

EXHIBIT 5

SCOPE OF SERVICES & BUDGET Edward Waters University

The City of Jacksonville is an urban area as defined by the U.S. Census Bureau. Jacksonville is the largest city in the contiguous United States. As a consolidated city and county government, public safety, health, and educational resources are shared by almost one million residents across 900 square miles. Public health and safety resources are often spread too thin while lifesaving health information remains unused. The local health department has partitioned the city's zip codes into six Health Zones to better identify health disparities, resources, and outcomes. Those living in Health Zone 1 (HZ1), our target area, and Jacksonville's urban core, experience more acute levels of social vulnerability than other areas of our city. Disproportionately, protective resources, including access to information about COVID-19, are scarce throughout HZ1.

The Florida Department of Health has reported over 91,000 individuals infected, over 2,000 hospitalized, and over 1,300 deaths in Jacksonville, as of the end of March 2021. Lower access to information about disease rates, testing, treatment, and mitigating behavior, endangers our most vulnerable citizens. While residents identifying as African American represent 31% of Jacksonville's population, those residents represent 39% of the hospitalizations in our city. In addition, of the 235,422 people who have received vaccinations in Jacksonville, less than 17% identified as African American.

HZ1 has a population of 109,314, of which 76.4% (83,566) identify as African American. Although the area has only a 0.6% population identifying as Limited English Proficient, due to low levels of health literacy, HZ1 has the highest rate of poverty in the city and highest scores (top 4th) on the social vulnerability index. Residents experience high rates of chronic disease and deaths from diabetes, heart disease, and other conditions that are risk factors for COVID-19 complications and deaths. In addition, this area has limited access to grocery and drug stores, predominately providing COVID-19 vaccinations in our area.

Proposed Approach: To address the issues leading to social vulnerability and to improve health literacy, the City of Jacksonville will increase access to culturally appropriate health information for residents of HZ1. This project will activate Community Health Workers (CHWs) to connect directly with vulnerable populations, while trustworthy, equity enhancing health information is delivered across multiple media platforms. **Community outreach expects to reach 80% of the target population.** Additionally, **this project will train 1,500 providers** in health literacy, linguistic competency, cultural humility, trauma-informed care, and basic principles of addressing high risk-low trust populations. In addition to the DIS and Work Plan, project professionals will develop and implement a Health Literacy Plan, activate one of the nation's most resourceful Ed/Med communities, and institute an ongoing, independent quality improvement and evaluation program, conducted by our local Minority Serving Institution.

Provider training will be led by Population Health Consortium (PHC), a local collaboration of medical and health professional organizations adept in training local providers in health literacy. Guided by MEPS and HINTS data, PHC will develop and implement our Health Literacy Plan. PHC employs communication strategies and motivational interviewing approaches that respond to our understanding of the root causes of vaccine hesitancy in communities of color. PHC includes organizations like Voices Institute. Voices, a premiere training, curriculum development, and research group focused on cultural humility, health equity, and minority health, will lead the development and implementation of

culturally appropriate training procedures to advance Healthy People 2030 objectives, training professionals to increase the number of providers checking understanding and involving more adults in health care decisions.

This program will engage the Duval Safety Net Collaborative (DSN), a collective of local providers, focused on delivering health care for uninsured residents of Jacksonville. Working with UF Health, DSN will develop a Confidentiality Plan. On the ground supplying trustworthy information, Community Outreach events and pop-up vaccination events are already connecting CHWs and Public Health Advocates from UF Health and DSN with residents of HZ1 to disseminate culturally appropriate messaging and education about COVID-19 mitigation measures and updated vaccine materials. CHWs also provide vaccine education at UF Health's social services hub, located in HZ1, and assist in registration for pop-up vaccination events. UF Health and DSN's CHWs will appropriately collect data and track outreach efforts to further the goals of this program. Staff at Florida's Department of Health in Duval will facilitate registration in state vaccination databases and in federal Vaccines for Children and Adults programs, further advancing the goals of Healthy People 2030.

Edward Waters University, Center for the Prevention of Health Disparities, will lead an independent Quality Improvement and Evaluation Plan and direct the systematic collection and review of data from engaged community partners to assess the extent to which they are meeting project metrics and objectives. Data will be used to assess process and outcome metrics and to drive continued program improvements. Key outcome measures will include determining the reach of media strategies, counting the number of contacts by outreach workers and referrals to vaccine sites, and conducting community conversations to evaluate effectiveness and receive feedback.

This project will also measure the number and types of providers trained, the results of the pre/post learning measures from trainings and CLAS self-assessments, and the number of providers registering to provide vaccines. To measure the impact of the provider training, patient surveys will be administered by the evaluation team to determine if providers demonstrated culturally appropriate care in accordance with Healthy People 2030 communication objectives. Vaccination uptake, demographics of recipients and practices, influences to receive vaccine, and history of vaccine hesitancy will be monitored in HZ1.

Utilizing the University of Florida (UF) Health Jacksonville's resources and other data, the EWU Center for the Prevention of Health Disparities will serve as the program evaluator. As the local Minority Serving Institution, EWU will be directly responsible to the Project Investigator at the City of Jacksonville and lead the Quality Improvement and Evaluation team, which will include a Project Director and the Consortium's evaluator. EWU be responsible for (1) developing a Disparity Impact Statement (DIS) to identify vulnerable subpopulations, (2) developing SMART objectives for an ongoing quality improvement process and project evaluation, (3) making recommendations to the project's Work Plan and (4) monitoring data throughout the grant period.

EWC will work collaboratively with the City through Jacksonville's New Town Success Zone, and, in partnership with Mayo Clinic, which operates the Center for the Prevention of Health Disparities in the target area.

**Edward Waters University
Advancing Health Literacy Grant - Evaluation Budget**

	Year 1	Year 2	All Years
Personnel			
Brian Seymour	\$ 26,643.00	\$ 27,176.00	\$ 53,819.00
Data Coordinator	\$ 37,678.00	\$ 38,431.00	\$ 76,109.00
Adjunct Pay	\$ 8,000.00	\$ 8,000.00	\$ 16,000.00
	\$ 72,321.00	\$ 73,607.00	\$ 145,928.00
Equipment			
2 Laptops	\$ 3,000.00	\$ -	\$ 3,000.00
Materials and Supplies	\$ 631.50	\$ 631.50	\$ 1,263.00
Other Expenses			
Office Furniture	\$ 3,000.00	\$ -	\$ 3,000.00
Travel	\$ -	\$ -	\$ -
Direct Costs	\$ 78,952.50	\$ 74,238.50	\$ 153,191.00
Indirect Costs	\$ 37,660.00	\$ 36,804.00	\$ 74,464.00
TOTAL	\$ 116,612.50	\$111,042.50	\$ 227,655.00