



## RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	1036245-RFP-01 Q and A
Project Title:	Public Health Communication Campaign on Emerging Threats
Application Deadline 11:59 pm CST:	March 3, 2023
Proposals must be emailed to:	rfp317@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	February 21, 2023
Responses to questions will post on:	February 24, 2023

### QUESTIONS AND ANSWERS

Q: Is the idea that each of the 12 state teams will get its own, customized set of 3 messages based on what is the highest-priority disease for the women and babies in their state. Therefore 12 unique sets of 3 messages will be produced by the end?

Related Q: Scope of Work: To confirm, the contractor is expected to develop up to three drafts of messaging for all 12 state teams amount to up to 36 draft messages in total?

A: Correct. It would be up to 3 unique messages for each of the 12 state partnerships.

Q: It appears that each three-message set would then be incorporated into one "marketing piece" for each state, is that correct? And that this marketing piece would be an article or a short burst of social media posts or a fact sheet? Therefore one educational piece would be produced for each state?  $1 \times 12 = 12$  marketing pieces in total?

Related Q: Can AAP clarify the total number of deliverables requested? The RFP mentions that the vendor will develop 3 messages "in the form of a series of social media bursts, an infographic, or short article" for each of the 12 AAP chapters/SET-NET teams. Can AAP confirm that the vendor should budget for 36 total communication materials, including content and design?

A: Depending on how one uses the terminology, yes. There would be a marketing package for each of the 12 teams. Recognizing that an article may require more effort than a smaller piece, the exact deliverables in each packet will be based on the need from the state partnership and the budget available.

Q: Does AAP anticipate that some of the states will have overlapping priorities and that some of the messages may be repeated in more than one state's messaging? Is that allowed if the state chapters want it?

A: Yes, there could be overlap (ie, some states are funded to collect data on the same threat, such as COVID-19). If the messages are appropriate for the audiences selected, using the messages in multiple states is allowed.

Q: Will the consultant on this project be working with the national office in Chicago or Washington, D.C.?

A: The AAP staff team for this project is located in Itasca, IL.

Q: Will it be up to the state chapters to disseminate these marketing materials themselves?

A: Yes, although the consultant is encouraged to guide the chapter on potential dissemination routes.

Q: What does "support dissemination of materials as needed" mean? Does that mean answering questions and giving advice? Or does that mean something else?

A: The state partnerships are responsible for disseminating the messages themselves. However, the consultant is encouraged to guide the partnership on potential dissemination routes and provide advice, as appropriate.

Q: Will the messages be confined to the diseases monitored by SET-NET (i.e., COVID-19, hepatitis C, congenital syphilis, Zika, congenital cytomegalovirus) or may there be others? If so, what others?

A: The intent is to focus on messages that address the diseases monitored by SET-NET. It is possible that general public health principles could be included in those messages (eg, having a primary care pediatrician for the child).

Q: What is the target audience for the messages and materials? Is it parents or pediatricians or both?

A: The target audience will be determined by the state partnership, in dialogue with the communications consultant.

Q: Is there a top budget that proposals answering this RFP should not exceed?

Related Q: Budget: Can AAP provide an estimated LOE (level of effort) and budget for this work?

A: The AAP is seeking a cost proposal as part of this RFP. We encourage all potential vendors to assess the true costs for their proposal which will be evaluated as part of the scoring process.

Q: If this project is grant funded, what is the dollar figure of the grant?

A: This information is not relevant to the Scope of Work for this project.

Q: The bid form specifies 3 rounds of drafts for messages for each team, but no rows for the marketing piece that would be developed for each state chapter. Does AAP want bid forms to include the cost of developing the marketing materials as a separate line item?

A: Please include the cost of developing the marketing materials (eg, social media graphics) as part of the message development cost.

Q: Can AAP clarify the audience(s) for the messages being developed by the communications consultant? Will the communications consultant be developing messages to change behavior of parents and pregnant people? Or will the communications consultant be developing messages for public health professionals and medical professionals?

A: The target audience may differ from state to state. The state partnerships will determine the target audience, in dialogue with the communications consultant. Possible audiences include those mentioned in this question.

Q: The RFP mentions that the communications consultant will schedule individual calls with each of the 12 state teams and "Identify available data." Can AAP clarify the types of data available from AAP chapters/SET-NET teams?

Related Q: Scope of Work: Will each state be prepared to provide data to support the emerging public health topic of their choice or is this research the responsibility of the contractor?

A: The purpose of the SET-NET teams is to collect data related to pregnant people and infants. The diseases that the SET-NET teams focus on differs by state and funding. This is the data that will likely be the main source of data for the messaging. The state partnership, however, may also identify other data in their state (eg, COVID vaccination rates) that may be incorporated. The data to be used will be identified, discussed, and selected by the teams, in dialogue with the consultant.

Q: Does AAP have a preference on whether the selected communications consultant is an individual consultant or a communication agency?

A: The consultant can be an individual or an agency. All those submitting proposals will need to demonstrate capacity to accomplish the deliverables on the schedule provided in the RFP.

Q: The RFP mentions "multiple layers of review and feedback." Can AAP clarify the anticipated type and number of rounds of review?

Related Q: Review Process: What is the anticipated turnaround time for state team reviews?

A: The AAP national office will review midway through development, but most of the review will occur within the state partnerships. Because of this, the number of rounds and types of review could vary. Proposals should include at least 4 rounds of edits: initial review by the state team, second review by state team (following revisions, review by AAP, and review for final approvals by state-level stakeholders (as deemed necessary by the state teams). The length of time required for each review should fit into the overall schedule but specifics can vary by team and will be determined in collaboration with the communications consultant.

Q: According to the RFP Schedule of Deliverables, the communications consultant will have between May 15 and June 5 to develop up to 3 drafts of messages and approaches for each state team. Can AAP clarify if there is flexibility in the project timeline? Noting concern about developing 36 communication materials in a 3-week turnaround time.

A: Any changes in the timeline must be mutually agreed upon by the state team, the consultant, and the AAP. The final wrap-up date of July 31, 2023, is fixed, due to the overall grant ending at that time.

Q: Scope of Work: Please confirm if each state has the ability to choose numerous emerging public health threats to be the focus of their campaign. If so, is there a maximum number of topics that each state can highlight?

A: While the teams do have the option of selecting more than 1 topic, most SET-NET teams are funded to collect data on just 1 topic and it would likely be more impactful to focus on 1 topic area. This choice, however, is up to the state teams, which they will make in dialogue with the communications consultant.

Q: Review Process: What is the anticipated launch date for the campaign?

A: Ideally, state teams will launch their campaign prior to July 31, 2023. They will, however, have the flexibility to launch their campaign after the contract with the consultant has ended (eg, to time the release of the campaign materials as part of a larger state effort).