

Workforce Improvement Project (WIPs) Proposal Form

Through the APIH cooperative agreements, CIOs can fund projects that focus on improving population health while engaging the existing workforce and future health professionals in various areas of public health practice.

Examples of Workforce Improvement Projects (WIPs) include, but are not limited to:

- Developing a curriculum or training for the public health workforce
- Establishing academic/practice partnerships to impact population health
- Convening a national workshop and publishing a guideline or white paper

Note that WIPs will be advertised to the APIH partner organizations for competition. For a WIP that receives two or more applications, CSELS will host an objective review panel like the process used for a Notice of Funding Opportunity. Each WIP application received will be reviewed by three objective reviewers, discussed during the panel, and then scored and ranked to determine an awardee.

Submitted By: Griswold, Stephanie (CDC/DDID/NCIRD/OD)

CIO: NCIRD - National Center for Immunization and Respiratory Diseases

APIH CIO Liaison Name	CIO Email	CIO Phone
Sharon Richardson	SRR1@cdc.gov	404-639-5202

Specify CIO if not listed above:

Division: OD

CIO Program Official: Alexander Harrington

Phone: 404.498.0246

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Mailstop: H24-8

Campus: Roybal

If other, specify campus:

Project Specifications

Project Title: Building COVID-19 Vaccine Confidence Among Nurses

National Public Health Workforce Strategy Priority Area:

['Enhance the education system', 'Strengthen systems and capacity to support the workforce']

Project Description

Project Statement: As COVID-19 vaccines continue to roll out, high uptake of the vaccines is necessary to reduce the burden of disease and control the pandemic. In order to achieve high uptake of COVID-19 vaccines, it is critical to ensure high confidence in these 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. Healthcare personnel are among the first to be vaccinated, but they are also one of the most trusted messengers of information and will play a significant role in building confidence among the other priority groups and ultimately the general public.

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

Target population – if applicable (i.e. medical, nursing, public, health students; health departments; geographic area): Nurses; nationwide

Key outcomes:

- Increased number of resources for providers to engage in effective COVID-19 vaccine conversations.
- Increased number of strategies developed to build trust and confidence in the COVID-19 vaccine
- Increased opportunities for collaboration amongst membership

Contribution to the public health workforce: This project will lead to improved capacity to build COVID-18 vaccine confidence among nurses and their patients. Nurses will be educated, misinformation will be identified and addressed, and credible information will be shared widely. Case studies, lessons learned, and best practices will be shared.

Project Focus Area

Center for Global Health (CGH)	
Center for Surveillance Epidemiology and Laboratory Services (CSELS)	
Center for State, Local, Tribal, and Territorial Support (CSTLTS)	
National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)	
National Center for Emerging and Zoonotic Infectious Diseases (NCEZID)	
National Center for Environment Health/Agency for Toxic Substances and Diseases Registry (NCEH-ASTDR)	
National Center for Health Statistics (NCHS)	
National Center on Birth Defects and Development Disabilities (NCBDDD)	
National Center for Immunization and Respiratory Diseases (NCIRD)	Viral diseases
National Center for Injury Prevention and Control (NCIPC)	
National Center for HVI/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP)	
National Institute for Occupational Safety and Health (NIOSH)	
Office of the Associate Director for Policy and Strategy	
Other CIO	
Other Focus Area	

Awardee Strategies and Approaches: Describe possible strategies or approaches the awardee will address to implement the project. Note any required or recommend strategic partnerships or collaborations for implementing the project.

1. Empower members to have effective COVID-19 vaccine conversations and use motivational interviewing when needed – via webinars or online modules. Awardees can build off existing CDC resources and create new resources as appropriate.
2. Activate members to make COVID-19 vaccine confidence visible. Examples include gathering and sharing testimonials of members who have been vaccinated, video streaming their leadership being vaccinated, training members as media spokespeople on the topic of vaccine confidence and pitching media outlets to secure earned opportunities, and work with members to author op-ed articles about the importance of COVID-19 vaccination.
3. Increase the capacity of their members to share credible COVID-19 vaccine information and respond to misinformation on social media by identifying members who are already digital influencers and those that would like to have a bigger social media presence, conducting webinars/trainings using a CDC-provided toolkit, and convening members in a learning collaborative to support each other and address challenges.
4. Gather vaccine confidence “success stories” from their membership and package them into formats for sharing with membership (e.g., case studies, summaries of lessons learned, videos).

CDC-CIO Staff Activities: Describe expected CDC-CIO project staff involvement in the project, including technical assistance and other program support and monitoring activities. Describe anticipated requirements for reporting.

NCIRD staff and staff supporting CDC's COVID-19 Vaccine Task Force will provide technical assistance for this work. Guidance will be provided, updated materials will be shared, and resources from a network of other partners supporting healthcare personnel will be made available to promote sharing of best practices and lessons learned.

Special Eligibility Requirements: Describe and provide justification for any special requirements applicants would need to successfully execute this project. This might include related to organizational capacity or unique skills.

Only organizations that directly support nurses and schools or nursing are eligible for this work. CDC is currently funding other organizations that support other healthcare personnel (e.g., physicians, hospitals, medical schools) and this project is specifically to improve vaccine confidence among nurses. Recent data shows that nurses are still skeptical about the COVID-19 vaccines and are hesitant to receive the vaccine when it is offered to them. This project aims to increase vaccine confidence among nurses and improve their ability to engage in effective COVID-19 vaccine conversations with their patients.

Review Criteria: Applications will undergo an objective review. Clearly describe criteria that will be used to evaluate applications. List criteria by importance in descending order and assign scored values for each criterion; the total value should equal 100 points.

Request for technical review as this supplement will be funded with COVID-19 funding (from 5th supplement).

Applications will be reviewed using the following criteria:

- Ability to empower members, using webinars and online modules that will have broad reach
- Ability to make vaccine confidence visible - share testimonials, train members as media spokespeople, media opportunities
- Ability to engage 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)

Other Information: Provide additional information that would be useful for applicants, such as web links to more information about the CDC program or other reference materials.

CDC's COVID-19 Vaccinate with Confidence Strategy: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html>

Current CDC materials and toolkits for healthcare providers: <https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html> and <https://www.cdc.gov/vaccines/covid-19/hcp/index.html>

Total Duration of Project

1 year

Approximate Total Project Period Funding: Provide a total funding estimate, subject to availability of funds. If project is for 2 years, break out the funding by each year. Include awardee direct and indirect costs.

\$2,000,000

Approximate Average Award: Provided an award estimate for the 12-month budget period, subject to availability of funds.

\$2,000,000

Approximate Number of Awards (per year)

1

Budget Planning Worksheet

\$5000.0	Administrative fee of 10% of the first \$50,000 of the award (capped at \$5,000)
\$8900.0	Association indirect fee (This reflects the maximum fee. Final association indirect fee might be less, depending on the awardee.)
\$1986100.0	Amount to be awarded per awardee
\$2000000.0	Total anticipated cost per award