



## REQUEST FOR PROPOSAL

RFP Number:	1036284-RFP-01
Project Title:	Consultant for Patient Encounter Educational Videos – “Measuring the Impact of Violence Against Children and Families During a Pandemic” grant project
Application Deadline 11:59 pm CST:	October 17, 2022
Proposals must be emailed to:	<a href="mailto:385RFP@aap.org">385RFP@aap.org</a>
Questions about this RFP must be submitted to the application email address above and will be accepted until:	October 4, 2022
Responses to questions will post on:	October 7, 2022

### 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 AAP, in collaboration with the Centers for Disease Control and Prevention (CDC), Prevent Child Abuse America (PCA America), and Tufts Medical Center, surveyed 3,000 parents and caregivers in November 2020, March 2021, and July 2021. Through the survey, parents’ and caregivers’ assessments of significant life changes caused by the pandemic were examined. Participants were asked about how their financial, educational, and relational lives have changed for them and their children. Findings from these surveys are compiled into 8 topic-specific reports on AAP.org, titled the “[Family Snapshot Reports](#)”. Pediatricians and other health care providers can use the information from these reports to better support children and families in their communities, during and after the pandemic.

We are seeking a video production team to produce short, educational videos that demonstrate ways in which pediatric health care providers can talk with families about stressors exacerbated by the pandemic as well as provide guidance related to effective child discipline and positive childhood experiences.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

A video production consultant will work with AAP and project staff on the development of 2-3 video case vignettes (3- 5 min. each) demonstrating strategies for pediatricians to talk with families about navigating stressors that may have been exacerbated by the pandemic, as well as providing guidance related to effective discipline and the importance of positive childhood experiences. Videos will be live action (not animated). The AAP team (along with project partners and subject matter experts) will take the lead on developing scripts for the videos.

Consultant scope of work will include:

- Participate in at least one 1-hour planning call with project staff

- Participate in virtual meetings as needed during the project period
- Provide guidance on initial ideas to project team
- Review and help finalize video scripts/talking points to ensure feasibility of filming and ability to depict proposed scripts within desired video/audio lengths
- Identify and prepare actors/speakers for filming
- Film and edit video(s) in collaboration with AAP staff
- Provide AAP staff with final video/audio files and assist staff with any issues that arise related to the provided files in making the video available on select websites and video sharing services

#### SCHEDULE OF DELIVERABLES

October 17, 2022 – Application deadline

October 21, 2022 – Notification of selection

November 2022 – Conduct pre-production tasks, including review of scripts and location

December 2022 – Shoot videos

December 2022/January 2023 – Video editing and revisions

January/February 2023 – Deliver final video files to the AAP

#### MANDATORY QUALIFICATIONS

The qualified candidate will have:

- Long standing credentials and track record in developing educational videos to engage pediatric healthcare providers.
- Experience performing similar work or service, where comparability can be measured by size, type, and complexity of work.

Please include the following in the proposal package:

- Resume/CV and qualifications to perform scope of work of all contractors involved in the project
- Samples of previous work
- Cost proposal per video
- Proposed timeline
- Names, phone numbers and email addresses of individuals at three organizations who have been your client during the last eighteen months who can be contacted as references; it is preferable that the client references include both AAP, and non-AAP staff; 2 external references are required
- Meeting of appropriate state licensing requirements
- Policies regarding notification on changes of personnel
- Identify if independent or affiliated with other organizations
- Information on if the consultant has been suspended or debarred from performing work funded by the federal government
- Information on if the consultant has received disciplinary action during the last three years
- If contracted with small business, minority-owned firms, and women’s business enterprises

#### COST PROPOSAL

Please see attached.

#### CONTRACTUAL ARRANGEMENTS

The AAP anticipates this scope of work will be carried out between October 2022 and January/February 2023.

Payment will be made as soon as reasonably practicable upon completion of deliverables 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 a material break of any of the consultant's other covenants or representations.

#### EVALUATION CRITERIA

All proposals will be reviewed by the *Measuring the Impact of Violence on Children and Women During a Pandemic* project management team. Proposals will be scored in the following categories:

- Content of proposals
- Expertise and qualifications of consultants
- Quality and relevance of previous work examples
- Cost

#### 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](http://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  YES  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.		
<b>CERTIFICATION OF ELIGIBILITY</b>		
<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