

Scope of Work and Invoicing Schedule

Scope of Work:

Project: Strengthening Immunization Program Communications and Outreach Capacity

Project Period: January 1, 2025, to July 31, 2025

Award Amount: \$40,000

Project Background

The *Strengthening Immunization Program Communications and Outreach Capacity* project will provide local health departments (LHDs) with resources to strengthen their public-facing communications about vaccines across the lifespan. This will include training, technical assistance, and other resources designed to help LHDs develop and evaluate tailored immunization communication materials for priority populations within their jurisdictions. LHDs will learn through expert-led sessions and peer-to-peer mentorship opportunities to share best practices and insights.

Objectives

With support from NACCHO, _____, seeks to meet the objectives and corresponding Scope of Work below:

- Identify and disseminate best practices for managing, maintaining, and addressing vaccine-preventable diseases across the lifespan.
- Engage in a learning collaborative with other local health departments and partners to exchange information on vaccine promotion strategies and participate in educational sessions and participate in peer-to-peer mentorship opportunities.
- Contribute to shared learning and reporting of challenges, results, and outcomes throughout the project to inform project partners and broader NACCHO membership.

Required Activities

To achieve these goals, _____, will complete the following activities throughout the project period of performance:

- Create a project work plan outlining specific activities the LHD will complete to meet the project objectives and deliverables.
- Share existing vaccine communications, outreach, and/or educational materials and develop an evaluation plan to test those materials with a population of focus.
- Use the feedback from the evaluation activities to guide the development of new vaccine communications, outreach, and/or educational materials.
- Complete NACCHO led evaluation activities at the project's initiation and conclusion.
- Regularly attend and participate in learning collaborative calls and engage in peer-to-peer mentoring opportunities (e.g., one-on-one calls, information exchange, project spotlights, resource sharing, etc.)
- Contribute at least one outreach, education, or communication tool to be shared through NACCHO's communications platforms.
- Attend an in-person convening at NACCHO360 in July 2025 (NACCHO will provide one scholarship per health department).

Invoicing Schedule

Invoice Number and Payment Schedule	Deliverable	Deliverable Amount
Invoice #1 Invoice total: \$10,000 Due: April 15, 2025	Complete project needs assessment	\$5,000
	Develop and submit a project work plan along with existing vaccine communications materials to be evaluated	\$5,000
Invoice #2 Invoice total: \$24,000 Due: June 15, 2025	Develop, submit, and conduct an evaluation plan to assess current communications materials in the population of focus	\$7,000
	Develop and submit at least one immunization communication, outreach, or educational product	\$10,000
	Contribute one communication product highlighting the communication materials developed to be shared via NACCHO's communications platforms	\$7,000
Invoice #3 Invoice total: \$6,000 Due: July 15, 2025	Regularly attend project check-in, community of practice, and peer-to-peer mentorship calls throughout the project period	\$3,000
	Participate in end of project evaluation activities	\$3,000