



REQUEST FOR PROPOSAL

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| RFP Number: | 1036396 -RFP-01 |
| Project Title: | Communications Strategy & Asset Development for National Center on Relational Health and Trauma-Informed Care |
| Application Deadline 11:59 pm CST: | September 11, 2023 |
| Proposals must be emailed to: | 385rfp@aap.org |
| Questions about this RFP must be submitted to the application email address above and will be accepted until: | August 28, 2023 |
| Responses to questions will post on: | August 31, 2023 |

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 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 close partnership with the Centers for Disease Control and Prevention, is working to build the foundation for a National Center on Relational Health and Trauma-Informed Care.

Nearly 2 in 3 US adults report having experienced a potentially traumatic event in childhood (also referred to as adverse childhood experiences, or ACEs). Pediatricians and other pediatric health care professionals are uniquely positioned to mitigate the impact of trauma and build resilience with children and families. The National Center on Relational Health and Trauma-Informed Care will serve as a centralized, trusted source for training, education, quality improvement, and messaging related to trauma-informed pediatric care. We are seeking to hire a consultant to help us build the foundation for future branding efforts and communication campaigns.

AAP seeks proposals from experienced communication and marketing consultants who will provide strategic direction and creative resources to develop the communication infrastructure that could support a National Center on Relational Health and Trauma-Informed Care.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

A communication consultant will be engaged to:

- Lead an environmental scan that will focus on reviewing existing content on AAP.org (and other related sites) to inform organization of resources and intuitive architecture of the content. This would involve helping the team to determine how different pages relate to one another and how we can best organize the information.
- Develop a messaging and communications strategy that would support the future launch of the Center. Audiences should include pediatric health care providers, families and caregivers, and the public.
- Further develop a set of short, key messages related to trauma-informed care and relational health and recommend specific tactics to share those messages. Any existing draft messages will be shared upon award.
- Create 4-6 digital assets such as graphics, short videos or other assets for social media and other communications to support future messaging efforts.
- Provide options for additional digital assets and additional messaging needs as needed, such as via a per-item price list.

SCHEDULE OF DELIVERABLES

September 11, 2023 – Application Deadline

By September 15, 2023 – Notification of Selection

By October 1, 2023 – Contract Executed

By October 15, 2023 – Kick off call between AAP and Consultant to plan goals, schedule and deliverables

By June 30, 2024 – 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 in managing marketing/branding and communications strategy, including graphic design, digital communications, and public relations.
- Experience performing similar work or service, where comparability can be measured by size, type, and complexity of work.
- Experience working with health marketing, either within health care organizations or related health care associations.
- Ability to communicate about a complex topic to different audiences with brevity and clarity.

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

- Description of the organization’s consideration for equity, diversity, and inclusion both internally and in production of deliverables. Learn more about AAP efforts [here](#).

COST PROPOSAL

Please provide a cost proposal using the attached bid price form.

CONTRACTUAL ARRANGEMENTS

The AAP has been awarded funds to support the work outlined in this request for proposal. This scope of work will be carried out between October 2023 – June 2024.

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

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|--------------|-------------------|
| 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.

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| APPLICANT SIGNATURE | DATE | PRINT APPLICANT NAME and TITLE |
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