**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 wellbeing 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 American Academy of Pediatrics (AAP) has partnered with the Centers for Disease Control and Prevention (CDC) to develop the AAP "Ask – Counsel – Treat" cessation counseling model (ACT) to support clinicians in addressing youth tobacco cessation in clinical settings. AAP has consulted Adage Technologies to convert the ACT youth cessation content into an educational progressive web application (PWA) for pediatric clinicians. The PWA provides educational content on screening, counseling, and treatment for youth tobacco use. It also helps clinicians identify strategies to overcome common barriers to addressing youth cessation in practice, including lack of clinical resources that are easily accessible via technology, lack of knowledge about tobacco products/cessation strategies, clinician reluctance to address tobacco use, uncertainty about how to manage a positive screen, or lack of resources/referral sources to provide ongoing support to youth.

The AAP is seeking an evaluation consultant who will design and implement a strategy to measure the performance and effectiveness of the PWA in clinical practice. Five pediatric practices will be recruited to implement use of the PWA with their patient population. The practice will be responsible for implementing the PWA with their patient population and using the project’s evaluation tools to submit the requisite data. The scope and format for the project will be determined by AAP staff and subject matter experts (SME). AAP staff will convene SME’s representing the various clinical practice settings to serve as the PWA facilitators. Experts will attend training with the evaluation consultant, Adage Technologies, CDC and AAP staff to understand the functionality of the PWA and evaluation tools. Activities required by the evaluation consultant are identified in the scope of work below.
# PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The evaluation consultant will work with the AAP team to design and implement an overall evaluation strategy for the Clinical Education Progressive Web Application (PWA) for Youth Tobacco Cessation project. The evaluation consultant will work to:

1. Determine baseline understanding of physician awareness related to tobacco and nicotine product use with youth and comfortability with tobacco cessation strategies and resources.
2. Identify relevant indicators to measure the effectiveness of the PWA.
3. Develop and implement an evaluation plan to assess:
   a. Impact and usefulness of the PWA in various clinical settings.
   b. Effectiveness of education and quality improvement components.
   c. Tactics that could improve physician and non-physician awareness.
   d. Overall feedback regarding the content, format and delivery of education, awareness of resources, and quality improvement methodologies utilized over the course of the project.
4. Provide an evaluation report summarizing results from quality improvement (QI) evaluation project and recommendations for revisions.

The target audience for the project is general pediatricians, pediatric subspecialists, adolescent health clinicians, school-based health clinicians, internal medicine physicians, family medicine physicians and other advanced practice pediatric clinicians.

The evaluation will serve the dual purpose of assessing the feasibility and impact of the PWA in daily clinical practice, and improvement in knowledge and self-efficacy of learners.

Additional measures and scope of work will be determined in conjunction with the AAP core planning team and stakeholders.

## SCHEDULE OF DELIVERABLES

- **September 21-31, 2023:** Kick-off call with AAP project staff to discuss scope of work and timeline, determine additional meeting times/frequency of communication regarding progress, and develop a workplan.
- **October 2023:** Work with AAP project team to determine the evaluation methodology including anticipated outcomes, indicators, and measures.
- **November-December 2023:** Training and evaluation preparation of 5 clinical practices.
- **January-April 2024:** Begin implementation of evaluation plan.
- **May 2024:** Analyze findings and prepare summary report for the program.

## MANDATORY QUALIFICATIONS

The consultant candidate should provide the following:

- Cover Letter with an introductory section including the legal name of the respondent, office and email address, telephone and fax numbers, and the name and title of consultant.
- Comprehensive proposal containing approach to completion of project deliverables as described in the scope of work within the designated timeline.
- Samples of previous work.
- Names, phone numbers and email addresses of individuals at three organizations/agencies (at least two that are not the AAP) who have been clients of the consultant during the last 18 months whom AAP staff can contact as a reference.
- Identify if independent or affiliated with an organization.
- Cost proposal (see attached template).
- Additional information may be included if it will help provide more information on consultant’s qualifications and experience.

**COST PROPOSAL**

Provide a cost proposal using the attached bid form.

**CONTRACTUAL ARRANGEMENTS**

Performance period is September 2023—June 2024. 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 representations.

**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 criteria:

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Weight (%)</th>
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<tbody>
<tr>
<td>Criterion 1: Quality of proposal</td>
<td>20%</td>
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<tr>
<td>Criterion 2: Professional qualifications and specialized experience of respondent and team members</td>
<td>20%</td>
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<td>Criterion 3: Quality, comprehensiveness and adequacy of the proposed implementation</td>
<td>20%</td>
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<tr>
<td>Criterion 4: Price/Cost Analysis</td>
<td>20%</td>
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<td>Criterion 5: Eligibility</td>
<td>20%</td>
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**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.**

<table>
<thead>
<tr>
<th>APPLICANT INFORMATION</th>
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<tbody>
<tr>
<td>COMPANY NAME</td>
<td>CONTACT NAME</td>
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<tr>
<td>ADDRESS</td>
<td>CONTACT EMAIL</td>
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<tr>
<td>WEBSITE</td>
<td>CONTACT TELEPHONE</td>
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<thead>
<tr>
<th>CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS</th>
<th>YES</th>
<th>NO</th>
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<tr>
<th>BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA</th>
<th>YES</th>
<th>NO</th>
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<tr>
<th>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</th>
<th>YES</th>
<th>NO</th>
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<tr>
<td>(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)</td>
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<tr>
<th>CURRENT OR PREVIOUS CONTRACTS WITH AAP</th>
<th>YES</th>
<th>NO</th>
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<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>
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**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.

<table>
<thead>
<tr>
<th>APPLICANT SIGNATURE</th>
<th>DATE</th>
<th>PRINT APPLICANT NAME and TITLE</th>
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