



REQUEST FOR PROPOSAL

RFP Number:	1036245-RFP-01
Project Title:	Public Health Communication Campaign on Emerging Threats
Application Deadline 11:59 pm CST:	3/3/23
Proposals must be emailed to:	317rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	2/21/23
Responses to questions will post on:	2/24/23

BACKGROUND

The American Academy of Pediatrics 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 child health and safety issues. The AAP provides professional education and resources to member pediatricians and provides patient education and public information campaigns.

The National AAP works closely with [state-based AAP chapters](#), which are organized groups of pediatricians and other health care professionals working to promote the health and well-being of all infants, children, and adolescents. There are 59 chapters in the United States and 7 chapters in Canada. The US chapters generally are drawn along state lines, but 2 states with large populations (New York and California) have more than 1 chapter. Two chapters serve pediatricians in the uniformed services (east and west, divided by the Mississippi River). Puerto Rico and the District of Columbia are also separate chapters.

STATEMENT OF PURPOSE

The goal of this project is to develop and implement a public health communications campaign to support preparedness efforts that will meet the needs of infants and children impacted by emerging threats. The content of the messaging used in the campaign will be developed utilizing the expertise of **up to 12 partnerships** between the American Academy of Pediatrics ([AAP state-based chapters](#)) and the CDC-funded [Surveillance for Emerging Threats to Mothers and Babies \(SET-NET\)](#) sites. This effort is being facilitated by project staff located at the national office of the AAP and funded by a cooperative agreement from the Centers for Disease Control and Prevention (CDC). The SET-NET program is supported through a cooperative agreement of the CDC- Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases (ELC) Cooperative Agreement (ELC CK19-1904). The program encourages strong partnership and collaboration among public health, healthcare, and other system partners to examine the impact of emerging threats during pregnancy. These efforts include being informed on what data are needed, the timely data collection and dissemination of data to make well-informed decisions to improve the health of infants and children.

The purpose of this RFP is to identify an experienced public health communications consultant that can assist the AAP national office and the 12 AAP chapter/SET-NET partnerships in developing messaging strategies that will have impact on the health and well-being of infants, children, and families who are or can be affected by emerging public health threats, such as COVID-19, hepatitis C, congenital syphilis, and others. The content of the messages will be determined through interviews with the teams and information gathering on the part of the consultant. SET-NET teams are usually funded to collect data on at least 1 of the conditions mentioned above but can also address more, which will also factor into the messages developed.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

- Attend kick-off call with selected teams
- Schedule individual calls with each of the 12 state teams
 - Identify available data
 - Set communication campaign objectives and audience
 - Determine media format to be used (eg, article, social media posts)
- Collect necessary data/information from each team
- Provide up to 3 drafts of messages and approaches for each state team
 - Messages could be in the form of a series of social media bursts, an infographic, or short article (examples)
 - Meet with teams intermittently to continue refining messages, as needed
- Collect or design images in accordance with AAP style guidance
- Provide final messages and materials to each team
- Provide feedback to teams, as requested, on dissemination strategies
- Provide final files to AAP

SCHEDULE OF DELIVERABLES

- Monthly: Provide progress reports via email to AAP project manager
- By April 1, 2023: Provide feedback on team selection process
- April 2023 (date TBD): Attend kick-off call with selected teams
- April 30, 2023: Schedule individual calls with each team
- May 15, 2023: Collect necessary data/information from each team
- June 5, 2023: Provide up to 3 drafts of messages and approaches for each state team
- June 15, 2023: Collect or design images in accordance with AAP style guidance
- June 28, 2023: Provide final messages and materials to each team
- July 17, 2023: Provide feedback to teams, as requested, on dissemination strategies
- July 31, 2023: Support dissemination of messages, as needed
- July 31, 2023: Deliver all final files to AAP project manager

MANDATORY QUALIFICATIONS

- 5+ years of experience in communications, specifically experience in designing and executing effective messaging strategies
- Expertise in approaches focused on increasing health literacy and using plain language
- Experience with translating health-related content for public consumption
- Experience working with health professionals and multi-disciplinary teams
- Familiarity with multiple layers of review and feedback

COST PROPOSAL

- Provide total cost allowed per team, including:
 - Hourly rates for meetings
 - Hourly rates for content development

- Total hours for project activities
- Provide total cost for meetings, progress reports, and communication with AAP project management staff, including
 - Hourly rates
 - Total hours anticipated
- Total project costs (should be a sum of the items included above)

CONTRACTUAL ARRANGEMENTS

This contract will be directly with the American Academy of Pediatrics. This is a federally-funded grant project and all federal requirements will apply.

EVALUATION CRITERIA

Submissions to this RFP will be evaluated based on 3 primary criteria:

- Demonstrated understanding of the project goals and objectives
- Appropriate approach (staffing, proposed activities) to achieve deliverables
- Budget that is appropriate and reasonable for the deliverables proposed

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

COMPANY NAME		CONTACT NAME	
ADDRESS		CONTACT EMAIL	
WEBSITE		CONTACT TELEPHONE	
CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO			
BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO			
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO (Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)			
CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.			
CERTIFICATION OF ELIGIBILITY			
<p>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.</p> <p>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.</p>			
APPLICANT SIGNATURE		DATE	PRINT APPLICANT NAME and TITLE