



## REQUEST FOR PROPOSAL

RFP Number:	1036405-RFP-01
Project Title:	Evaluation of Pediatric Use of NASEM’s Resilience and Wellbeing Tools
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 support member pediatricians in providing clinical care and provides patient education and public information campaigns.

### STATEMENT OF PURPOSE

Funded by the Centers for Disease Control and Prevention (CDC), National Center on Birth Defects and Developmental Disabilities, the program, Evaluation of Pediatric Use of NASEM’s Resilience and Wellbeing Tools, has been awarded to the American Academy of Pediatrics (AAP) to evaluate the recently developed National Academies of Science, Engineering, and Medicine (NASEM) resilience and wellbeing tools. The NASEM resilience and wellbeing tools are aimed at children and teens to increase coping skills and resilience to stressors within the population.

To accomplish this aim, the project will focus on the following activities:

1. Develop and implement an evaluation strategy for assessing the acceptability and impact of the full suite of NASEM resilience and wellbeing tools,
2. Use findings from the evaluation to develop strategies to improve the accessibility, reach, and effectiveness of the NASEM tools.

Through these activities, the AAP hopes to address the growing need of pediatric health care clinicians for providing resiliency and wellbeing resources to children, adolescents, and families.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The Evaluation Consultant will work with AAP and subject matter experts to develop and implement an evaluation methodology, corresponding evaluation tools and data collection plan with respect to the NASEM’s suite of [Tools for Supporting Emotional Wellbeing in Children and Youth](#). Evaluation will be designed to 1) determine the NASEM tools effectiveness in reducing stress and increasing coping skills in children who are disproportionately affected by the COVID-19 pandemic, 2) assess tactics that could improve pediatrician and pediatric non-physician clinician utilization of the tools and 3) solicit feedback regarding the content, format and delivery of the videos and related materials.

**Deliverables:**

- Work with AAP staff and subject matter experts (SME) via regularly scheduled virtual calls/meetings; schedule to be determined but likely weekly or bi-weekly.
- Review background materials provided by AAP staff and the NASEM suite of Tools for Supporting Emotional Wellbeing in Children and Youth.
- Design and develop evaluation plan, methodology, data collection plan/tools, and implementation strategy to evaluate the NASEM suite of Tools for Supporting Emotional Wellbeing in Children and Youth.
- Collaborate with AAP staff to prepare and submit an IRB application for approval of evaluation plan.
- Facilitate implementation of the evaluation plan with 3 to 5 pediatric practices that will be identified by the AAP project team.
- Gather and analyze evaluation data from 3 to 5 pediatric practices.
- Compile and submit evaluation report focusing on:
  - Effectiveness of NASEM tools in reducing stress and increasing coping skills in children who are disproportionately affected by the COVID-19 pandemic.
  - Tactics that improved pediatrician and pediatric non-physician clinician utilization of the tools.
  - Feedback regarding the content, format and delivery of the videos and related materials, including any challenges and lessons learned.

**SCHEDULE OF DELIVERABLES**

Services are requested from October 2022 through July 2023.

**October 2022 Project Planning**

- Kick off call(s) with staff and SME
- Review background materials and NASEM suite of tools

**November – December 2022 Evaluation plan methodology and IRB application**

- Design and develop evaluation plan, methodology, data collection plan, and related data collection tools
- Develop implementation strategy
- Participate in development and submission of evaluation plan to the AAP IRB

**January – May 2023 Implementation of data collection plan**

- Pilot data collection with 3 to 5 pediatric practices
- Establish data reporting schedule for practices
- Gather data from pediatric practices

**June 2023**

- Analyze evaluation results

**July 2023**

- Submit evaluation report

**MANDATORY QUALIFICATIONS**

The qualified candidate will have:

- Long standing credentials and track record in working with diverse groups of pediatricians and pediatric health professionals.
- Demonstrated experience working in health promotion program evaluation.
- Experience performing similar work or service, where comparability can be measured by size, type, and complexity of work.

The respondents to this RFP should provide the following:

- Cover letter with an introductory section including the legal/official name and title of the respondent (eg, office and email address, telephone number).
- Resume/CV and qualifications to perform scope of work of all contractors involved in the project.
- Comprehensive proposal including approach to completion of all project deliverable as described in the scope of work and schedule of deliverables.
- Samples of previous work.
- Three client organizations/agencies including the names and contact information of individuals with whom the respondents have worked directly. It is preferable that the client references include both AAP, and non-AAP staff; 2 external references are preferred.
- Identity if independent or organizational affiliation.
- Cost proposal (see attached template).
- Meeting of appropriate state licensing requirements.
- Policies regarding notification on changes of personnel.
- 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**

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 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**

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:

Criterion 1: Quality of proposal	20%
Criterion 2: Professional qualifications and specialized experience of respondent and team members	20%
Criterion 3: Comprehensiveness and adequacy of the proposed Implementation	20%
Criterion 4: Price/cost analysis	20%
Criterion 5: Eligibility	20%

#### **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  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

