

Youth Engagement Partnership Program

Final Report



Table of Contents

Introduction.....	2
Purpose of the Report	2
Program Description.....	3
YEPP by the Numbers	4
Key Learnings	5
1. Collaboration Among Partners	5
2. Integrating Arts and Creativity.....	6
3. Useful Outreach Tactics.....	7
Recommendations.....	8
Project Snapshots	10
Appendix.....	12
A. Organizational Information.....	12
B. Counties Covered.....	12
C. Racial and Ethnic Groups Served	12
D. Languages Supported	13
E. Program Overview and Eligibility Requirements	14

Introduction

The Youth Engagement Partnership Program (YEPP) was a Vaccinate ALL 58 (VA58) Campaign initiative aimed at engaging and educating youth and families on safe practices to prevent COVID-19 infections and the importance of COVID-19 vaccinations. The program awarded youth-serving organizations across California with funding and partner projects aligned with these commitments.

EQUITY

Identify and focus on communities most impacted by COVID-19 and direct resources to address COVID-19 health inequities.

ACCESS

Address access to information, education, and communication on vaccines. Providing culturally relevant and timely language and communication access for people with limited English proficiency and people with disabilities is core to addressing health inequities.

CONVENIENCE

Strive to make getting the vaccine approachable, easy, and convenient. VA58 supports locations where people can easily receive information and get the vaccine.

DATA

Use real-time data analytics to adjust and intensify targeted efforts and resource allocation to meet its intended outcomes. Organizations will be expected to use the COVID-19 Outreach Rapid Deployment (CORD) tool to both access and input data on activities.

Projects included awareness raising, tailored materials, information dissemination, and cultural relevance to reach Californians under the age of 24 years old focusing on individuals who are unvaccinated, individuals who are eligible for a booster, and families with children over 5 years old.

Purpose of the Report

This report is a summary of Youth Engagement Partnership Program projects and presents highlights of program activities and strategies implemented to reach youth and families with COVID-19 messaging. In addition, it seeks to answer three focus questions:

1. How did collaboration among partners enhance outreach to youth and families?
2. How did arts and creativity enhance outreach to youth and families?

3. What tactics were useful in expanding access to COVID-19 vaccination?

Actionable insight and recommendations are presented in this report for future programs to reach and engage youth and families on public health issues.

To generate this report, the Youth Engagement Partnership Program Manager reviewed and aggregated data from partner final reports to determine outreach themes and actionable insight with the guidance of the program evaluator. Unique and effective activities to reach youth were also reviewed and are presented in Project Snapshots found later in this report.

Program Description

Despite the expansion of COVID-19 vaccine eligibility, children and youth trailed behind in vaccinations rates, making it critical to engage trusted messengers focused on youth and their families. To meet this need, the Vaccinate ALL 58 Campaign developed the Youth Engagement Partnership Program to focus exclusively on children ages 6 months to 24 years old. The Youth Engagement Partnership Program sought to engage and inform youth and families on safe practices to prevent COVID-19 infections and the importance of vaccines through youth-inspired outreach strategies and messaging.

The Youth Engagement Partnership Program collaborated with organizations to creatively help with:

- **Raising Awareness:** Provide clear and accurate information to combat mis/disinformation or respond to concerns about vaccines, promote the benefits of vaccines, and support messages on safe practices to prevent COVID-19 infections. Also, raising awareness of specific vaccine clinic locations or referring people to vaccine appointments.
- **Tailoring Messaging:** Develop innovative materials and messages tailored for youth and their families in diverse languages and approaches, including spoken word, poetry, and storytelling. Most materials were created by youth and for youth.
- **Disseminating Information:** Share COVID-19 information through social media platforms, schools, peer-to-peer outreach, and trusted messengers.
- **Incorporating Cultural Relevance:** Customize materials and lead outreach efforts to reflect the language and culture of the intended youth population, their families, and communities.

These organizations demonstrated experience with the following:

- Unique understanding of youth culture, issues, and messaging
- Ability to engage youth through their existing work
- Reach into diverse populations with in-language engagement

Program Implementation

The program was implemented in two phases:

Program phase	Program timeline	Number of partners	Total funding awarded
YEPP 1.0	February to July 2022	16 partners	\$3.9 million
YEPP 2.0	October 2022 to April 2023	13 partners	\$2.9 million

Selected youth-serving organizations were invited to apply for the first phase of the Youth Engagement Partnership Program. The Youth Engagement Partnership Program Manager conducted individual biweekly check-in meetings with partners and attended partner events. A midterm and final report were collected from each partner at the midpoint and end of the program timeline, respectively. For the second phase of the program, the application process was repeated, and similar practices were implemented.

Please see Appendix for Program Overview, Application and Organizational Information.

Youth Engagement Partnership Program by the Numbers:

The Vaccinate ALL 58 Campaign distributed 6.8 million dollars in two phases to youth-focused community-based organizations to reach children, young people, and their families through unique strategies and creative messaging deeply resonating with the youth culture.



\$6.8
Million Dollars



29
Awards
Approved



18
Unique Youth-
Focused CBOs
Funded

107,468

youth and families engaged through in-person interactions

- 12,884 individuals reached through arts and creativity
- 12,678 youth engaged through peer-to-peer education
- 49,139 youth and families served through community events

2,293,786

individuals reached through virtual interactions

Partners by Geography

Region	Number of Partners
Northern CA - Sierras	4
Greater Sacramento	8
Bay Area	5
Central Coast	5
Central Valley	9
Los Angeles	9
Orange	5
Inland Empire	8
Border Region	5
Statewide	4

96 unique activities conducted

20 languages served:
English, American Sign Language, Arabic, Chamorro, Dari, Farsi, Hawaiian, Mandarin, Marshallese, Palauan, Pashto, Punjabi, Samoan, Somali, Spanish, Swahili, Tagalog, Tongan, Urdu, and Vietnamese.

I was hesitant about COVID-19 vaccines at first.
How can we trust they're safe?

I did some research and was reassured to learn that vaccines significantly prevent severe illness and death, and the side effects are usually manageable with over-the-counter medication.

Visit covid19.eqca.org to learn more.

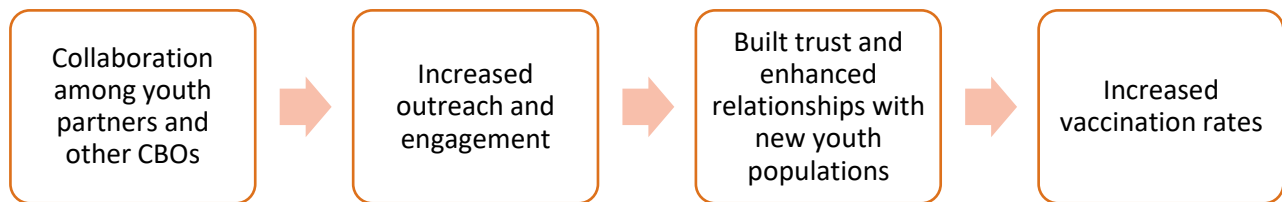


Key Learnings

In this section, key learnings on collaboration and integrating arts and creativity are summarized. Effective outreach strategies are also discussed to answer the focus questions:

1. How did collaboration contribute to enhanced outreach to youth and families?
2. How did arts and creativity enhance outreach to youth and families?
3. What tactics were useful in expanding access to COVID-19 vaccination?

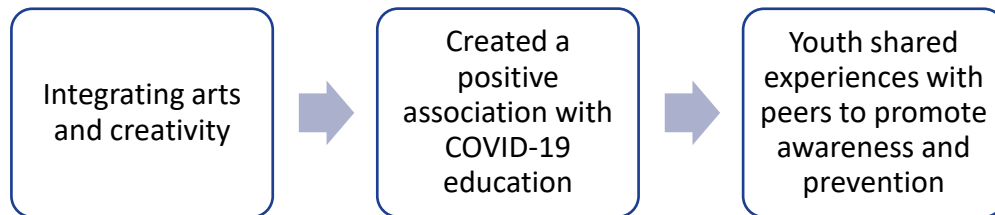
1. Collaboration Among Partners



Collaboration among youth partners and other community-based organizations was critical in reaching youth and families with COVID-19 messaging. Partnerships with other organizations allowed for increased outreach and engagement of hard-to-reach communities through trusted messengers and culturally and linguistically appropriate strategies. This also allowed youth partners to build relationships with new youth populations through organizations trusted and respected in the community. Together, organizations combined their strengths and knowledge to achieve the common goal of increasing vaccination rates among youth and families. All these factors combined contributed to enhanced outreach to youth and families, making collaboration a critical element in reaching youth and families.

Equality California Institute conducted focus group studies with unvaccinated LGBTQ+ youth, in English and Spanish, to determine what messaging would be most effective and to ensure their outreach was effectively targeted, culturally relevant, and responsive to the concerns of this demographic. A toolkit was developed with the results of the message testing and Equality California partnered with local community-based organizations to reach LGBTQ+ youth across the state. As local community-based organizations know their LGBTQ+ youth audience and what garners their engagement, they leveraged the toolkit and their community-specific tactics to reach youth on the importance of COVID-19 vaccines.

2. Integrating Arts and Creativity

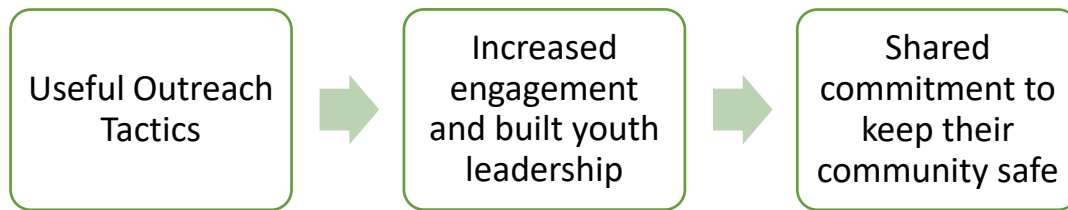


Arts and creativity played a vital role in amplifying outreach to youth and families, creating a more welcoming and inclusive environment, and making projects more meaningful for youth and families.

Arts and creativity were effective tools in engaging youth and families in COVID-19 outreach and education efforts. Integrating arts and creativity helped engage youth in ways traditional methods of communication, such as news outlets or government health authorities, did not. Through creative interactive activities, visual aids, and youth-friendly material, outreach efforts were both informative and engaging to address common questions and mis/disinformation among youth and caregivers. This also allowed for more meaningful and memorable experiences for youth, which increased the likelihood of them sharing their experiences with peers and promoting a culture of awareness and prevention within their communities. By providing an opportunity for young people to express themselves creatively and engage in hands-on activities, youth were more invested in the subject matter and developed a deeper understanding of the importance of COVID-19 prevention and vaccination.

In collaboration with Youth Speaks, Dr. Dean Schillinger of the University of California San Francisco School of Medicine conducted a focus group study to assess the efficacy of an arts-based campaign relative to a traditional health communications campaign. The study suggests an arts-based approach based on critical communication theory can promote message salience, enable emotional engagement, and provide a form of validation among historically oppressed groups such that they may be more open to attending to, and potentially acting on, the health communications they are exposed to.

3. Useful Outreach Tactics



Youth partners implemented a variety of tactics to engage and educate youth and families with COVID-19 messaging. Of the many tactics, peer-to-peer education and arts and creativity were highly effective in reaching youth and families with COVID-19 information and resources.

Youth vaccine ambassadors were trained to conduct peer-to-peer education which allowed for more relatable and trustworthy messengers to convey information to their peers. This approach also helped build youth leadership by providing an opportunity for youth to take ownership of their own health education and become leaders in their communities. Youth and their peers share similar experiences, challenges, and backgrounds, allowing for a more culturally and socially relevant messaging approach, especially when discussing COVID-19 vaccine hesitancy. This was critical in building trust and relationships with youth to go beyond sharing information and resources.

Partners integrated relatable, fun, and interactive creative strategies to engage youth and families. By providing a creative outlet, youth expressed themselves in ways resonating with other youth and allowing for a more open and honest conversation about COVID-19. Youth and families also participated in hands-on arts and crafts activities while learning about the importance of following safety guidelines such as getting vaccinated, wearing masks, and social distancing. This tactic was particularly effective with youth who may not have been receptive to traditional forms of outreach and education. It also allowed for more personal and meaningful interactions, as youth had the opportunity to express their own creativity and contribute to the message of keeping their community safe. For example, COVID-19 vaccine pledge cards were introduced at youth events through arts and crafts stations. This provided a more personalized and hands-on approach to learning about COVID-19 safety measures and a visual representation of their commitment to keeping their community safe.

In their own words: effective tactics

"Conducting outreach through youth ambassadors inside of the target population was an instrumental tactic in generating the interest of youth and their families by leveraging our partners' existing networks built on trust, familiarity, and connection."

"Club staff found that kids' creativity and humor helped to overcome vaccine information fatigue or resistance among families."

"We have found our programming and activities to be very creative and authentic to what young people are interested in because they have been developed and led by young people on staff."

"As the ambassadors received more training and feedback, their confidence grew. By the end of the program, the youth ambassadors were speaking with the authority and confidence of their new-found knowledge and spoke eloquently about COVID-19 vaccine utility and access."

"The pledge cards for children allowed us to connect with younger youth by having them associate their creative expression back to COVID-19 information."

Recommendations

Involve youth in public health campaigns:

Youth want to make a difference in their communities, and they thrive, learn, and share when participating in public health campaigns. Train youth ambassadors to conduct peer-to-peer education to provide more relatable and trustworthy messengers to convey information to their peers. This approach can help build youth leadership by providing an opportunity for youth to take ownership of their own education and become leaders in their communities.

Integrate creative strategies:

Creative, fun, relatable, and interactive strategies engage youth and families. Arts and crafts activities, social media campaigns, and youth-led events, provide a creative outlet for youth to express themselves in resonant ways while learning about the importance of following safety guidelines such as getting vaccinated, wearing masks, and social distancing.

Collaborate with regional partners:

Regional collaboration within the community among community-based organizations, schools, cultural leaders, and healthcare providers, is critical to share effective strategies and good practices in reaching youth and families. Youth-focused organizations should also collaborate with each other to share innovative tactics to reach youth and encourage learning. Partnering with organizations who have deep connections to the community can help build trust and relationships and increase the effectiveness of outreach efforts.

Project Snapshots



California Consortium of Urban Indian Health

Youth submitted artwork for a COVID-19 vaccine art contest. The three winners worked with the California Consortium of Urban Indian Health's Youth Task Force to display their artwork along with COVID-19 messaging on social media and billboards strategically placed in regions with high American Indian and Alaska Native populations.



We rely on the next seven generations to create a healthier future for our communities, and being able to introduce so many youths to public health practices that rely heavily on our culture has been an unforgettable and heartwarming experience.

— Wyatt Kelly, Public Health Coordinator at California Consortium of Urban Indian Health.



Disability Rights Education and Defense Fund

Disability Rights Education and Defense Fund created a video series titled #AsktoVax, featuring youth with disabilities, to reach diverse disabled and Deaf youth and their families. Youth and parents co-created the videos to ensure the voices were authentic and accurately reflected their personal COVID-19 experiences and decisions to receive the vaccine.

"I was one of the first one[s] of my friends to get vaccinated and because I did, my friends felt better about getting the vaccine."

-katie, youth spokesperson

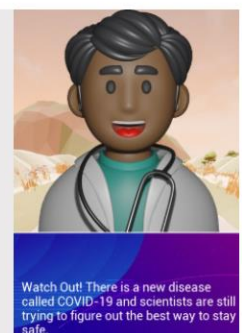


Equality California Institute

Equality California Institute conducted focus group studies with unvaccinated LGBTQ+ youth to determine what messaging would be most effective, culturally relevant, and responsive to the concerns of this demographic. Results showed LGBTQ+ youth want factual information, inclusive imagery, and protection comparisons of the COVID-19 vaccine to condoms, PrEP, and birth control. In response, they developed a deeply resonating toolkit for distribution through networks of community-based organizations.

California Alliance of Boys & Girls Club

Boys and Girls Clubs across the state organized groups of teens to think deeply and creatively about designing an engaging educational game about vaccines for their peers. Examples brainstormed by the group included creating a 6-foot safety bubble for game characters to prevent COVID-19 infection and dodging sneezes as an obstacle. Thinking through health precautions in this way helped youth internalize COVID-19 knowledge and behaviors. The game was shared with Boys and Girls Clubs nationwide and is available on Android and iOS.



Project Snapshots

Council on American Islamic Relations – Sacramento Valley/Central California

The Council on American Islamic Relations invited high school and college-age students to submit artwork reflecting their experiences with COVID-19. Participants shared their common struggles and worries they encountered throughout the pandemic at a spoken word and art competition event. This helped spark healing and connection across the Muslim community in the Greater Sacramento Region. Engaging youth was pertinent in reaching newly arrived immigrant families as youth acted as interpreters and directed information and resources to their parents.



Unity Care

Unity Care gathered young people of color and shared personal stories on their experience during the pandemic through a youth storytelling video. They discussed how they navigated through the instability and uncertainty that COVID-19 caused and shared their stories of resilience and how they channeled kindness, including being mindful of mask-wearing and receiving the vaccine to protect others.

“Because you don’t know what their family is like...they might have an older sibling in their family or mother, grandmother, grandfather. So just being aware of that because they’re just trying to be safe for everyone else in their family.”

-youth on the topic of mask-wearing.



Empowering Pacific Islander Communities

(in collaboration with their partners)

The Pacific Island Ethnic Art Museum hosted an art exhibit with Native Hawaiian Pacific Islander youth and five Pasifika artists. Art pieces were inspired by youth storytelling circles to humanize the number of Native Hawaiian Pacific Islander COVID-19 deaths and encourage vaccination to protect the community.

Center for Cultural Power

The Center for Cultural Power commissioned microinfluencers to create videos to reach Latinx youth under the age of 24 who were either unvaccinated or eligible for a booster but hesitant to receive the vaccine. They focused specifically on Latinx youth in Fresno and surrounding counties and chose creatives who were from the region to reflect the particular language and cultural nuances in the Central Valley.



Project Snapshots



I can't help but replay
When health officials first
announced: "New vaccine!"
The name Henrietta Lacks still
echoes twice as loudly back.
Thunderclap, Tuskegee
experiment, ten times tightening a
chest,
Already hypertension-prone.
Centuries of forced sterilization,
And false beliefs of a higher pain
tolerance,
Still ongoing and still shrieking
silently
Underneath my skin as it prepares
to be pierced.
I know American healthcare
To be one of many aliases for
systems that don't live up to their
name.
My health: not its objective.
My care: not the central priority at
stake...

—
Excerpt from "A Walk Through the Valley" by Nia Lundkvist

Youth Speaks

Youth Speaks conducted workshops with young artists of color who created spoken word content across the state with the intent to catalyze productive conversation and foster motivation for COVID-19 vaccination in young people of color.

Youth Leadership Institute

Youth leaders used creative methods to engage their peers, including through a social media contest, interactive COVID-19 Jeopardy game and episodes on their youth-led podcast, PolicyWise. The youth leaders in Madera created an Activity and Resource Book containing information on vaccination clinic locations, tips for staying safe and reducing exposure as well as cultural recipes, at-home exercises and resources for mental health.



Appendix

A. Organizational Information

The following partners were funded for the Youth Engagement Partnership Program:

Organization	1.0	2.0	Funding amount
California Alliance of Boys and Girls Club (BGCA)	x	x	\$500,000
California Association of African American Superintendents and Administrators (CAAASA)	x	x	\$500,000
California Consortium of Urban Indian Health (CCUIH)	x	x	\$500,000
California State Alliance of YMCAs (CSAY)	x	x	\$500,000
Center for Cultural Power (Cultural Power)	x	x	\$500,000
Council on American Islamic Relations – Sacramento Valley/Central California (CAIR-SV/CC)	x	x	\$500,000
Disability Rights and Education Defense Fund (DREDF)	x	x	\$265,300
Empowering Pacific Islander Communities (EPIC)	x	x	\$500,000
Equality California Institute (EqCA)	x	x	\$450,000
Jakara Movement	x		\$250,000
Muslim American Society (MAS)		x	\$200,000
The Regents of the University of California, Agriculture and Natural Resources 4-H Youth Development Program (4-H)	x		\$250,000
Training Institute for Leadership Enrichment (TILE)	x		\$250,000
Unity Care	x		\$250,000
Walden Family Services	x	x	\$500,000
Young Visionaries Youth Leadership Academy (YVYLA)		x	\$155,000
Youth Leadership Institute (yli)	x	x	\$450,000
Youth Speaks	x		\$300,000

B. Counties Covered

Partners reached 36 counties across the state including Alameda, Butte, Contra Costa, El Dorado, Fresno, Humboldt, Kern, Kings, Los Angeles, Madera, Marin, Merced, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Santa Clara, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura, Yolo, and Yuba counties.

C. Racial and Ethnic Groups Served

Youth projects demonstrated a wide representation and broad reach to racial and ethnic groups including American Indian or Alaska Native, Asian, Black or African American, Hispanic/Latino, Native Hawaiian or Other Pacific Islander, White, Multiracial, Middle Eastern, North African and South/Southeast Asian.

D. Languages Supported

Partners conducted activities and outreach in 20 languages: English, American Sign Language, Arabic, Chamorro, Dari, Farsi, Hawaiian, Mandarin, Marshallese, Palauan, Pashto, Punjabi, Samoan, Somali, Spanish, Swahili, Tagalog, Tongan, Urdu, and Vietnamese.

E. Program Overview and Eligibility Requirements

1 Vaccinate All 58 Youth Engagement Partnership Program



Purpose

Californians have done an incredible job working together to protect the health and well-being of our communities. The purpose of the Vaccinate All 58 (VA58, 58 refers to the total number of counties in California) Youth Engagement Partnership Program is to educate youth and their families on safe practices to prevent COVID-19 infections and the importance of vaccinations. **The program aims to reach Californians under the age of 24 and their families to get vaccinated.**

Nonprofit organizations are invited to submit a project application for an amount between \$100,000 to \$250,000. This document provides an overview of the program.

The California Department of Public Health (CDPH) has contracted with Richard Heath and Associates, Inc. (RHA) to administer the VA58 Youth Engagement Partnership Program.

About the Youth Engagement Partnership Program

Youth and family serving nonprofit organizations will contribute to the efforts of the VA58 Campaign by **educating youth on safe practices to prevent COVID-19 infections and the importance of COVID-19 vaccinations** based on the latest guidance. The proposed project should implement activities related to focus areas outlined below.

To uplift the innovative work and scale it across other partners or government agencies, awarded partners will be expected to engage with the Campaign on activities, such as press interviews, site visits and other opportunities, and to make presentations at meetings or peer learning sessions. Partners will be expected to coordinate efforts with other VA58 Campaign stakeholders.

Through the Youth Engagement Partnership Program 1.0, 14 projects were conducted over the course of 4 months. The Youth Engagement Partnership Program 2.0 is now being launched to continue the efforts to reach youth between the ages of 5 to 24 years with an additional focus on families with children between the ages of 6 months to 4 years.

3 Vaccinate All 58 Youth Engagement Partnership Program

Materials and messages tailored for youth and/or their families in innovative formats and diverse languages. The materials should resonate with questions and concerns youth and their families may have. Materials may be created by and for youth.

3) Information Dissemination

Dissemination through media platforms (press and social media), schools, peer-to-peer outreach, and trusted messengers frequently used by youth and their families.

4) Cultural Relevance

Content developed should be rooted in cultural humility. People represented in materials and leading outreach efforts should reflect the language and culture of the target youth population, their families and communities.

Demographic and Geographic Focus

The proposed project should reach Californians under the age of 24 years old focusing on one or more of these populations:

- Individuals who are unvaccinated
- Individuals who are eligible for a booster, especially those in high-risk populations and newly eligible
- Families with children over the age of 5 years
- Families with newly vaccine eligible children, 6 months to 5 years

The CDPH VA58 Campaign goal is to achieve community immunity first in the racial and ethnic communities and socio-geographic communities most impacted. To contribute to this goal, the proposed project should focus on the following geographic areas:

- Vaccine Equity Metric Quartiles 1 and 2 (areas most disproportionately impacted by COVID-19).
- One or more regions where vaccination rates are the lowest. The regions are defined in the graphic below.

The project should also reach racial and ethnic populations disproportionately impacted by COVID-19. These populations include, but are not limited to, Black/African American, Latino, immigrant/refugee and rural populations.

References for COVID-19 data are available at:

- <https://covid19.ca.gov/vaccination-progress-data/>
- <https://covid19.ca.gov/state-dashboards/>

VA58 Campaign Regions

REGION	COUNTIES
1. Bay Area	Alameda, Contra Costa, Mariposa , Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma
2. Central Coast	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

2 Vaccinate All 58 Youth Engagement Partnership Program

Vaccinate All 58 Campaign Commitments

The aim of the VA58 Campaign is to inform and activate Californians in communities with the lowest vaccination rates and in historically disproportionately impacted areas to get vaccinated. The VA58 Campaign is designed to be focused, intentional, transparent and accountable through these integrated commitments. The applicant's proposed project should align with these commitments.

EQUITY

Identify and focus on communities most impacted by COVID-19 and direct resources to address COVID-19 health inequities.

ACCESS

Address access to information, education and communication on vaccines. Providing culturally relevant and timely language and communication access for people with limited English proficiency and people with disabilities is core to addressing health inequities.

CONVENIENCE

Strive to make getting the vaccine approachable, easy and convenient. VA58 supports locations where people can easily receive information and get the vaccine.

DATA

Use real-time data analytics to adjust and intensify targeted efforts and resource allocation to meet its intended outcomes.

Project Focus

Project must include the following¹:

1) Awareness Raising

Clear and accurate information to combat mis/disinformation or respond to concerns about vaccinations, to promote benefits of vaccines and to support messages on safe practices to prevent COVID-19. It may also raise awareness of a specific vaccine clinic or refer individuals to state vaccination appointment booking resources (MyTurn.ca.gov and 1-800-422-4255).

2) Tailored Materials

¹The priority areas were informed by strategies and interventions from the CDC, "A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities," April 6, 2021. Accessed 12/28/21 <https://www.cdc.gov/vaccines/covid-19/downloads/guide-community-partners.pdf>.

4 Vaccinate All 58 Youth Engagement Partnership Program

REGION	COUNTIES
3. Central Valley	Fresno, Kern, King, Madera, Merced, San Joaquin, Stanislaus, Tuolumne
4. Border Region	Imperial, San Diego
5. Inland Empire	Riverside, San Bernardino
6. Southern California	Los Angeles, Orange
7. Northern California and the Sierras	Alpine, Amador, Butte, Calaveras, Colusa , Del Norte, Glenn, Humboldt, Yuba , Lake, Lassen, Mariposa, Mendocino, Madras , Mono, Nevada, Plumas, Spokane , Sierra, Siskiyou , Sutter , Tehama , Trinity, Tuolumne
8. Greater Sacramento	El Dorado, Placer, Sacramento, Sutter , Yuba, Yolo

Organizational Capacity

Organizations must have the following qualifications and characteristics:

- Possess a high level of trust among local communities.
- Reflect the language and culture of the target community.
- Nurture a culture of trust, engagement, buy-in and civic participation.
- Are sought after for information and resources.
- Experience in implementing projects providing outreach or technical assistance.
- Preferred experience in providing information around health or civic engagement topics.

Eligibility

Applicants must be nonprofit organizations with a prior track record of implementing youth engagement projects on a statewide or regional scale.

The following organizations are **not** eligible to apply:

- Health Plans or Health Insurance companies
- Government entities and agencies
- Individuals and sole proprietors

The organization must be available and ready to launch the project within 30 days of the award and complete the project by December 30, 2022, with the final report due by January 15, 2023.

Awards

Requests can be for an amount between \$100,000 and \$250,000.

Use of Funds

- The funds cannot be used for:
- Equipment (e.g., laptops)

5 Vaccinate All 58 Youth Engagement Partnership Program

- Political campaigns and legislative lobbying efforts
- Building or capital campaigns, cash reserves, and endowments
- Gifts cards
- Incentives
- Religious organizations for explicit religious activities
- Expenses that are not directly related to the activity related to the project

Checklist for Required Documents

- IRS Form W-9
- Business license or 501(c)3 IRS determination letter
- Insurance certificate with Richard Heath & Associates, Inc. listed as an additional insured

If you are a previous partner of the Youth Engagement Partnership Program, you are not required to resubmit the above documents.

Selection Criteria

- Clear identification of how project objectives and activities align with VASS Campaign commitments and focus
- Solid strategy and work plan to achieve project objectives
- Clear presentation of resources required
- Success factors clearly identified and explained
- Capacity to carry out activities and report results

Application Support

If you require an accessible document, have additional questions or require technical support please contact Angela Sou, Youth Engagement Program Manager, at angela.sou@cdph.ca.gov.