



## REQUEST FOR PROPOSAL

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| RFP Number:   | 1117011 -RFP-01   |
| Project Title:  | Branding and Communications Consultant for AAP Center of Excellence on Social Media and Youth Mental Health |
| Application Deadline 11:59 pm CST:  | <del>March 10, 2023</del> Deadline extended to March 15, 2023   |
| Proposals must be emailed to:   | 389rfp@aap.org  |
| Questions about this RFP must be submitted to the application email address above and will be accepted until: | February 28, 2023   |
| Responses to questions will post on:  | March 3, 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

In September 2022, the AAP was awarded a grant from the U.S. Department of Health and Human Services (HHS) through the Substance Abuse and Mental Health Services Administration (SAMHSA) to create a Center of Excellence: Creating a Healthy Digital Ecosystem for Children and Youth.

The Center of Excellence is dedicated to promoting healthy social media use and pediatric mental wellbeing. The Center will serve as a centralized, trusted source of evidence and support for children and teens, parents, educators, pediatricians and other professionals who help youth navigate social media.

The Center's website will feature an interactive portal where clinicians, educators, parents and youth can submit questions about social media use and mental health. We are seeking to hire a consultant to help us officially brand the Center, support general messaging development and the official launch of the Center.

AAP seeks proposals from experienced communications consultants to provide strategic and creative resources regarding the branding and marketing of the Center and elements of a high-impact multifaceted communications campaign. Prospective consultants should be comfortable creating brand assets that fit within a larger organization.

## PRODUCT SPECIFICATIONS OR SCOPE OF WORK

A communication consultant will be engaged for the following:

- Development of a branding and communications strategy for the launch of the center and first year, including creation of a Center logo, look/feel consistent with AAP's national identity guidelines and template materials such as PowerPoint decks
- Creation of key messages for media interviews, newsletters, social media and other communications regarding the center
- Creation of 4-6 digital assets such as graphics, short videos or other assets for social media and other communications for the launch and rollout
- Creation of press release, op-ed, and/or 1-3 targeted media placements for launch of the center
- Provide options for additional digital assets and additional messaging needs as needed

## SCHEDULE OF DELIVERABLES

March 10, 2023 – Application Deadline

By March 24, 2023 – Notification of Selection

By April 5, 2023 – Contract Executed

By April 12, 2023 – Kick off call between AAP and Consultant to plan goals, schedule and deliverables

By September 29, 2023 – 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 and media relations.
- Experience performing similar work or service, where comparability can be measured by size, type, and complexity of work.

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

## 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 April 2023 and September 29, 2023.

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](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 <input type="checkbox"/> YES <input type="checkbox"/> NO  |                   |
|  |                   |
| BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO  |                   |
|  |                   |
| BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO<br>(Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)                            |                   |
|  |                   |
| CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> NO<br>If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects. |                   |
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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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|---------------------|------|--------------------------------|
| APPLICANT SIGNATURE | DATE | PRINT APPLICANT NAME and TITLE |
|                     |      |                                |