

PS15-1505: Enhancing HIV Prevention Communication and Mobilization Efforts Through Strategic Partnerships

Pre-Application Overview Webinar
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Presentation Overview

- HIV/AIDS in the US: Epidemiology, Policies and Priorities
- *Act Against AIDS*: National Campaign and Partnerships
- New Partnership Funding Opportunity: PS15-1505
- Process and Timeline: How, When, Where on Applying
- Questions and Answers
- Closing Remarks

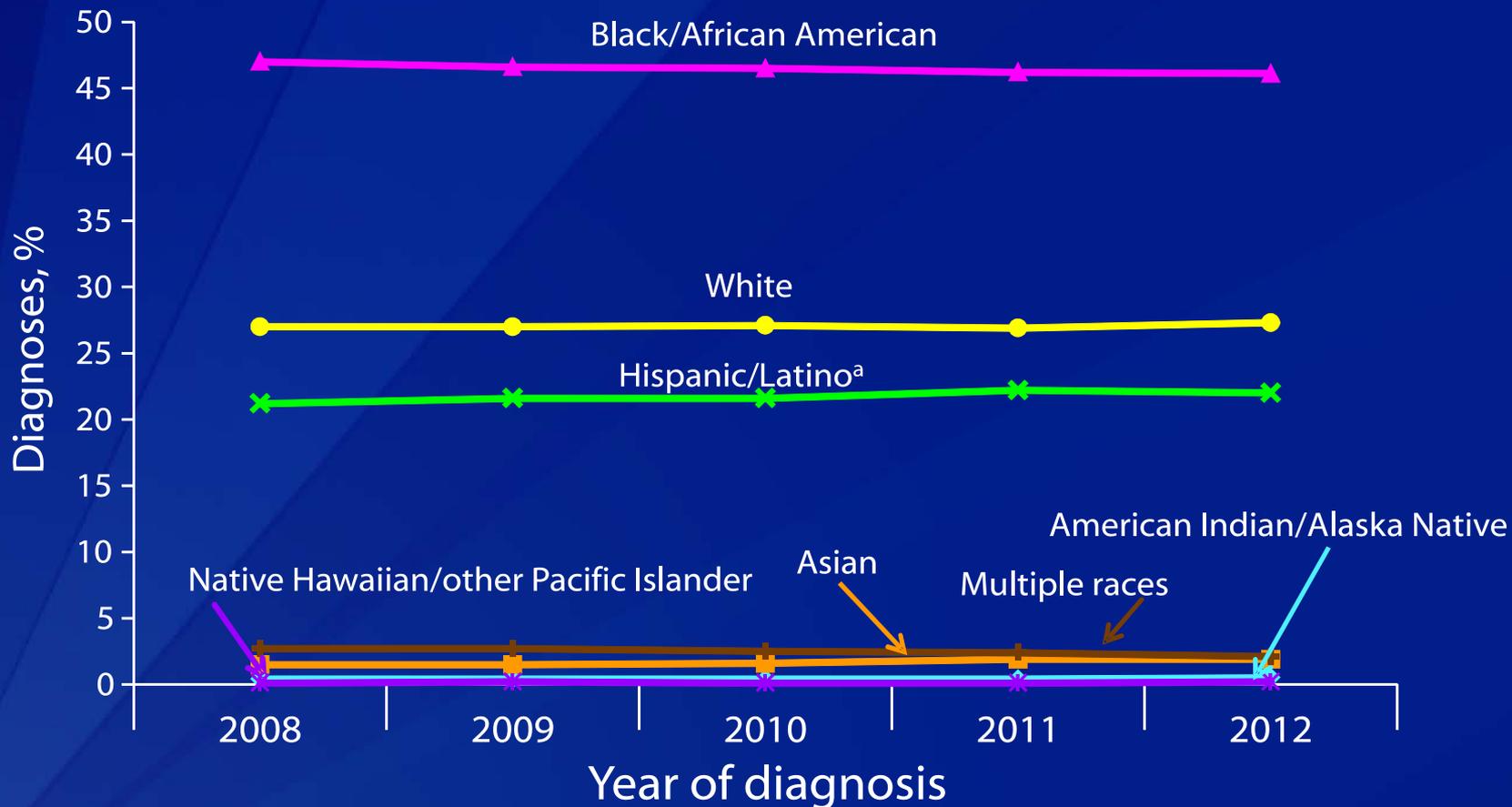
**HIV/AIDS IN THE UNITED STATES:
EPIDEMIOLOGY, POLICIES AND PRIORITIES**

Overview of HIV/AIDS in the U.S.

- More than 1.2 million people are living with HIV in the U.S.
- Approximately 50,000 new HIV infections per year
 - Almost 1 in 7 are unaware of their infection
- African Americans are 8 times and Latinos 3 times as likely to have HIV than whites
- Gay, bisexual, and other men who have sex with men (MSM) > 40 times HIV prevalence compared to other men and women given 2% estimated population prevalence
- Transgender communities in the U.S. are also among the groups at highest risk for HIV infection

Diagnoses of HIV Infection among Adults and Adolescents, by Race/Ethnicity, 2008–2012

United States and 6 Dependent Areas



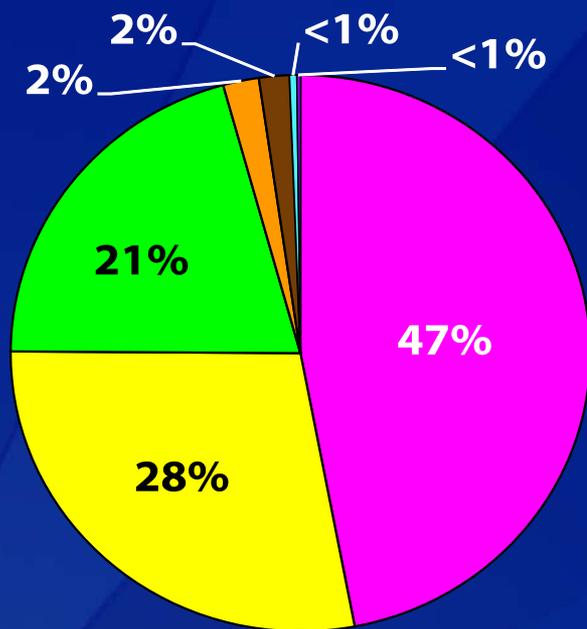
Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays, but not for incomplete reporting.

^a Hispanics/Latinos can be of any race.

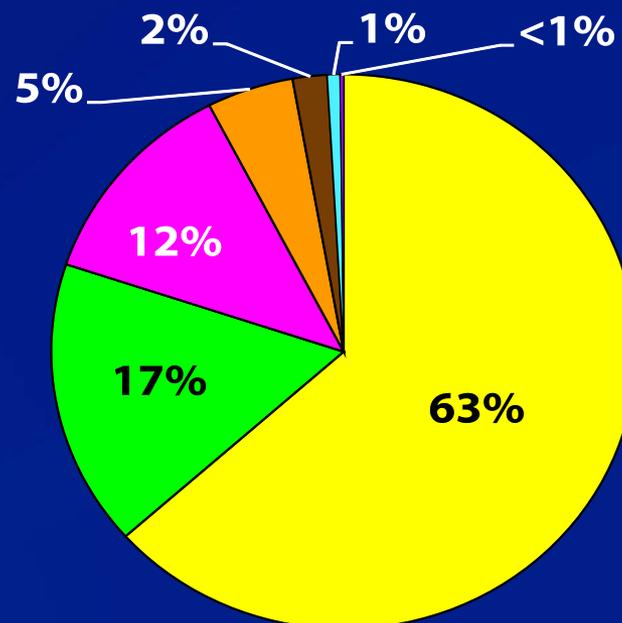


Diagnoses of HIV Infection and Population by Race/Ethnicity, 2012—United States

Diagnoses of HIV infection
N = 47,989



Population, United States
N = 313,914,040



■ American Indian/Alaska Native
■ Asian
■ Black/African American

■ Hispanic/Latino^a
■ Native Hawaiian/other Pacific Islander
■ White

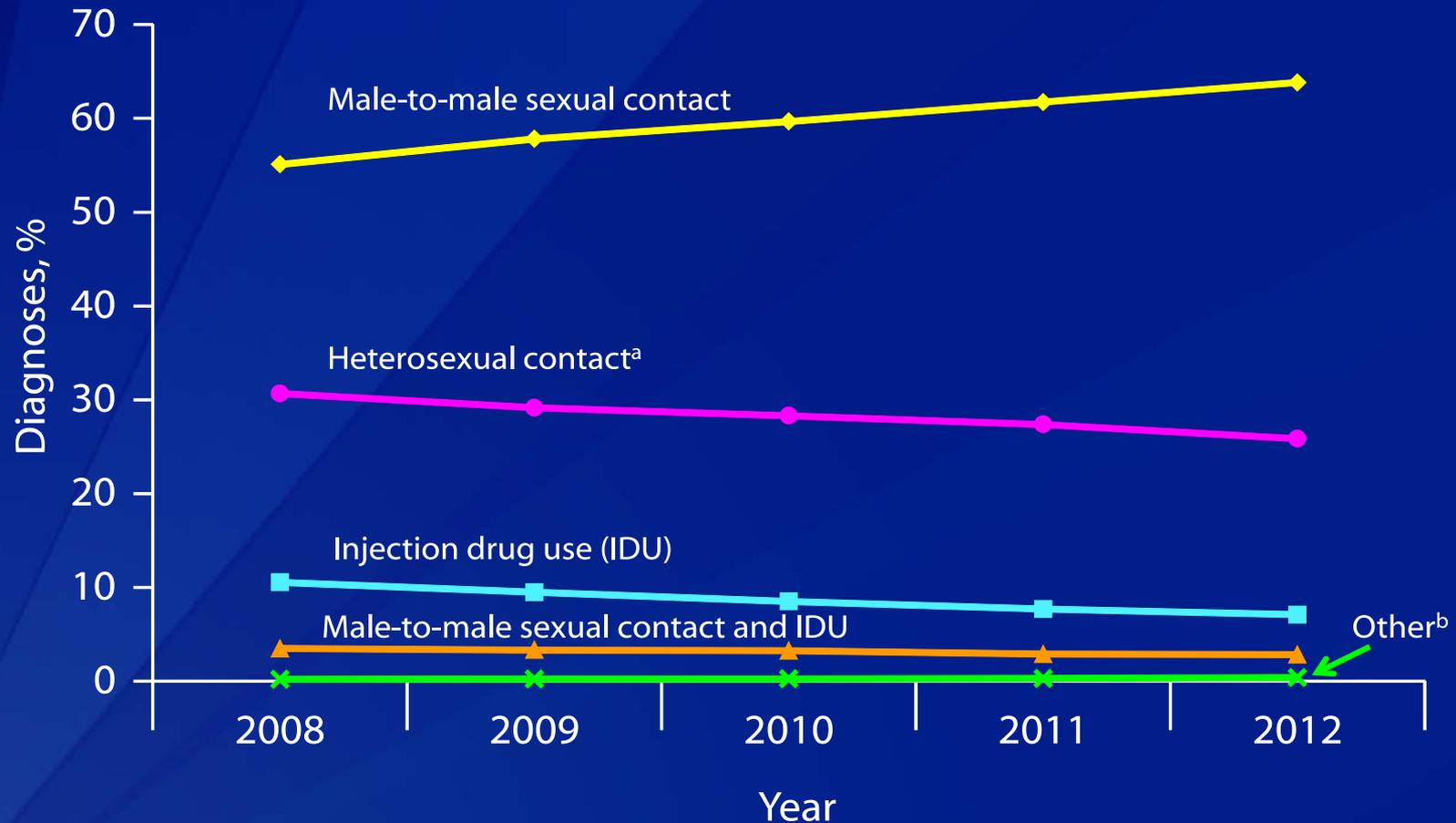
■ Multiple races

Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays, but not for incomplete reporting.

^a Hispanics/Latinos can be of any race.



Diagnoses of HIV Infection among Adults and Adolescents, by Transmission Category, 2008–2012—United States and 6 Dependent Areas



Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays and missing transmission category, but not for incomplete reporting.

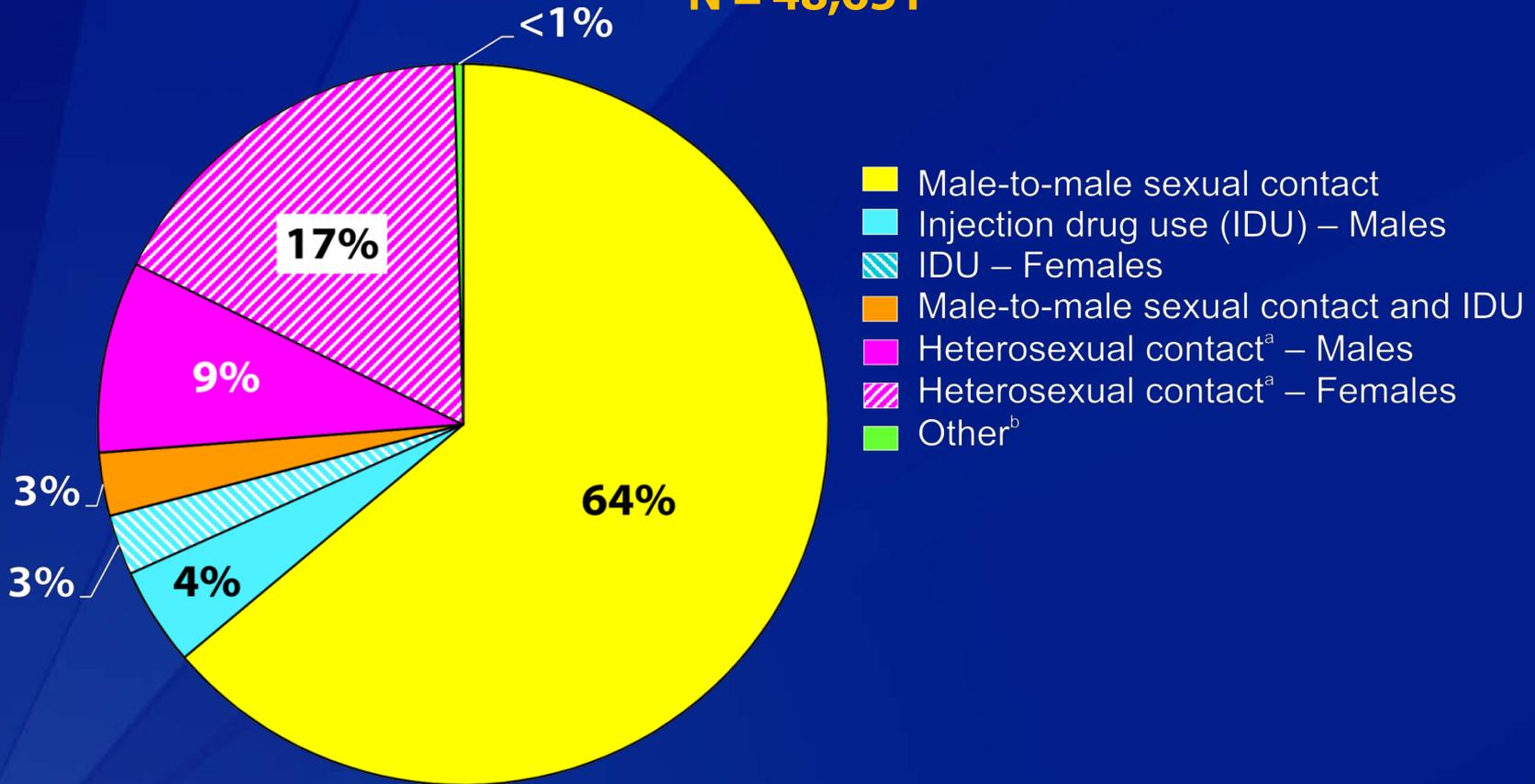
^a Heterosexual contact with a person known to have, or to be at high risk for, HIV infection.

^b Includes hemophilia, blood transfusion, perinatal exposure, and risk factor not reported or not identified.



Diagnoses of HIV Infection among Adults and Adolescents, by Transmission Category, 2012—United States and 6 Dependent Areas

N = 48,651



Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays and missing transmission category, but not for incomplete reporting.

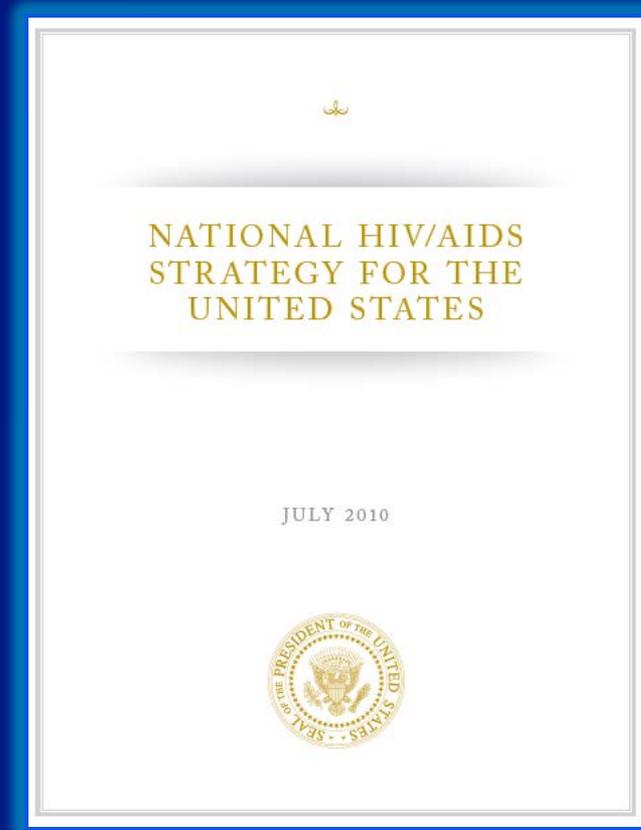
^a Heterosexual contact with a person known to have, or to be at high risk for, HIV infection.

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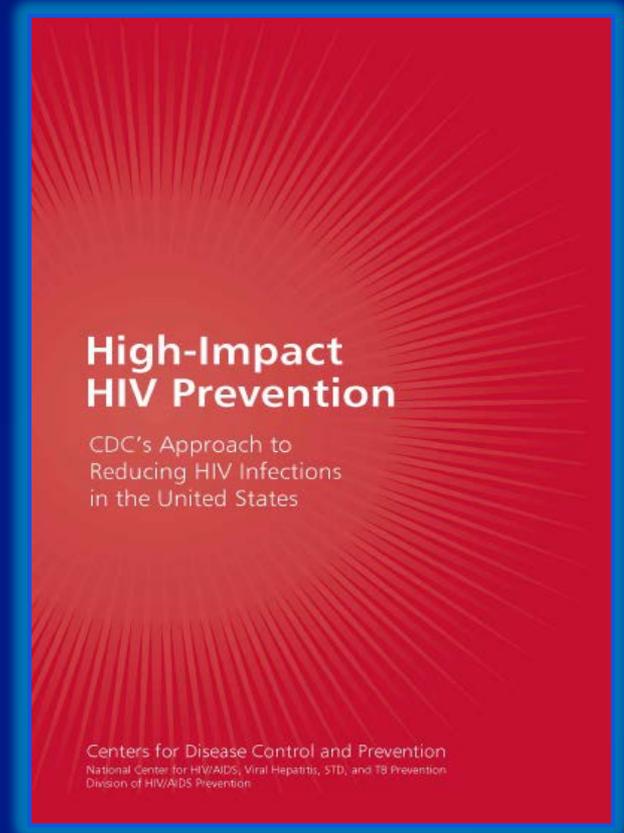
National HIV/AIDS Strategy (NHAS)

- Released in 2010, serves as the nation's comprehensive coordinated HIV/AIDS roadmap with the goals of:
 - Reducing new HIV infections
 - Increasing access to care and improving health outcomes for people living with HIV
 - Reducing HIV-related health disparities
 - Achieving a more coordinated national response to the HIV epidemic



High-Impact Prevention: Proven, Cost-Effective Approaches to Reducing the Risk of HIV Infection

- HIV testing and linkage to care
- Antiretroviral therapy
- Access to condoms and medicines to prevent HIV infection (PrEP)
- Prevention programs for people living with HIV and their partners
- Prevention programs for people at high risk of HIV infection
- Substance abuse treatment
- Screening and treatment for other sexually transmitted infections



**ACT AGAINST AIDS:
NATIONAL CAMPAIGN AND PARTNERSHIPS**



Act Against AIDS (AAA)



- Launched in April 2009 by CDC, HHS and the White House
- A multi-faceted national health communication effort to focus attention on HIV and AIDS in the United States
- Supports the National HIV/AIDS Strategy (NHAS) and the Division of HIV/AIDS Prevention (DHAP) Strategic Plan
- Promotes awareness, education, and targeted behavior change under one framework and brand

Supports reduction of HIV incidence in the U.S. through communication and education campaigns for:

- General public
- Populations most affected by HIV- **African Americans, Hispanic/Latinos, and gay, bisexual and other men who have sex with men (MSM)**
- Health care providers



Integrated Marketing Approach

National & Local
Paid Media

Earned
Media

Digital/Social
Media
Engagement

National &
Community
Partnerships

Website

Community
Engagement

TV &
Radio PSAs

Promotional
Resources

The central graphic is a large, rounded rectangle with a yellow border, containing several promotional materials for HIV/AIDS awareness. At the top left is a grid of diverse people's faces. To its right is a poster titled "We can stop HIV" with the subtext "one conversation at a time" and a quote: "I tell my son that I love him because he's healthy because he knows he's not going to get HIV." Below the grid is a poster titled "Talk can be the perfect foreplay." with the text "Protect yourself and your partner. Talk about HIV, your status, condoms, and new options like lubricants that prevent and treat HIV. Get the facts and tips on how to start the conversation at act.gov/actagainstAIDS/StartTalking." To the right of the "Talk" poster is a poster titled "testing makes us STRONGER" with the text "About you and someone else. We're staying strong and confident. We got tested." Below that is a poster titled "Love him. Love yourself more." with the text "Take Charge. Take the Test. For a free, confidential HIV test, call 1-800-458-5231. Visit www.HIVtest.org." To the right of the "Love him" poster is a poster titled "my REASONS" for getting an HIV test, with sub-sections for "my PARTNER", "my FAMILY", and "my FRIENDS". It includes the text "What's your reason? Get tested for HIV." and "GET A FREE, FREE AND CONFIDENTIAL HIV TEST." At the bottom of the central graphic are logos for CDC, ACT, and HIV.

Act Against AIDS Leadership Initiative (PS10-1057)

- Represent populations hardest hit by HIV, including African American, Hispanic/Latino and MSM communities
- Work to incorporate HIV prevention and education into the day-to-day activities of national organizations that primary focus is not HIV and AIDS
- Extend the reach of the *Act Against AIDS* campaigns



Enhancing HIV Mobilization Among Orgs Serving Gay, Bisexual and other MSM (PS12-1211)

- Work to increase HIV awareness, prevention, and action among MSM, as well as improve the health of MSM living with HIV
- Partners seek to increase the number of non-HIV focused organizations that historically serve MSM to adopt the sexual health of MSM and HIV prevention as a focus for their organizations



**NEW PARTNERSHIP FUNDING
OPPORTUNITY: PS15-1505**



Using Organizational Communication Platforms and Mobilization Vehicles



Two strategies under PS15-1505 include:

1. To disseminate AAA campaign materials, messaging and other CDC resources that support HIV prevention communication within communities most impacted by HIV
2. To implement national engagement efforts that focus on HIV prevention and awareness

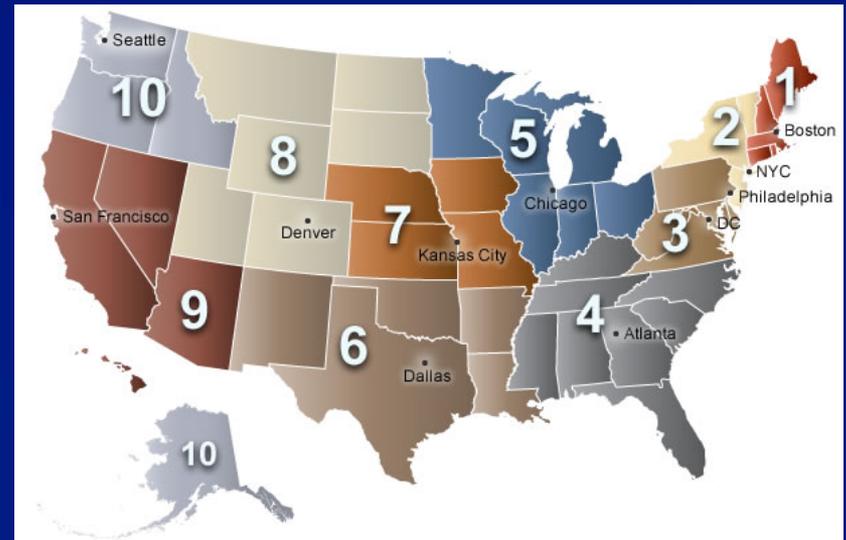
These efforts should focus on populations highly impacted by HIV and AIDS and in jurisdictions where the epidemic is most prevalent and new infections are taking place.

Purpose of PS15-1505

- Advance the goals of the National HIV/AIDS Strategy (NHAS) and support implementation of High-Impact Prevention (HIP)
- Maximize the effectiveness and reach of the *Act Against AIDS* campaign materials, messaging and other CDC HIV prevention resources
- Strengthen partnership efforts at the national level that support strategic and innovative HIV prevention approaches

PS15-1505 Eligibility

Sector:	Non-HIV organizations
Reach:	National, 15 states across 5 HHS regions
Population:	Blacks/African Americans, Hispanics/Latinos, gay and bisexual men, and/or transgender persons
Channels:	Access to a variety of communication platforms and mobilization vehicles



<http://www.hhs.gov/about/regionmap.html>



PS15-1505 Award Information



Type of Award:	Cooperative Agreement
Approximate Number of Awards:	Up to 15
Total Project Period Funding:	\$11,500,000
Average One Year Award Amount:	\$150,000
Number of Years of Award:	5



FOA Development Included Several Activities with Diverse Stakeholders



- Consulted with Division of HIV/AIDS Prevention staff to discuss lessons learned from other FOA efforts
- Convened an in-person listening session with current grantees
- Held two webinar listening session with key stakeholders
- Conducted an environmental scan of multisectoral partnership efforts
- Consulted with PGO and other CDC departments

Strategy 1: *Communication*

Awardees are expected to leverage existing organizational structures, networks, and communication platforms to disseminate AAA campaign materials, messaging and other CDC resources.

Required activities include:

- Disseminate AAA campaign materials, messaging and resources via electronic communications (e.g., email, newsletter, broadcast)
- Integrate AAA campaign materials, messaging and resources via website and other online communication channels (e.g., website, Facebook, Twitter, Instagram)

Strategy 1: *Communication*

Some optional activities may include:

- Create and/or adapt public service announcements (PSA) using *Act Against AIDS* campaign materials, messaging and other CDC resources
- Conduct virtual events with HIV messages using *Act Against AIDS* campaign materials, messaging and other CDC resources (e.g., webinar, Twitter Town Hall, Google Hangout)

Awardees are expected to incorporate AAA campaign materials and related HIV prevention messaging into new and/or existing national engagement efforts.

Required activities include:

- Disseminate AAA campaign materials, messaging and other CDC resources at national events
- Facilitate HIV testing at national events
- Form and coordinate strategic partnerships

Some optional activities may include:

- Facilitate linkage to and retention in care activities at national engagement efforts

- **Category A: Civic and Social**
 - Organizations promoting the civic and social interests of their members

- **Category B: LGBT**
 - Organizations and networks serving the needs of lesbian, gay, bisexual and transgender communities

- **Category C: Media and Entertainment**
 - Organizations involved in the creation, modification, transfer and distribution of media content for the purpose of mass consumption

Expected short-term outcomes include the following:

- Increased exposure to AAA campaigns and corresponding HIV-related messages among the target audience
- Increased facilitation of administering HIV tests
- Increased partners promoting HIV prevention strategies

Intermediate outcomes will also be measured and reported. These include the following:

- Increased HIV-related information-seeking behaviors among the target audiences
- Increased number/percent of target audience who receive an HIV test

Long-term outcomes will be measured, where data are available, at a community level through existing surveillance and data collection systems:

- Reduced undiagnosed infection among the target audience
- Increased HIV preventive and testing behaviors among the target audiences
- Increased cross community support for HIV-prevention, testing, and referral strategies
- Decreased HIV incidence among the target audience

Monitoring and Evaluation (M&E)

- Awardees will be responsible for M&E of their own programs for continuing quality improvement.
- Awardees are required to:
 - Use approximately 5% of the overall budget to support program evaluation
 - Submit progress reports
 - Participate in data collection activities

Application Package

- Table of content
- Project abstract summary (max one page)
- Project narrative (max of 20 pages)
 - a. Background
 - b. Approach
 - i. Purpose
 - ii. Outcomes
 - iii. Strategies and activities (collaborations, target populations)
 - c. Evaluation and performance measurement plan
 - d. Organizational capacity
- Work plan
- Budget narrative

Work Plan

Awardees are required to provide a work plan that provides both a high-level overview of the entire five-year project period and a detailed description of the first year of the award.

Five-Year Overview of Project Work Plan

- Intended outcomes for the entire five-year project period

Year 1 Detailed Work Plan

- Program strategies and activities
- Outcomes aligned with program strategies and activities
- Timeline
- Budget and budget narrative

Budget Narrative

Applicants must submit an itemized budget narrative. The budget must include:

- Salaries and wages
- Fringe benefits
- Consultant costs
- Equipment
- Supplies
- Travel
- Other categories
- Contractual costs
- Total Direct costs
- Total Indirect costs

For guidance on completing a detailed budget, go to:

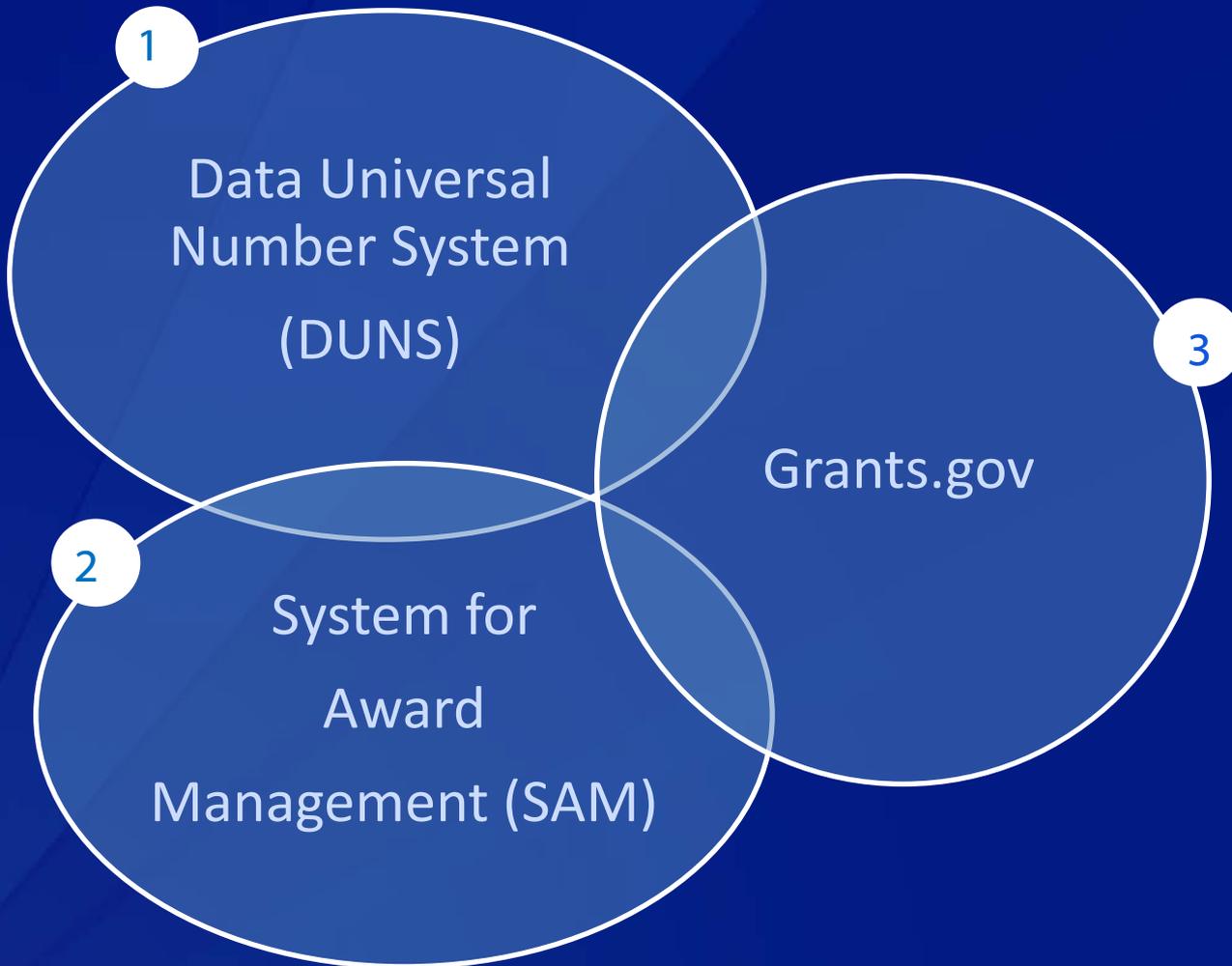
<http://www.cdc.gov/od/pgo/funding/grants/foamain.shtm>.

Additional Information

- Letter of intent is not required
- Applications will be reviewed by a Special Emphasis Panel (SEP)
- Awardees are expected to establish strategic partnerships with state and local health departments, community health care centers, AIDS-serving organizations and/or other entities
- Incomplete, non-responsive and/or late applications will not be entered into the review process for consideration.

PROCESS AND TIMELINE:
HOW, WHEN, WHERE ON APPLYING

Multi-System Registration



Data Universal Numbering System

- All applicant organizations must obtain a Data Universal Numbering System (DUNS) number.
- A DUNS number is a unique nine-digit identification number provided by Dun & Bradstreet (D&B). It will be used as the Universal Identifier when applying for federal awards or cooperative agreements.
- The applicant organization may request a DUNS number by telephone at 1-866-705-5711 (toll free) or Internet at <http://fedgov.dnb.com/webform/displayHomePage.do>
- If funds are awarded to an applicant organization that includes sub-awardees, those sub-awardees must provide their DUNS numbers before accepting any funds.

System for Award Management (SAM)

- The SAM is the primary registrant database for the federal government and the repository into which an entity must submit information required to conduct business as an awardee.
- All applicant organizations must register with SAM, and will be assigned a SAM number.
- SAM accounts must be renewed annually to prevent account deactivation.
- Additional information about registration procedures may be found at www.SAM.gov or call the toll free number 866-606-8220.

Grants.gov

- The Designee Submitting on Behalf of the Organization must establish a personal account in Grants.gov using the Organization's DUN's number to become a Authorized Organization Representative (AOR).
- The E-Biz POC reviews and approves the AOR enabling him/her to submit grant applications on behalf of the organization. The one-time registration process usually takes up to 24 hours to receive approval.
- Applicants should allocate more time than allowed to complete the registration process at least 30 days prior to the application due date.

Grants.gov (continued)

- To access the funding announcement and application package:
 1. Go to: www.grants.gov
 2. Enter in Search: "CDC-RFA-PS15-1505"

- Email Notifications:
 1. Submission Receipt provides a submission tracking number to your application ("GRANT-----")
 2. Validation Status Receipt states whether errors were found during your submission
 3. Grantor Agency Retrieval Receipt let's you know that the Agency has downloaded your grant application

Applications will be reviewed in three phases

Phase I Review

- All applications will be reviewed initially for completeness by CDC PGO staff and will be reviewed jointly for eligibility by the CDC NCHHSTP and PGO.
- Incomplete applications and applications that do not meet the eligibility criteria will not advance to Phase II review.
- Applicants will be notified that their applications did not meet eligibility or published submission requirements.

Applications will be reviewed in three phases

Phase II Review

- A Special Emphasis Panel (SEP) will evaluate complete, eligible applications in accordance with the criteria below.
 - Approach
 - Evaluation and Performance Management
 - Applicant's Organizational Capacity to Implement the Approach

Applications will be reviewed in three phases

Phase III Review

- The following factors also may affect the funding decision:
 - Geographic diversity
 - Representation of target population
 - Inclusion of people with disabilities
 - Available funding
 - Expansion of HIV prevention approaches

Timeline

December 30, 2014

FOA Published

January 13, 2015

FOA Overview Webinar #1

January 21, 2015

FOA Overview Webinar #2

March 23, 2015

FOA Closes

Spring 2015

Application Reviews

Summer 2015

Award Notifications

September 29, 2015

Estimated Award Date

QUESTIONS AND ANSWERS

THANK YOU

For **Program** Technical Assistance

National Partnerships Team: NPT@cdc.gov

For **Financial, Grants Management, and/or Budget** Assistance

Constance Jarvis: abq3@cdc.gov 770-488-2859

Arthur Lusby: cmx3@cdc.gov 770-488-2865

PGO/TIM: pgotim@cdc.gov 770-488-2700