REQUEST FOR PROPOSAL

RFP Number: 1036415-RFP-01
Project Title: Evaluation Consultant of TBI Prevention Messages Communicated to Families by Pediatricians
Application Deadline 11:59 pm CST: October 28, 2022
Proposals must be emailed to: 390rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: October 14, 2022
Responses to questions will post on: October 20, 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

It is estimated that 475,000 children from 0-14 years of age sustain a traumatic brain injury (TBI) annually. Children under the age of 5 visit the emergency room for TBIs due to falls at home, furniture tipping over on top of the child, baby products, and the child hitting hard surfaces. Children ages 4-8 years report TBIs due to falls, bike-related incidents, and car accidents. For youth over the age of 15, TBIs are from falls, motor vehicle accidents, and sports. While many of these injuries heal, these injuries can lead to long-term health problems or death in some cases.

The AAP is seeking to engage a consultant with the skill set to evaluate injury prevention guidance and messaging, particularly those related to TBI in children ages 0-4, provided by pediatricians to families during well-child/preventive care visits or sick child visits.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

We envision a multipronged approach to this evaluation, in which the consultant will conduct the following activities with the guidance of faculty and staff:

- Conduct an environmental scan to determine the methods and modalities used by pediatricians to guide TBI injury prevention. The environmental scan will:
  o be used to identify trends, opportunities, and gaps in the TBI prevention messaging and modalities used by pediatricians;
- review TBI resources at the national level from organizations that provide pediatric health care and governmental agencies that focus on TBI care, and;
- be used to inform the project’s other activities.

- Develop and disseminate a survey targeted to families to learn about the TBI prevention guidance received during well-child/preventative care visits and/or sick visits.
- Develop an interview guide and conduct focus groups with pediatricians and families to identify gaps and learn more about anticipatory guidance provided when discussing TBIs and injury prevention with families.
- Develop a final report summarizing findings and providing actionable strategies to improve TBI prevention messaging.

## SCHEDULE OF DELIVERABLES

**Performance Period:** November 1, 2022-July 31, 2023

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<th>Activity</th>
<th>Performance Indicator</th>
<th>Time Frame</th>
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<tr>
<td>Staff/Faculty Meetings</td>
<td>Meet with project faculty and/or staff for weekly meetings; as needed.</td>
<td>November 2022-July 2023</td>
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<td>Environmental Scan</td>
<td>Conduct an environmental scan, analyze the data from the environmental scan, and identify at least 3 TBI/other injury prevention communication materials currently being used by pediatricians.</td>
<td>November 2022 – January 2022</td>
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<td>Family Survey</td>
<td>Develop and disseminate survey intended for families to learn more about the guidance they receive from their pediatrician on TBI and injury prevention.</td>
<td>January 2023 – March 2023</td>
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| Focus Groups with Families | Assist in the recruitment of participants for the family focus groups and help develop the required institutional review board (IRB) application.  
Develop an interview guide and conduct focus groups (5-6) with 60 families from diverse socioeconomic and demographic backgrounds, with a special emphasis on guardians who have children ages 0-4 years, to learn more about the anticipatory guidance their pediatrician provided on TBI and injury prevention. | March 2023 – May 2023 |
Focus Groups with Pediatricians

Assist in the recruitment of participants for the pediatrician focus groups and help develop the required institutional review board (IRB) application.

Develop an interview guide and conduct focus groups (4-5) with 40 pediatricians with patients from diverse socioeconomic and demographic backgrounds about their injury prevention messaging practices, with a special emphasis on children ages 0-4 years.

March 2023 – May 2023

Develop a final summary report

Develop a final report that summarizes the findings from the evaluation project. This report will include actionable steps that can be used to provide further information on TBI prevention strategies with an emphasis on children ages 0-4 years.

June 2023 – July 2023

MANDATORY QUALIFICATIONS

Respondents should include in their proposals the following information:

1. A clear summary of their approach to the work.
2. Statement of qualifications to perform the scope of work, including staffing plan, a summary of related experiences (e.g., public health research, survey design, data analytics, published work) for all those involved in the project, and a resume/CV for all members of the consulting team who will be working on the project.
3. Description of approach and ability to manage the project scope within the designated timeline.
4. Budget including hourly rate and estimated hours. Please see associated bid form.
5. Description of experience conducting qualitative research. Examples of relevant past projects and writing samples (e.g., survey research, and/or conducting focus groups, interviews).
6. The names, phone numbers and email addresses of three individuals, preferably at different organizations, who have been clients during the last two years who can be contacted as references.

COST PROPOSAL

See associated bid form.

CONTRACTUAL ARRANGEMENTS

Once approved, the selected applicant will abide by the terms and conditions outlined in the final letter of agreement accepted and signed by both parties. The consultant would be required to fill out disclosure and anti-harassment forms before the contract is finalized.

Period of performance: November 1, 2022-July 31, 2023
Payment arrangements: Payment will be made as soon as is reasonably practicable upon completion of milestones at intervals mutually agreed upon and specified in the contract. Final invoice should be marked FINAL and submitted within 45 days of completion of the contract.

Cancellation: The AAP may terminate the contract at any time prior to the end of the term in the event that the consultant is unable or unwilling to perform the services or in the event of a material breach of any of the Consultant's other covenants or representations under the agreement.

EVALUATION CRITERIA

All proposals will be reviewed by AAP staff. Proposals will be scored in the following categories:
1) Demonstrated understanding of the project.
2) Demonstrated success in project management.
3) Demonstrated understanding and/or experience with qualitative research.
4) Capability to complete work in stated time/timeliness.
5) Cost-effectiveness.
6) Professionalism.
7) Minority and/or woman-owned/led firm

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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- 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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