



REQUEST FOR PROPOSAL

RFP Number:	1036355 – RFP – 02
Project Title:	Social Media Analysis Consultant: Engaging Pediatric Health Care Providers for Effective COVID-19 Vaccine Conversations
Application Deadline 11:59 pm CST:	October 28, 2022
Proposals must be emailed to:	323rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	October 10, 2022
Responses to questions will post on:	October 14, 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 partnership with the Centers for Disease Control and Prevention (CDC), aims to implement a comprehensive initiative that would ensure high confidence in COVID-19 vaccine among pediatric health care clinicians, non-clinical staff within pediatric health care settings, patients, and patients’ families. Specifically, this initiative would empower pediatric health care clinicians, non-clinical staff within pediatric health care settings, patients, and patients’ families to have effective COVID-19 vaccine conversations, support pediatric clinicians and staff in incorporating COVID-19 vaccination into their practice’s immunization program, and increase the capacity of pediatric health care clinicians, non-clinical staff, and other stakeholders to share credible COVID-19 vaccine information and respond to misinformation, including through culturally reaffirming strategies during individual clinical encounters, interactions with community members, and in news and social media. Additionally, this project will explicitly address the impact of the rollout of COVID-19 vaccine for children under age five through timely and credible communications, messaging, and technical assistance to pediatric health care clinicians with a focus on rural populations.

Specific to building confidence for the COVID-19 vaccine for children under age five, the AAP seeks proposals from a Social Media Analysis Consultant to inform the effectiveness of AAP’s social media messaging in combating mis- and dis-information, develop strategic recommendations, and anticipate which false topics are likely to gain traction in the future.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

1. Create a minimum of monthly analytics reports and strategic recommendations to address mis- and dis-information about the **COVID-19 vaccine for children under 5 years** old to include the following:

- Engage in social media listening to analyze trends in online conversations among parents and caregivers
- Track, report, and engage with content from pediatrician influencers about COVID -19 vaccination
- Develop regular reports outlining specific misinformation and disinformation being shared across platforms with recommendations for counter messaging

2. Participate in a minimum of biweekly check-in calls with AAP staff to track project progress during the contract period.

3. Work with AAP staff to facilitate the review of material drafts and products in development. Address any changes/edits provided by AAP.

SCHEDULE OF DELIVERABLES

October 28, 2022 – Application deadline

By November 4, 2022 – Notification of selection

By December 2, 2022 – Contract executed

By December 31, 2022 – Kick off call between AAP and consultant to plan goals, schedule, and deliverables

By July 31, 2023 – Completion of all deliverables

* Note: schedule of deliverables is flexible and to be jointly refined by the AAP and consultant

MANDATORY QUALIFICATIONS

The qualified candidate will have:

- Long standing credentials monitoring and analyzing social media trends and developing strategic messaging recommendations.
- 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
- Names, phone numbers, and email addresses of individuals at up to three organizations who have been your client during the last eighteen months, who can be contacted as references
- Meeting of appropriate state licensing requirements (if applicable)
- Policies regarding notification on changes of personnel
- Identify if independent or affiliated with another organization

COST PROPOSAL

Please provide a cost proposal using the attached template.

CONTRACTUAL ARRANGEMENTS

The AAP has recently been awarded funds to support the work outlined in this request for proposal. This scope of work will be carried out between December 2022 and July 2023.

Payment will be made as soon as reasonably practicable upon completion of milestones at intervals specified in the contract.

The AAP may terminate the contract at any time if 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

Proposals will be evaluated by AAP staff based on the following criteria:

- Quality of the proposal (eg, comprehensiveness, milestones, timetable)
- Professional qualifications and specialized experience of consultant and associated team members, if applicable
- Quality, comprehensiveness, and adequacy of the proposed implementation of deliverables
- Price/cost bid
- Eligibility (ie, suspensions and/or debarments by any federal, state, or local governmental agency)

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 YES NO

BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA YES NO

BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS YES NO
(Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)

CURRENT OR PREVIOUS CONTRACTS WITH AAP YES 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

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