

New FY2021 Funding Opportunity Announcement:

Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19 Initiative



SUBJECT LINE: Please share: COVID-19 Health Literacy Funding Opportunity for Local Governments

The HHS Office of Minority Health (OMH) recently announced a \$250 million funding opportunity to support local governments, in partnership with community-based organizations, to implement culturally appropriate health literacy strategies to enhance COVID-19 vaccination, testing, contact tracing and other mitigation efforts among racial and ethnic minority and other socially vulnerable communities.

The *Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19* initiative is part of the HHS response to the COVID-19 pandemic. This initiative is expected to fund projects in more than 70 urban and rural communities to increase the availability, acceptability and use of vital information and services by the most vulnerable populations to help prevent the spread of COVID-19. While eligibility for the initiative is limited to localities such as cities and counties, applicants are encouraged to form local partnerships with Minority Serving Institutions for quality improvement activities and evaluation of the program.

The initiative also supports the Healthy People 2030 goal of attaining health literacy to improve the health and well-being of all. Healthy People 2030 defines personal health literacy as the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others. Health literacy likely influences adherence to COVID-19 public health measures and improving health literacy on COVID-19 can contribute to improved health outcomes among racial and ethnic minority and other vulnerable populations.

OMH has developed [promotional resources](#) in English and Spanish, including graphics, social media messages, and sample articles that you can use to share this funding opportunity within your networks.

Visit [Grants.gov](#) to view the funding announcement and to learn about the application deadline, technical assistance webinar and more about the *Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19* initiative.