

Encouraging vaccine confidence in Canada

Information session for prospective applicants

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Welcome

The Encouraging vaccine confidence in Canada Team:

- Leina Walsh, Program Assistant, NSERC
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Presentation outline

1. Program overview
2. Funding information
3. How to apply
4. Selection Criteria
5. Other information

1. Program overview

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Program objectives

The **Encouraging vaccine confidence in Canada** grant supports activities that promote vaccine confidence in Canada. It is expected that funded activities will:

- mobilize knowledge to improve public understanding of vaccines and help Canadians to make evidence-based decisions, especially among populations that are hesitant about vaccines;
- encourage participants to become discerning consumers of natural sciences and engineering, humanities & social science, and health information

Program objectives (continued)

Proposed activities should address at least one of the following two themes:

1. Delivering information on the safety and effectiveness of vaccines to key communities and groups, and/or
2. Building capacity in the community to promote the acceptance of vaccines

Program overview

Who can apply?

You can apply if you are a

- Canadian
 - registered non-profit organization
 - postsecondary institution
 - non-federal museum or science centre; and
- Have experience in communication related to science, humanities and social science, and/or health topics

Eligibility of activities

- Activities should be delivered to a defined relevant subset of the Canadian population and should be interactive
- Collaboration with trusted community leaders is strongly encouraged, particularly in instances where the intended audience is an underserved or vulnerable group
- Funds may be used for new activities, or for improvements (including increased scope) to content or delivery of existing activities
- The activities may address specific diseases, including COVID-19, or may broadly address vaccination
- Research is NOT eligible for funding

2. Funding information

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Funding information

Value of grant

- Up to \$50,000 to be used over a 1-year period
 - non renewable
 - start date: July 2021

Eligible expenses

- Grants can be used to cover operational costs, such as:
 - staff and personnel salaries
 - materials, supplies or translation
 - meals, travel and accommodation for participants in the activity where or when circumstances allow
 - items such as tobacco and gifts to Elders are eligible as honoraria

Funding information

Ineligible expenses

- Grants can NOT be used to cover the following expenses:
 - costs for program evaluation
 - salaries or stipends for participants in the activity
 - research

For further details on the eligibility of expenses, see the [Use of Grant Funds section of the PromoScience Grants Guide](#), which will be used for this funding opportunity

Note: The information in this guide may change without notice

3. How to apply

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How to apply

Checklist

Your application must include:

- [Application Summary Form](#)
- Proposal
- Budget
- Proof of registered non-profit status, if applicable
- [Terms and Conditions of Applying Form](#)
- [Impact Assessment Form \(Appendix A\)](#) (for proposals with potential environmental impact)

Note that applications may be shared with the Canadian Institutes for Health Research and the Social Sciences and Humanities Research Council.

How to apply

Proposal

The proposal (up to four pages) must include:

- an executive summary of up to 150 words
- a description of the activities under headings corresponding to the selection criteria:
 - the organization seeking funding
 - quality of the activity
 - impact and reach
- an explanation of the impacts of COVID-19 pertaining to the activity and the plan to mitigate these impacts, if applicable
- the planned approach for promoting participation from a diverse group of people

EDI considerations

- All organizations must commit to implementing specific actions that acknowledge and address barriers to participation such as:
 - physical
 - procedural
 - visible
 - invisible
 - unintentional

How to apply

Budget

The budget (up to 2 pages) must include:

- anticipated expenses of your activity
- any projected revenues for your activity
- justification for each budget item
- explanation of any relationship and/or overlap with other federal funding held by your organization
- additional funding and in-kind contributions from other sources should be outlined in the application

4. Selection criteria

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Overview

- The selection committee will use the following criteria to evaluate your submission:
 - **The organization seeking funding (20%)**
 - **Quality of the activity (40%)**
 - **Impact and reach (40%)**
- In your application, use the criteria and indicators as headings and subheadings to structure your 4-page proposal
- Budget will be evaluated separately in the 2-page budget section of the application

Selection criteria

Organization seeking funding (20%)

- Ability of the organization and its staff to deliver the proposed activity successfully:
 - relevant background of the organization
 - experience of staff in delivering similar activities
 - outcomes of previous activities

Quality of the activity (40%)

- Activity design:
 - objectives consistent with those of the funding opportunity
 - description of activity and how objectives will be attained
 - use of evidence-based information in activity design and delivery
 - suitability for intended audience
 - approach to ensuring that activities are inclusive
 - appropriate COVID-19 mitigations for the activity, if applicable
- Budget:
 - realistic budget and justification

Selection criteria

Impact and reach (40%)

- Impact and reach of proposed funding:
 - description of and rationale for intended audience(s), and how they will be engaged
 - demonstrated need for the activity
 - explanation of the added value or benefits that funding will bring to the organization, its activities and, ultimately, its participants

Note: taking equity and diversity into account, NSERC may select for funding meritorious applications that focus on particular underserved or vulnerable groups

5. Other information

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Other information

Important dates

- **April 5, 2021:** Application deadline (before 8 p.m. Eastern Time)
- **End of June 2021:** Notification of results
- **Mid-July 2021:** Receipt of grant funds

More information

- Program description [Encouraging vaccine confidence in Canada](#)
- Email: PROMOSCIENCE@nserc-crsng.gc.ca

Questions?

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