

Request for Proposals

Engaging the Arts to Build Vaccine Confidence on UF's Main Campus

Background and Rationale

In emergency response, arts-based health communication has been shown to quickly influence health beliefs and behaviors, and to facilitate individual and collective behavior change. Recognizing this, on August 12, the national Centers for Disease Control and Prevention (CDC) released [two field guides to drive arts-based health communication campaigns for vaccine confidence and uptake](#). Artists and culture-bearers are trusted and influential members of our campus community. Through performances, installations, and creative activities that attract interest and attention, arts-based modes of communication make information more accessible, clearer, and more memorable, and they engage people in personally and culturally relevant narratives and experiences. Artists share stories, and invite people to consider their own lives, values, and choices. Artists drive social dialogue that results in shared values and collective action – making vaccines the socially-supported choice. For these reasons, the arts can be particularly effective in helping to counter misinformation and provide resources needed for trust-based and actionable decision-making.

Together, the UF College of the Arts' Center for Arts in Medicine, College of Public Health and Health Professions, College of Journalism and Communications, and Center for Public Impact Communications aim to mount a rapid, multi-modal, campus-wide vaccine communication campaign, leveraging the strength of artists, culture-bearers, and the arts to move people to action.

Funding Opportunity Overview

The goal of this Request for Proposals (RFP) is to seek proposals from UF affiliated artists (creators and makers of all kinds) and culture bearers (those who embody and transmit practices of particular cultures) interested in improving vaccine confidence and acceptance through their chosen art form(s). Any student, faculty, staff or alumni located on the main campus are eligible to submit a proposal. The selected applicants will create innovative work in various forms of expression that will harness the power of the arts to increase uptake of COVID-19 vaccines in the UF community.

Call to Action: Selected artistic outputs will *encourage* UF students and the larger UF community *to get vaccinated and talk to friends and family* about vaccine safety and inspire them to get vaccinated to protect themselves, their family/friends/colleagues, and the larger community.

Project Outcomes

Funded projects should address the following goals in innovative and creative ways:

- Increased availability of accurate information about the safety and effectiveness of COVID-19 and vaccines
- Increased confidence in the COVID-19 vaccine
- Increased number of people who are vaccinated for COVID-19

Project Activities, Strategies and Deliverables

This RFP defines arts and culture broadly, and invites proposals for art works and projects of all kinds. Partnerships that link UF community members to UF health services, such as COVID-19 immunization services, are encouraged. Examples of potential activities include, but are not limited to:

- Spoken word - performed and disseminated live and/or via social media
- Visual arts - paintings, murals, sculptures, installations, graphics, etc.
- Fashion - t-shirts or other clothing/fashion items
- Graphic design - logos, buttons, posters (multimodal elements are encouraged)
- Music - including live outdoor performances, digital recordings or music videos
- Dance - live outdoor or digitally disseminated performances, or participatory events
- Plays - scheduled or pop-up outdoor performances
- Screenplays or documentaries - written, performed, edited, and presented
- Digital arts - digital art works that can be shared through social media
- Cultural events - culture-based outdoor participatory events
- Public art, including murals, banners, streetscapes and other installations
- Performance art - long or short-term performances or installations
- Other performances, such as magic shows, acrobatics, etc.

Find recent or current public health practice examples that use arts and culture-based approaches to increase COVID-19 vaccine confidence in the [Vaccine Confidence Arts Response Repository](#). Projects should be launched between November 2021 and February 2022 with all funds expended by April 30th, 2022. Funded project teams will be required to attend a 60 minute webinar between November 15th-23rd. The exact date is yet to be determined.

Funding Information

This funding opportunity intends to provide \$3,000 - \$10,000 per project to support 8-12 projects. Awards may be made to individuals or groups. Awardees must agree to make all content created through this funded project open access/open to the public.

Priority Population

UF students are the priority population of this campaign. The [CDC has identified](#) a number of [socio-demographic groups](#) among whom vaccine hesitancy in Florida tends to be high. [Kaiser Family Foundation polling](#) has also identified characteristics of hesitant groups. These groups include people:

- Between the ages of 18-29
- In rural or suburban communities
- Identifying as Evangelical Christian
- Identifying as male
- Identifying as white or multi-racial
- Identifying as having Republican or Independent political affiliation
- Who have had COVID-19
- Who do not believe the vaccine will protect them from COVID-19

UF's campus includes students, and students from families, who fall into these categories, as well as other communities where the proportion of unvaccinated members is high. We encourage members of these vaccine hesitant communities to apply for funds to reach their own communities.

Proposal Requirements

Proposals should be submitted using [the online submission form](#). The following information will be requested on the online form:

Project Team

- Project Team Lead (name and email)
- Project Team Members (name and email)

Project Overview

- Project Title
- Short Description/abstract (250 words)
- Long Description including (750 words)
 - Description of audience or community of focus, and why it was selected
 - Description of proposed arts strategies for reaching the population(s)
 - Description of proposed activities with timeline for implementation
 - Descriptions of partnerships (partnerships across colleges is encouraged, but not required)
 - Description of project deliverables, including art works or media produced, expected number of people reached, anticipated outcomes, and other anticipated results

Budget

- Total Budget Amount Requested-uploaded file
 - [Access budget template](#) (also through the submission form)

Submitting a Proposal

Please submit applications through [the online submission form](#). Application materials should be submitted by 11:59 p.m. Eastern Time, Monday, October 25th, 2021. An automated notification of receipt of the application will be generated upon submission. Applicants are encouraged to submit the online form well in advance of the submission deadline.

Proposal Review Criteria

The review committee will use the following criteria to score and select project proposals:

Project Plan (80%)	<p>Project description with proposed strategies and activities for engaging with the priority population. Project timeline for implementation. Description of partnerships across colleges, if any (40 points)</p> <p>Justification for your chosen target audience within the larger UF student community, including supporting evidence for that group having high levels of vaccine hesitancy. Refer to the trusted information resource listing below for guiding information. (20 points)</p> <p>Description of deliverables, number of individuals reached, and project outcomes. (20 points)</p> <p>Description of how health information related to the project is ensured for accuracy. (10 points)</p>	80 points
Budget (20%)	<p>Budget aligns to proposed deliverables and is realistic. (10 points)</p> <p>Budget is cost-effective. (10 points)</p>	20 points
		100 points

RFP Primary Contact: Natalie Rella | nrella@arts.ufl.edu

Trusted COVID-19 Vaccine Resources

When designing your project, please explore the following resources for credible, evidence-based health information and communications strategies.

Accurate health information:

- [Centers for Disease Control and Prevention website](#)

- [CDC COVID Tracker](#) - current trends/stats on vaccine hesitancy and update
- [CDC COVID VaxView](#) - COVID-19 Vaccination Coverage and Vaccine Confidence

COVID-19 vaccine communication guides

- [CDC field guides](#) - Engaging Arts and Culture for Vaccine Confidence
- [COVID-19 Vaccine Communication Toolkit](#) - UF Health Test, Screen & Protect
- [Communicator's Guide to Vaccines](#) - Institute for Public Relations
- [Ad Council Toolkits](#) - vaccine education initiative
- [Building Vaccine Confidence Through Community Engagement](#)