REQUEST FOR PROPOSAL

<table>
<thead>
<tr>
<th>RFP Number:</th>
<th>1036086-RFP-03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Title:</td>
<td>Maternal Infant Health and Opioid Use Communication Consultant</td>
</tr>
<tr>
<td>Application Deadline 11:59 pm CST:</td>
<td>8/23/2023</td>
</tr>
<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:385RFP@aap.org">385RFP@aap.org</a></td>
</tr>
<tr>
<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>8/11/2023</td>
</tr>
<tr>
<td>Responses to questions will post on:</td>
<td>8/16/2023</td>
</tr>
</tbody>
</table>

BACKGROUND

The American Academy of Pediatrics (AAP) is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns.

STATEMENT OF PURPOSE

The opioid crisis in the United States is paralleled in pregnant people as evidenced by rising rates of neonatal opioid withdrawal syndrome. Emerging evidence point to the effectiveness of hospital-based quality improvement efforts to build capacity to support at-risk families prior to the birth event, enhance non-pharmacologic interventions to reduce the hospital length of stay, and begin family-centered approaches to planning for continuity and coordination of care post-discharge.

The project, Maternal-Infant Health and Opioid Use (MIH OU) is funded through cooperative agreement NU38OT000282 from the Centers for Disease Control and Prevention. This project aims to engage 7 AAP Chapters, Perinatal Quality Collaboratives (PQC), Overdose Data to Action (OD2A) jurisdictions and other public health partners (7 state teams) in the development and dissemination of shared evidence-informed communication assets. We are seeking a consultant who will work with the state teams to design and implement a coordinated communication campaign. The project is intended to address perinatal mental health and enhance community-based health services for parents with substance use disorders; specifically, to reduce overdose and overdose deaths. Note the related AAP Request for Proposal 1036086-RFP-02 for a project management consultant.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The AAP seeks a consultant who has the requisite news, media and public awareness experience to develop and implement the Maternal Infant Health and Opioid Use Data to Action Project with 7 states, territories and/or jurisdictions (7 state teams). The scope of work includes the following activities:

- Attend meetings of each of the 7 state teams; facilitate components of the agenda focused on communication campaign development and management. It is anticipated that state teams will convene a live/virtual meeting of the applicable partners and work together over time to develop and implement a communication plan. All travel must be included in the budgeted cost proposal.
• Partner with each state team to identify data sources and develop campaign objectives based on target audience(s) and anticipated outcomes.
• Provide team-specific project management necessary to design communication assets that correspond to goals of the campaign. Assets are expected to go through 3 rounds of review for each state team. Examples include digital and print ads, infographics and/or articles as well as social media. All assets must be in compliance with AAP style guidance which will be provided.
• Develop and implement an evaluation plan for the communication campaign. Monitor evaluation outcomes over time providing periodic interim reports and a final evaluation report for the project. The frequency of interim evaluation reports is expected to be quarterly.
• Prepare a final report summarizing the qualitative and quantitative results and lessons learned from the project.

SCHEDULE OF DELIVERABLES
Planning
• September: introductory meetings with AAP staff
• October: recruit 7 state, territory or jurisdiction teams

Action Periods
• November: project kick off with state teams and information gathering
• December – May: state team communication asset development and campaign implementation

Analysis and reporting
• June: final data analysis and project summary report

MANDATORY QUALIFICATIONS
The ideal consultant will have experience working with diverse groups of pediatricians, other physicians, non-physician clinicians and public health professionals who engage with pregnant and parenting people. Applicants should have at least 5 years of demonstrated experience in designing and executing effective messaging strategies, application of health literacy and plain language principles, and translation of health-related content for public consumption.

Respondents to this RFP should provide the following:
• Cover letter with legal/official name of the respondent, mailing address, email address and telephone number.
• Comprehensive proposal including approach to the completion of all project deliverables as described in the scope of work and schedule of deliverables.
• Samples of previous work
• Minimum of 3 referrals from client organizations/agencies including the names and contact information of individuals with whom the respondents have worked directly.
• Cost proposal (see template attached).
• Additional information may be included if it will help provide more information on the consultant's qualifications and experience.

COST PROPOSAL
See the attached template.

CONTRACTUAL ARRANGEMENTS
Once approved, the selected applicant will abide by the terms and conditions in the contract accepted and signed by both parties.
Performance period is September 2023 – June 2024 (9 months).
Payment will be made at intervals mutually agreed upon and specified in the contract.
The AAP may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services or in the event of material breach of any of the consultant's other covenants or representation under the signed contract.
EVALUATION CRITERIA
The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly and impartially. Structural, quantitative scoring techniques will be utilized to maximize the objectivity of the evaluation. The evaluation will be conducted based on the following criterion:

- Quality of the proposal
- Professional qualifications and specialized experience of respondent and team members
- Quality, comprehensiveness and adequacy of the proposed implementation
- Price/cost analysis
- Eligibility

RETENTION OF RECORDS
Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY
The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant's participation in this RFP.

CONTACT INFORMATION
American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626-6000
www.aap.org

COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.

APPLICANT INFORMATION
<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>CONTACT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>CONTACT EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>CONTACT TELEPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINESS IS LOCATED IN CURRENT YEAR’S LABOR SURPLUS AREA</td>
<td>□ YES</td>
<td>□ NO</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</td>
<td>□ YES</td>
<td>□ NO</td>
</tr>
<tr>
<td>(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CURRENT OR PREVIOUS CONTRACTS WITH AAP</td>
<td>□ YES</td>
<td>□ NO</td>
</tr>
<tr>
<td>If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CERTIFICATION OF ELIGIBILITY**

By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

| APPLICANT SIGNATURE | DATE | PRINT APPLICANT NAME and TITLE |