

**Regional Implementation Group (RIG) Region 8 HIV Prevention Capacity Building Billing Guidelines
and Allowable Costs
July 1, 2026 – June 30, 2027**

The Regional Implementation Group (RIG) Region 8 HIV Prevention grant provides funding for two categories of Capacity Building: **Black/Latine Men Who Have Sex with Men (MSM) Peer Hiring and Training** and **Black/Latine MSM Client Recruitment**.

These funds are reimbursable as project costs for specific approved programmatic Capacity Building activities. These guidelines are to assist your organization in constructing your budget and the detailed descriptions of Capacity Building categories are meant to serve as guidance on billing. They are not exhaustive of all potentially eligible or ineligible items. Your organization must ensure that funding is being spent in a way that further enhances Region 8 HIV prevention services.

Written approval from PHIMC is required to request reimbursement for any alternative Capacity Building expenses not listed on this document.

For questions or clarification on specific Capacity Building budget or line-item requests, contact Bryan Gooding – Program Director of Public Health Practice (RIG Lead Agent) at bryan.gooding@phimc.org

1. Capacity Building - Black/Latine MSM Peer Hiring and Training

Regional HIV prevention providers are funded for the following activities: Integrating Black/Latine MSM Peers as part of your organization's HIV prevention team, strengthening efforts to reach these populations to provide health education and services that reduce the risk for HIV, Viral Hepatitis, and STIs. Funding for Peer Hiring and Training may be via salary expenses, contractual expenses, volunteer expenses, or stipend expenses. Black/Latine MSM Peer staff salaries may be paid using these funds for up to 24 months from their date of hire.

- The goal of **Black/Latine MSM Peer Hiring and Training** funding is to diversify the HIV prevention workforce to better reflect the communities most impacted by the HIV epidemic while strengthening agencies' abilities to reach and serve Black/Latine MSM.
- **Organizations will be asked to submit an explanation of how individuals hired and paid through this funding are peers in Black and/or Latine MSM communities.** Individuals must be a part of or have demonstrable connections to the Black and/or Latine community.
- Examples of activities that ***may be*** approved for Capacity Building - Black/Latine MSM Peer Hiring and Training funds include:
 - Costs associated with recruitment and hiring of new HIV prevention staff who are peers in Black and/or Latine MSM communities in Region 8
 - Staff should be brought on with the goal of being trained to provide direct HIV prevention services in addition to engaging in client recruitment.

- Can include salaries/wages (for 24 months), fringe benefits, contractual services, consultant services, training, travel, materials and supplies.
- Costs associated with stipends or other PHIMC-approved incentives for:
 - HIV prevention staff who are viewed as peers in B/L MSM communities to perform HIV prevention work within their communities in Region 8
- Costs associated with recruiting Black and/or Latine MSM for HIV prevention services **as approved by PHIMC** in Region 8
- Organizations are encouraged to consider peers with lived experience and varied education levels to best meet the needs of the communities they serve.
- Examples of activities that **are not** approved for Capacity Building – Black/Latine MSM Peer Hiring and Training include:
 - Costs associated with recruiting new HIV prevention staff who are not peers to B/L MSM communities
 - Costs associated with maintaining existing HIV prevention staff (longer than 24 months) who are peers to B/L MSM communities.

2. Capacity Building – Black/Latine MSM Client Recruitment Activities

Regional HIV prevention providers are funded for the following activities: Social media activities that include online outreach to Black/latine MSM via websites or hookup apps. Social marketing activities that include utilizing CDC-approved marketing materials to reach Black/latine MSM with HIV prevention messages. Social networking strategy activities that include recruiting and incentivizing Black/latine MSM to engage their social networks to receive HIV prevention services. Fundable expenses will include necessary training costs, equipment costs, social media/marketing/advertising costs related to these efforts, and contractual/incentive costs for recruited individuals to complete tasks that build the capacity of the program to deliver HIV prevention messages via social media activities, social marketing campaigns, or social networking strategy activities.

- The goal of **Black/Latine MSM Client Recruitment Activities** are to increase engagement with Black and Latine MSM in HIV prevention services in Region 8.
- Examples of activities that **may be** approved for Capacity Building - Black/Latine MSM Client Recruitment Activities funds include:
 - Cost associated with hosting targeted events – **must have prior PHIMC/IDPH approval.**
 - Costs associated for use of new and/or existing staff (regardless of tenure with HIV prevention program) to utilize time for social media outreach and marketing to Black and/or Latinx MSM in Region 8. Although preferred, staff does not necessarily have to identify as Black/Latine MSM.
 - Can include salary/fringe proportional to staff time spent conducting social media activities to reach the target population and increase engagement in HIV prevention services
 - Costs associated with printing and distribution of marketing materials for target population engagement in HIV prevention services in Region 8

- Paid advertisements on social media sites and geo-location apps (Grindr, Jack'd, Growlr, etc.) to engage Black/Latine MSM in HIV prevention services in Region 8
- Costs associated with stipends, or other **PHIMC-approved** incentives for Black and/or Latinx MSM clients for the purpose of implementing Social Networking Strategy in Region 8
- Training costs related to social networking/marketing/media work to recruit and engage Black/Latine MSM in Region 8.
 - Registration fees, travel, meals, and lodging related to training. **All costs must be submitted to PHIMC using the IDPH Travel Preapproval Form.**
- Equipment costs (laptops, tablets, application expenses) to recruit and engage the target population in Region 8. **All costs must be submitted to PHIMC for approval.**
- Examples of activities that **may not** be approved for Capacity Building - Black/Latine MSM Client Recruitment funds include:
 - Social marketing for recruitment of non-Black/Latine MSM
 - Social media service objectives the agency has demonstrated have historically easily met or exceeded
 - Costs for maintaining new or existing staff for non-social media activities

All social networking/marketing/media outreach is to adhere to High Impact HIV Prevention Guidelines. Use of marketing materials from the Centers for Disease Control and Prevention is encouraged.

- **Social Network Strategy (SNS) for HIV Testing Recruitment:** A CDC evidence-supported intervention focusing on engaging and motivating individuals to participate in services
- **Social Marketing:** Social Marketing targeting Black or Latino MSM - use of CDC Social Marketing materials required
- <https://npin.cdc.gov/search?f%5B0%5D=disease%3A3772&f%5B1%5D=type%3Acampaign>
- <https://npin.cdc.gov/digital-media-tools/hiv>
- **Social Media: The Health Communicator's Social Media Toolkit**
- **To order free CDC marketing material for your agency:**
 - <https://wwwn.cdc.gov/pubs/CDCInfoOnDemand.aspx?ProgramID=62>
 - Alternately: Type into a search engine "CDC-INFO On Demand – Publications" and order

Materials not from the CDC must be approved by PHIMC and IDPH and should contain the IDPH and PHIMC logo and funding statement. *"Funding provided in part or whole by the Illinois Department of Public Health and Public Health Institute of Metropolitan Chicago".* Approval can take up to 14 business days.

3. **Other types of costs**

Other costs can be built into other program areas. For example, you can buy supplies using Risk Based Testing and Referral funds to pay for those supplies. Instead of paying for indirect costs out of Capacity Building, you would just take indirect costs out of each program section (e.g., Risk Reduction/Group or Individual Level Interventions, Risk-Based HIV Testing, Integrated STI/VH Testing and Prevention). If staff are attending relevant training, you could pay for expenses out of

that program category and their time at the training would just be paid as part of their salary/fringe for time allocated to the grant.

- Examples of allowable costs **may** include:
 - Costs to support training and professional development for new or existing staff relevant to grant service objectives. This includes CDC and IDPH HIV prevention training
 - Can include registration fees, per-diem, travel, meals, and lodging related to training, staff salary while at training. **All costs must be submitted to PHIMC using the IDPH Travel Preapproval Form.**
 - Indirect costs, at your agency's federally approved indirect rate or a de minimis 15% of the modified total direct costs
 - Costs associated with Region 8 activities related to:
 - Recruitment of new HIV prevention staff
 - Development of new risk-targeted outreach sites
 - Effective targeting of client recruitment activities relevant to grant objectives
 - Use of mobile units for risk-targeted work
 - Phlebotomy-related costs
 - Personal protective equipment (PPE) for staff and/or clients to deliver in-person HIV prevention services
 - Initiatives to support difficult to meet objectives for underserved prioritized populations, which may include transportation assistance in participating in HIV prevention services such as linkage to Prep
 - Materials and supplies, equipment, contractual services, consultant services, and/or travel needed to support the costs described above
 - **PHIMC/IDPH approved** specialized HIV prevention supplies not provided by IDPH (Trojan Magnum condoms, specialty lubricants, dental dams, etc.) to distribute in Region 8
- Examples of activities that are **not** approved for Capacity Building funds include:
 - Service objectives the agency has demonstrated can easily meet or exceed
 - Costs for maintaining existing staff
 - Administrative costs (other than approved indirect costs)