages and/or shares power and decision-making with communities
- Applicant's history and experience relevant to this work.
- Description of the proposed work under this grant, including methods/strategies to be used
- How the proposal will fill an unmet need for trusted information and resources

Part 3: Online Application Form

- Character limits are enforced automatically and include spaces
- **Once an application form has been started, there is not an option to save and come back to your application later**
- Applicants are encouraged to draft their responses to the short answer questions in advance and copy them into the Online Application Form once they are ready to submit
- Once you submit the online application, you should receive an automated confirmation email (within the hour). If an applicant does not receive the automated confirmation email then follow up with us via the email.
health.covidmedia.MDH@state.mn.us.
- The automated confirmation email provides a reminder of the list of supplemental materials that you will need to submit

Applicants must submit a work plan that provides an overview of what the applicant plans to accomplish during the grant period.

- Applicants are *strongly encouraged* to use the Microsoft Word template provided on the RFP webpage
- Download from the RFP webpage
- The work plan may not be more than 5 pages

PROJECT WORK PLAN



COVID-19 Community Engagement and Diverse Media Grant

Project Title:

Organization:

Work Plan Main Contact Name:

Title:

Email:

Phone:

Instructions: Add and/or delete rows as needed to align with your project. The last three rows include mandatory project requirements. Applicants may add to or customize these activities, but they should not be removed.

Project Activities:

Activity	Description	Timeline	Key Staff and Partners (please use staff titles)	Estimated # Reached

Budget Template Instructions

Please read these instructions carefully. There are 4 tabs on this workbook (refer to the bottom of the spreadsheet to identify the different tabs).

- Tab 1: Instructions (this tab)
- Tab 2: MDH Policy and Guidance on Indirect Costs
- Tab 3: Itemized Budget (complete this tab)
- Tab 4: Budget Summary (this tab automatically fills information from tab 3)

Tab 3 Instructions: Please complete all white cells with anticipated expenses over the grant period. Shaded cells will autocalculate. Each budget category should include all anticipated expenses over the grant period (through June 30, 2024).

This budget should represent your best anticipation of needed expenses at this time. However, budgets may be revised (with approval from your grant manager) at a later date if anticipated expenses change.

Per MDH policy, grantees may modify any line item in the most recently agreed-upon budget by up to 10 percent without prior written approval from MDH. Grantees must notify MDH of any modifications up to 10 percent in writing no later than the next invoice. Grantees must obtain prior written approval from MDH for line-item modifications greater than 10 percent. A grantee's failure to obtain MDH's prior approval may result in denial of modification request, loss of funds, or both.

Sample Budget:

Salary & Fringe					
Staff position	Staff Name	Salary Charged to Grant	% Fringe (if applicable)	Fringe Total (if applicable)	Line Total
Community Health Worker	Jose Rodriguez	\$ 49,675.00	17.64%	\$ 8,762.67	\$ 58,437.67
Community Health Supervisor	Aisha Mohamed	\$ 58,274.00	17.64%	\$ 10,279.53	\$ 68,553.53
Total for Salary & Fringe					\$ 126,991.20

Contractual Services (facilitators, evaluators, speakers, trainers, etc.)		
General Funds		
Subcontractor	Description of Service Provided & Timeline	Total
ABC Evaluation Firm	4 month contract for series of 4 focus groups, includes data analysis	\$ 6,800.00
Total for Contractual		\$ 6,800.00

Travel (mileage, parking, per diem, lodging, etc.)		
General Funds		
Purpose of Travel and/or Description	Total	
Mileage for staff to travel to community engagement events	\$ 642.00	

Ineligible Expenses

Unallowable budget expenses include, but are not limited to:

- Any expenses that do not directly contribute to the activities in the work plan
- Any individual piece of equipment that costs more than \$5,000
- Bad debts, late payment fees, finance charges, or contingency funds
- Capital improvements or alterations
- Cash assistance paid directly to individuals to meet their personal or family need
- Fundraising
- Lobbyists, political contributions
- Ongoing medical care or treatment of disease(s) or disability
- Oximeters, syringes, or other medical equipment
- Paying for meals or food for community members or staff
- Paying for or providing housing, isolation, or quarantine space
- Paying rent or other bills for community members
- Providing incentives for community members (including incentives to get the vaccine)
- Providing or paying for transportation to testing sites
- Purchase of vehicle(s) for program use
- Purchasing computers, tablets, or any other purchases for community members
- Taxes, except sales tax on goods and services

Part 1: Budget

- Applicants must submit a budget that provides an overview of how funds will be used during the grant period.
- Applicants are *strongly encouraged* to use the Microsoft Excel template provided on the RFP webpage
- Download from the RFP page
- There are four tabs/sheets in the excel budget template
- Detailed budget instruction in the RFP (pages 15-17)

Part 2: Budget

- There are four tabs/sheets in the Excel budget template:
 1. Budget Template Instructions
 2. MDH Policy and Guidance on Indirect Costs
 - 3. Itemized Budget (*applicants must complete this tab/sheet*)**
 4. Budget Summary (auto-fills once applicants complete Tab 3)
- This budget should represent the applicant's best anticipation of needed expenses at this time
- Indirect costs are allowed under this RFP
- Per MDH policy, grantees may modify any line item in the most recently agreed-upon budget by up to 10 percent without prior written approval from MDH

Applicants should organize their expenditures into the following categories.

- Salary and Fringe Benefits
- Contractual Services
- Travel



Due Diligence Review Form

The Minnesota Department of Health (MDH) conducts pre-award assessments of all grant recipients prior to award of funds in accordance with federal, state and agency policies. **The Due Diligence Review is an important part of this assessment.**

These reviews allow MDH to better understand the capacity of applicants and identify opportunities for technical assistance to those that receive grant funds.

Organization	Information
Organization Name:	
Organization Address:	
If the organization has an Employer Identification Number (EIN), please provide EIN here:	
If the organization has done business under any other name(s) in the past five years, please list here:	
If the organization has received grant(s) from MDH within the past five years, please list here:	



Section 1: To be completed by all organization types

Section 1: Organization Structure	Points
1. How many years has your organization been in existence? <input type="checkbox"/> Less than 5 years (5 points) <input type="checkbox"/> 5 or more years (0 points)	
2. How many paid employees does your organization have (part-time and full-time)? <input type="checkbox"/> 1 (5 points) <input type="checkbox"/> 2-4 (2 points) <input type="checkbox"/> 5 or more (0 points)	
3. Does your organization have a paid bookkeeper? <input type="checkbox"/> No (3 points) <input type="checkbox"/> Yes, an internal staff member (0 points) <input type="checkbox"/> Yes, a contracted third party (0 points)	
SECTION 1 POINT TOTAL	

Due Diligence

- The Due Diligence Review Form (6 pages) can be found on the RFP webpage
- Download from RFP page
- **Per MDH policy, the Due Diligence Form is required for all applicants (e.g., nonprofit, for profit, Tribal government)**
 - MDH policy to consider grant applicant's past performance
 - Requires financial review of any grant award greater than \$25,000

Applicant Conflict of Interest Disclosure

The purpose of this form is to provide grant applicants a mechanism to disclose any actual, perceived or potential individual or organizational conflicts of interest that exist, as required by [Minn. Stat. § 16B.98](#), subd 2-3; Minnesota Office of Grants Management (OGM) [Policy 08-01](#), “[Conflict of Interest Policy for State Grant-Making](#)”; and federal regulation [2 Code of Federal Regulation \(CFR\) § 200.112](#), “[Conflict of Interest](#).” It is helpful if the applicant explains the reason for the conflict, but it is not required.

A disclosure will not automatically result in removal of the applicant, or grant application, from the review process.

Instructions

Read the descriptions below, mark the appropriate box(es) that pertain to you and your organization as it relates to this specific Request for Proposal (RFP), obtain applicant signature (applicant to determine appropriate signer).

Conflicts of Interest

Conflicts of interest may be actual, potential, or perceived. An actual conflict of interest occurs when a person uses or attempts to use their official position to secure benefits, privileges, exemptions or advantages for self, relatives, or organization with which the person is associated which are different from those available to the general public ([Minn. Stat. § 43A.38](#), subd. 5). A potential conflict of interest may exist if an applicant has relationships, affiliations, or other interests that could create an inappropriate influence if the person is called on to make a decision or recommendation that would affect one or more of those relationships, affiliations, or interests. A perceived conflict of interest is any situation in which a reasonable person would conclude that conflicting duties or loyalties exists. A conflict of interest may exist even if no unethical, improper or illegal act results from it.

The Minnesota Department of Health (MDH) recognizes that applicants must maintain relationships with other public and private sector entities in order to continue as a viable organization. MDH will take this into account as it evaluates the appropriateness of proposed measures to mitigate actual, potential, and perceived conflicts of interest. It is not MDH’s intent to disqualify applicants based merely on the existence of a relationships with another entity, but rather only when such relationships cause a conflict that cannot be mitigated. Nevertheless, MDH and its partners must follow federal regulation and statutory guidance on conflicts of interest.

I. Organizational Conflict of Interest:

An organizational conflict of interest exists when, because of other activities or relationships with other persons, a person is unable or potentially unable to render impartial assistance or advice, or a person’s objectivity in performing the grant work is or might be otherwise impaired, or a person has an unfair competitive advantage.

Applicant Conflict of Interest Disclosure Form

- The Applicant Conflict of Interest Disclosure Form can be found on the RFP webpage
- Download from RFP page
- **Applicants must complete the Applicant Conflict of Disclosure form and submit it as part of the completed application**
- Failure to complete and submit this form will result in disqualification from the review process



Application Evaluation

Proposal Review and Selection Process

- Competitive process
- Review committee will represent communities served by MDH and partners
- The review committee will score all completed applications submitted before the deadline, **Wednesday, January 18, 2023 by 11:59 p.m.**
- MDH will make final decisions on all applications and will balance the recommendations by the review teams with other factors including, but not limited to:
 - Review team scores
 - Representativeness of a range of media and engagement strategies
 - Representativeness of the priority communities served by this grant
 - Geographic distribution of services
 - Distribution of funding among new versus current COVID-19 partners
 - Total funding available

Evaluation Criteria

A numerical scoring system will be used to evaluate eligible applications. **Total max points is 100.**

Three scoring areas:

1. Organizational values and capacity (30 points)
2. Project narrative and work plan (50 points)
3. Budget (20 points)



Rating level/score is 0-10, with 10 being the max score for any given criteria.

The Evaluation Criteria is in the RFP on page 26-27.

Questions?

Questions?



Thank you!