



RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	719190-RFP-02 Q and A
Project Title:	National Center on Early Childhood Health and Wellness Content Developer
Application Deadline 11:59 pm CST:	March 23, 2020
Proposals must be emailed to:	719rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	March 10, 2020
Responses to questions will post on:	March 16, 2020

QUESTIONS AND ANSWERS

Question 1: For the emergency preparedness documents and maternal mortality tipsheets, will the consultant be provided with guidance and/or existing source material on the key content that needs to be covered, or will the consultant need to determine what points to include?

Answer 1: For the emergency preparedness documents, consultant will need to develop topic-specific content using the Emergency Preparedness manual as a guide. For the maternal mortality tip sheets, content developer will work with NCECHW staff lead to develop content.

Question 2: Can you provide a bit more information about the style of the videos? For example, will they be “talking head” pieces with one or two people delivering information, or will they be dialogue-based with multiple characters and tell a story? Will each video in the series have a narrative relationship to the previous ones (e.g., build on a story) or just have a topical relationship? Will the consultant be provided with learning objectives for the videos?

Answer 2: The videos will be "talking head" pieces with people presenting information on various topics. Each video in each series will have a topical relationship to others in the series. NCECHW staff can provide learning objectives for the videos.

Question 3: For the adaptation of staff newsletters, can you clarify the number and length of the existing newsletters and the number and length of handouts to be developed?

Answer 3: There are about 15 mental health newsletters of approximately 2-3 pages each. Each will need to be updated with additional topic-specific content, and will be about 3-5 pages long. There are about 15 health-related performance standards newsletters. Four will need to be developed from scratch on various health and safety topics, and the rest need to be revised. Each will be between 3-5 pages long.

Question 4: Is there any flexibility in the timeline (e.g., could the resource development phase extend through June)?

Answer 4: The final deadline for content is June 1st. Content will need to go through graphic design, NCECHW review, and steering committee approval prior to the Head Start Information Communications Center (HSICC) deadline of July 1st.