



**BAYNE**  
LIMITED LIABILITY COMPANY

**COVID-19 Credible Messenger Community Outreach Grant**

**Application Submission Deadline**  
**June 23, 2020 by 5 p.m.**

**Please submit all questions to [grants@thebaynecorporation.com](mailto:grants@thebaynecorporation.com).**

## **A. Introduction**

Bayne LLC in partnership with DC Health, is soliciting grant applications for the COVID-19 Credible Messenger Community Outreach Grant program.

DC Health is establishing a Contact Trace Force as a component of the District's COVID-19 response to help mitigate and contain community spread of COVID-19 as the District reopens. The Contact Trace Force will conduct interviews with persons who have been exposed and/or tested positive for COVID-19. The interviews elicit information about a person's clinical status, his/her activities and movements, the home environment and needs for referrals, and his/her contacts during their infectious period. It also entails monitoring of symptoms and daily check-ins through mobile technology or calls. This collecting, sharing and storing of information relies on trust and understanding of the process.

The Credible Messenger Grant program is intended to support DC Health's disease investigation process to contain the spread of COVID-19 through grassroots outreach and education to residents in the District that are not reached through traditional communication channels or may be unwilling to respond to messages from the government because of cultural, language or historical barriers. Credible messengers who can inform communities about the process, what to expect, and why it matters are critical. Effective disease control through case investigation and contact tracing relies on the willingness of residents to speak to DC Health, to call them back quickly, to share personal health information with them, and to stay in touch with them until clearance from isolation or quarantine.

To be eligible, applicants must have demonstrated track record of mobilizing specific communities in the District, both with populations who are more vulnerable to the complications of COVID-19 but also with those communities who have been historically marginalized, who have a distrust of government or whose first language is not English. In addition, applicants must have experience communicating information to residents through a variety of communication and outreach methods. *Examples: evidence of using non-traditional communication techniques to reach populations who are not literate; hesitant to share information with government entities; or lack access to the internet.*

Applicants should be able to demonstrate where they have successfully been able to engage residents to participate in government processes or projects (i.e. participation in the census, voting on a specific issue). The goal of this grant is to inform communities about what to expect and what not to expect during the case investigation/contact tracing process, to assure

communities that information collected is kept protected and is only used for public health purposes, to address concerns or barriers to participation in the disease investigation process (including both contact tracing as well as seeking health care), and to empower communities to protect themselves and their neighbors by speaking with the trace force if contacted.

## **B. Funding Areas**

The primary focus of the grant is to increase buy-in and participation in the disease investigation/contact tracing process. Grantees will be expected to share credible data sources/communicate accurate information about testing and COVID-19.

Acceptable uses of funds may include:

- Translation of Materials
- Supplies and materials used for engagement
- Payment of staff
- Other uses with budget justification of why such use of funds is reasonable and realistic to achieve stated goals and objectives
- Conceptualization and development of linguistically relevant and culturally competent materials aimed at increasing trust, importance of the issue at hand and relevance to the targeted community

## **C. Target Population**

The target population for this grant is District residents who fall into one of the categories below.

- Latinx population - Special emphasis on undocumented immigrants, pregnant women and parents of young children as well as residents in multifamily dwellings.
- African Immigrants with emphasis on Amharic and French speakers.
- African-American population - Special emphasis on African-American residents of Wards 7 and 8 and on older African-American residents

## **D. Eligible Organization**

The following entities are eligible to apply:

- Nonprofit organizations
- Faith-based organizations
- Universities/educational institutions
- Organizations with a fiscal sponsor

### **Additional Requirements**

- The organization's principal place of business is located in the District of Columbia

- All services and programming to receive funds must be provided in the District
- The organization must have an active DC Business License

### **E. Awards Amounts and Duration**

The total amount available through the COVID 19 Credible Messenger Community Outreach Grant program is **\$200,000**. Award sizes will vary with a maximum of **\$75,000**. The grant will be awarded for a 11-month period starting on June 29, 2020 and ending on May 15, 2021. Programs must be run and evaluated during this period.

### **Application Review & Awards**

Applicants will be evaluated on:

- Track record of mobilizing specific communities in the District, both with populations who are more vulnerable to the complications of COVID-19 but also with those communities who have been historically marginalized, who have a distrust of government or whose first language is not English
- Community support
- Staff qualifications
- Ability to track impact of efforts

### **Organizations selected for funding must:**

- Submit monthly finance reports
- Produce monthly progress reports detailing activities and milestones
- Engage in weekly meetings with assigned field coordinator

### **F. Award Notification**

Award letters will be released no later than June 29, 2020 via email.

### **Submission Guidelines**

**Applications are due no later than Tuesday, June 23, 2020 at 5:00 PM.**

### **G. Grantee Selection**

Grant applicants will be required to submit an application that details their experience working with one of the four targeted communities and their proposed approaches to community outreach.

All applicants must submit a detailed outreach plan for the services that will be provided. An agreed-upon plan will be an element of the grant agreement budget and work plan. All outreach

materials must be approved by the field coordinator and/or project manager. Bayne will provide some outreach materials and templates to selected grantees. Marketing and outreach may include, but is not limited to: websites, email blasts, blogs, listservs, social media platforms, flyers, podcast and radio shows.

The applicants will also submit a budget request and proposed performance metrics within their application. The project team will review and select grantees based on a scoring matrix that considers both their past performance working with their selected target population and the strength of their proposed approach to outreach.

### **Selection Criteria**

Grantees will be selected based upon the following factors:

- Ability to demonstrate strong relationships within one of the four targeted communities
- Experience with grassroots-based outreach and engagement
- Proposed approach to conducting outreach
- Organizational stability
- Qualifications and background of key staff

### **Grant Administration**

The grants will be funded for up to 11 months with three disbursements made upon submission, review, and approval of ongoing monthly progress reports. The disbursement schedule is as following:

- July 15, 2020
- October 15, 2020
- February 1, 2021

Apply Online at : <https://zfrmz.com/eo3HlgiRqCBpQPq18C3I>