



REQUEST FOR PROPOSAL

RFP Number:	719190-RFP-01
Project Title:	National Center on Early Childhood Health and Wellness Health Equity Consultant
Application Deadline 11:59 pm CST:	April 3, 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 20, 2020
Responses to questions will post on:	March 27, 2020

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

The AAP holds a cooperative agreement for the National Center on Early Childhood Health and Wellness (NCECHW) with the Administration for Children and Families (ACF) Office of Head Start and Office of Child Care, as well as with the Health Resources and Services Administration Maternal Child Health Bureau to support the health-related activities and goals of Head Start and Child Care programs through the provision of resources, training, and technical assistance.

The NCECHW is leading a partnership that shapes and impacts the overall awareness, knowledge, and training of early care and education (ECE) programs across the nation including Head Start, Early Head Start, and Childcare. NCECHW recognizes the role of ECE programs, specifically the model of Head Start and Early Head Start, as a key health equity intervention and a vehicle to create pathways to opportunities for all children and families to thrive. NCECHW set out to explore how comprehensive health services address health disparities and advance health equity in ECE settings.

NCECHW believes school readiness begins with health and therefore is committed to reducing health disparities among children based on race, gender, disability, family composition, or socio-economic status and infusing greater attention to and promotion of health equity. Therefore, NCECHW formed an internal Health Equity Workgroup and worked with a health equity firm to move through a process of developing a strategic plan to establish the Head Start model as a foundation in the efforts to break the cycle of health inequities. With the strategic plan fully developed, NCECHW is now prepared to operationalize the implementation phase of this work.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

To address the above goals, the NCECHW is seeking a skilled health equity consultant to review the existing strategic plan and work in collaboration with the Health Equity Workgroup to develop the key components necessary to fully implement the NCECHW health equity agenda by:

1. Develop a health equity definition applicable to Head Start
2. Outline a process to develop the NCECHW health equity framework. This will include working with the Health Equity Workgroup to develop an implementation framework, timeline, important stakeholders, and future research needs.
3. Develop a Head Start health equity framework that incorporates health equity approaches with a specific focus on social determinants of health and health literacy. This work will be informed by an environmental scan of existing publications, research on best practices that are in alignment with the Head Start model, as well innovative practices that will enhance the current work.
4. Work with Health Equity Workgroup to identify up to 6 key stakeholders across the Head Start structure that can participate in key informant interviews to further refine the framework development process.
5. Synthesize feedback and refine the framework. This will include designing the framework and accompanying assets to visually represent the health equity concepts and ideas (e.g., 1-2 pager and/or presentation slides).
6. Work with the Health Equity Workgroup to develop and refine key messages, tools, and resources that can be used for conversations starters, trainings, and a social media campaign on health equity in Head Start. This will include a review of current key messages around health and equity across Head Start, research data on the impact of ECE settings on health equity and develop key messages. The consultant will work with the Health Equity Workgroup and key stakeholders to further refine and design these final assets, based on feedback.
7. Collaborate with the Health Equity Workgroup to further develop components (e.g., framework, key messages) into a foundational health equity training that can be utilized to train Head Start technical assistance staff. Ideally, this will follow a train-the-trainer model.
8. Serve as a health equity subject matter expert, in partnership with Health Equity Workgroup representative, at a future professional development/training for Head Start technical assistance staff or a national webinar series.
9. Assist with the planning and development of a social media campaign and/or other dissemination strategies that incorporates the framework, key messages and other tools.

SCHEDULE OF DELIVERABLES

Planning phase April 2020

Regular planning meetings with NCECHW staff to develop project workplan and project timeline. Planning meetings will be conducted via hourly conference calls weekly through this phase.

Implementation phase May- July 2020

Organize and conduct key informant interviews with 5-6 identified content experts.

Collate and deliver environmental scan of the research

Develop and refine key messages

Complete development of the health equity framework and provide recommendations for implementation supports to Head Start programs

Refine and final health equity framework based on comments from NCECHW health equity work group and funding officers

Develop health equity train-the trainer model

Participate in regular communication with the NCECHW team, anticipated as hourly conference calls bimonthly.

Delivery and dissemination phase August-September 2020

Deliver all products including final health equity framework, train the trainer presentation, and key message.

Provide recommendations for a dissemination strategy including potential social media assets

Serve as health equity subject matter expert at Head Start training or national webinar - September 2020

MANDATORY QUALIFICATIONS

The consultant candidate will provide the following:

1. Proposal including project narrative detailing experience in health equity and/or Head Start, project management approach, and proposed scope of work. The scope of work should include details regarding the project approach and timeline.
2. Detailed budget with associated costs for listed activities. The budget should include an estimation of billable hours as appropriate.
3. Demonstrated experience with health equity implementation strategies, early childhood content development, and high-quality writing and analytic skills. Provide examples of past projects, required at least two. A minimal of one year experience is required.
4. References regarding the candidate's expertise in the areas of health equity and early childhood services preferably at different organizations (with name, phone number, and email address). Three references are required. Only one will be accepted from the AAP.

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.

Period of performance: The performance period is April 1st -September 29, 2020

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 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 representaions under the Agreement.

EVALUATION CRITERIA

All proposals will be reviewed by NCECHW staff. Proposals will be scored in the following categories: 1) Qualifications of consultants, 2) Previous work of consultant applicable to proposed project, and 3) cost. Highest weight will be awarded to consultants with demonstrated experience and expertise in operationalizing strategic plans, health equity, developing resources in the NCECHW content areas for Head Start or child care audiences.

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

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