REQUEST FOR PROPOSAL

<table>
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<tr>
<th>RFP Number:</th>
<th>1048013-RFP_01</th>
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<tbody>
<tr>
<td>Project Title:</td>
<td>Technical Writer Consultant- Practice Improvement to Address Adolescent Substance Use (PIASU)-2</td>
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<tr>
<td>Application Deadline 11:59 pm CST:</td>
<td>June 17, 2022</td>
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<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:385RFP@aap.org">385RFP@aap.org</a></td>
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<tr>
<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>June 3, 2022</td>
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<tr>
<td>Responses to questions will post on:</td>
<td>June 8, 2022</td>
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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

Substance use continues to be a major issue among children and adolescents in the United States. The rise in marijuana use, prescription drug misuse, including opioids, and the introduction of electronic cigarettes warrants concern for adolescents in the United States.

Adolescence provides a window of opportunity to address substance use. During adolescence, the brain is undergoing significant changes which makes adolescents more vulnerable to risk-taking behavior and addiction. Data show that the longer an individual waits before first using substances, the less likely they are to ever develop a substance use disorder. Delay in substance use onset during adolescence allows for additional brain development and may be a protective factor against the acute and long term consequences of early-onset substance use. It is in this crucial period of adolescence that action is needed to reduce, stop, or completely prevent the unhealthy use of substances and to identify and treat mental health concerns. Pediatricians have an important role to play in preventing, identifying, and treating substance use and mental health concerns, among children and adolescents. Encouraging new evidence demonstrates the effectiveness of universal screening for substance use and brief intervention techniques for adolescents in the clinical setting, sometimes referred to as SBIRT.

Funded by the Conrad N. Hilton Foundation, the goal of the Practice Improvement to Address Adolescent Substance Use (PIASU)-2 project is to improve the care of adolescents by supporting pediatric practices in adopting best practices for addressing substance use. To accomplish this aim, the project will focused on the following activities:

1. Periodic Survey on Substance Use to assess current practice regarding substance use screening and patient care
2. Pediatrician training and telementoring program to increase screening, brief intervention, and referral to treatment (SBIRT) for substance use
3. Symposium at the AAP National Conference on Substance Use, Specifically Address the Opioid Crisis in the United States.
Through these activities, the AAP has increased AAP members use of SBIRT and increase in confidence in addressing substance use among adolescents.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The Technical Writer will work with the American Academy of Pediatrics (AAP) to adapt and repurpose program PIAASU-2 project materials into content for an Screening, Brief Intervention, and Referral to Treatment (SBIRT) suite of pages on the AAP.org website. The goal of providing these resources in an online format is to support pediatric practices in implementing the SBIRT approach to address adolescent substance use. 

The consultant will work collaboratively with AAP PIAASU staff and 2-3 subject matter experts (SMEs) to author original content and revise existing content based on previously developed resources. Using the AAP policy statement and clinical report on “Screening, Brief Intervention and Referral to Treatment” and the PIAASU-1 sustainability study, the technical writer will develop the following online content areas: adolescent substance use and SBIRT implementation, quality improvement , and promising practices.

SBIRT Implementation

The Technical Writer to work with AAP staff and SMEs to updated and redesign the SBI Implementation Guide (38 pages) as html content. Resources from the PIAASU-2 quality improvement program will be incorporated when possible. The goal is to provide background knowledge on adolescent substance and implementation of the SBIRT approach.

- Review SBI guide as well as other background materials regarding adolescent substance use and SBIRT. Collect additional background information as necessary.
- Collaborate with AAP staff and SMEs to determine content that needs to be added, revised, or eliminated and timeline for development of page content.
- Develop page content to support SBIRT implementation pulling content from the SBI implementation guide and using materials from the PIAASU project wherever possible.
- Facilitate or participate in 5-8 conference calls with AAP staff to discuss sections, proposed content, and to review edits. As necessary, work directly with SMEs to clarify and revise proposed edits.
- Finalize content revisions with AAP staff and SMEs (up to 3 rounds of revision).

SBIRT Quality Improvement

The Technical Writer will work with AAP staff and SMEs to transform the PIAASU-2 quality improvement change package for the implementation of SBIRT into pediatric primary care into a user-friendly online format. The goal of this is to support practice transformation activities to implement SBIRT and enhance care to adolescent patients. Included in this change package are a key driver diagram, quality improvement measures, data collection tools, and resources to support SBIRT.

- Review quality improvement approaches and websites hosting change packages. Collect additional background information as necessary.
- Collaborate with AAP staff to develop a framework for the change package and timeline for development of page content.
- Develop page content to support the change package:
  - Summary of MOC Quality Improvement Project
  - AAP SBIRT Resources
- Facilitate or participate in 5-8 conference calls with AAP staff to discuss change package sections, proposed content, and to review edits. As necessary, work directly with SMEs to clarify and revise proposed edits.
- Finalize content revisions with AAP staff and SMEs (up to 3 rounds of revision).

Promising Practices

The Technical Writer to work with AAP staff and SMEs to author original content summarizing the work and experience of pediatric practices who completed PIAASU quality improvement programming. The summaries will describe promising practices that are advancing components of the SBIRT process for adolescent substance use. The goal is to promote the models and approaches of care used by these practices to encourage other pediatric practices to adopt and adapt components of the efforts. The AAP will recruit and select 6-8 practices.

- Review background materials regarding SBIRT and the PIAASU project provided by the AAP. Collect additional background information as necessary.
- Collaborate with AAP staff and SMEs to develop a structured interview guide to inform discussion with pediatric practices.
- Schedule and conduct interviews with 6-8 pediatric practices who completed the PIAASU program.
- Transcribe the interview discussions and summarize information into content suitable for publication on the AAP.org website.
- Provide 1 draft for review for each practice interview.
- Incorporate feedback and submit final content.

For the overall project, the consultant will participate in 10-15 conference calls each taking approximately 60-90 minutes with AAP staff to review and discuss content edits, and collaborate with the SMEs, whose role will be to review content for medical accuracy, via email. Additional 30-60 minute conference calls to discuss revisions with the SMEs may be scheduled on an as-needed basis.

### SCHEDULE OF DELIVERABLES

Services are requested from July 2022 through November 2022.

1. Review relevant source materials and sample websites including the AAP SBIRT policy, SBI implementation guide, PIAASU reports and resources anticipated to be integrated into the SBIRT implementation website.
2. Collaborate with AAP staff to develop a framework for the website and timeline for deliverables.
3. Develop page content to support the new framework:
   - About Adolescent Substance Use and the SBIRT Approach
   - Quality Improvement Change Package
   - Promising Practices
   - SBIRT Resources
4. Interview and develop descriptions of 6-8 practices implementing key strategies to address adolescent substance use using SBIRT
5. Facilitate or participate in 10-15 conference calls with AAP staff to discuss website sections, proposed content and review edits. As necessary, work directly with SMEs to clarify and revise proposed edits.
6. Finalize content revisions with AAP staff and SMEs (up to 3 rounds of revision).

### Schedule of Deliverables

#### July 2022

- Kick off calls with staff and SMEs
- Review background materials provided by the AAP including SBIRT policy statements, PIAASU-2 Sustainability Study, SBI Implementation Guide, and suggested website
- Develop interview guide for promising practices
- Determine key content areas of SBI Implementation guide to include and update for web pages

#### August 2022

- Participate in monthly conference call, approximately 60-90 minutes, with AAP staff to review and discuss edits to section(s) outlined in project timeline
- Schedule and conduct interviews with 6-8 pediatric practices.
- Submit draft SBIRT implementation and change package web content for SMEs review

#### September 2022

- Participate in monthly conference call, approximately 60-90 minutes, with AAP staff to review and discuss edits to section(s) outlined in project timeline
- Draft interview summaries with 6-8 pediatric practices.
- Submit content for SMEs review
- Publish revised and finalized content as completed

#### October 2022

- Participate in monthly conference call, approximately 60-90 minutes, with AAP staff to review and discuss edits to section(s) outlined in project timeline
- Submit content for SMEs review
- Publish revised and finalized content as completed

**November 2022**
- Finalize and submit content

**MANDATORY QUALIFICATIONS**
The qualified candidate will have:
- Long standing credentials and track record (minimum 5 years experience in medical/technical writing and 3 years experience in writing for the web)
- 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:
- Name and contact information
- 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 deliverables 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.
- Cost proposal (see attached template).
- 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.
- Note: preference will be given to consultants with demonstrated success writing for the web and translating complex language into easily understood and digestible and medically accurate content.

**COST PROPOSAL**
Please see attached.

**CONTRACTUAL ARRANGEMENTS**
Once approved, the selected applicant will abide by the terms and conditions outlined in the final letter of the agreement accepted and signed by both parties.

Period of performance: The term of the Agreement will commence upon the acceptance of the selected applicant on or about July 1, 2022 until November 30, 2022.

Payment arrangements: Payment will be made as soon as is reasonably practicable upon completion of deliverables to the Academy’s satisfaction and receipt of an invoice describing the services rendered. Final invoice should be marked FINAL and submitted within 60 days of completion of the contract.

Cancellation Provisions: The Academy may terminate the Agreement at any time prior to the end of the term in the event the Consultant is unable to 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**
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 Criterions:

<table>
<thead>
<tr>
<th>Criterion</th>
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<tr>
<td>Criterion 1: Quality of proposal</td>
<td>20%</td>
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<td>Criterion 2: Professional qualifications and specialized experience of respondent and team members</td>
<td>20%</td>
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<td>Criterion 3: Comprehensiveness and adequacy of the proposed Implementation</td>
<td>20%</td>
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<td>Criterion 4: Price/cost analysis</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)

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**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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<th>COMPANY NAME</th>
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<th>CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS</th>
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<tr>
<th>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</th>
<th>YES</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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<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.

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<th>APPLICANT SIGNATURE</th>
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