RFP Q&A Number: 851156-RFP-01 Q and A  
Project Title: Immunization Communication and Media Content Analysis  
Application Deadline 11:59 pm CST: March 9, 2020  
Proposals must be emailed to: Melissa Ponce at mponce@aap.org  
Questions about this RFP must be submitted to the application email address above and will be accepted until: February 26, 2020  
Responses to questions will post on: February 28, 2020  

**QUESTIONS AND ANSWERS**

**RFP Process:**

Question 1: Are multiple consultants/firms being considered for this work? How many firms have you invited to participate in this RFP? Are more than two other consultants/firms being asked to consider submitting a bid?

Answer 1: As the RFP is posted publicly, any eligible consultant/firm may apply. There is no limit to the number of consultants/firms that may apply.

**Budget:**

Question 1: Could you provide guidance on the budget or range for this engagement?

Answer 1: There is no guidance regarding the budget range. Please submit a budget estimate of anticipated costs associated with completion of the project deliverables.

Question 2: Should the contractor include any budget for travel to the AAP’s office in Itasca, or will that be coordinated after award?

Answer 2: In the budget proposal, the consultant should include all travel related expenses (ie, hotel, flight, meals, etc.) to the AAP’s office in Itasca, Illinois.

Question 3: Public Health Meetings - Should the budget proposal include the cost of attending these conferences (including registration, travel, etc), or will that be coordinated after award?

Answer 3: In the budget proposal, the consultant should include all costs (ie, registration fees, hotel, flights, meals, etc) associated with attending at least two public health meetings.

**Reviewing Media Coverage:**

Question 1: Are there time parameters associated with this? (ie, 12 months, 1 year, 3 years, last 12 months, or around specific pediatric influenza surges, etc.)

Answer 1: The AAP and consultant will jointly determine any time parameters following the award of this contract.

Question 2: Review of Media Coverage - Are there any geographic parameters? (E.g. US only, specific regions of the US, etc.)

Answer 2: For reviewing media coverage, the geographic parameter is the United States. The AAP and consultant will jointly determine any additional parameters following the award of this contract.

Question 3: Would you like us to only assess national media coverage, or global as well?
Interview Immunization Experts:
Question 1: In terms of interviewing a minimum of five child and adolescent immunization experts and advocates, will the AAP assist with identifying experts and advocates to interview?
Answer 1: The AAP can assist the consultant in identifying immunization experts and advocates to interview, as needed.

Question 2: Have you already designated the child and adolescent immunization experts and advocates you’d like us to interview? Or does the AAP wish for the contractor to seek out and select those experts?
Answer 2: The child and adolescent immunization experts and advocates have not been designated. The AAP can assist the consultant in identifying immunization experts and advocates to interview, as needed.

Question 3: Would you like those interviews to be conducted by phone or in person?
Answer 3: The interviews may be conducted by phone or in person.

Question 4: Would we work on the list of questions together, or do you already have a sense for what you’d like to assess?
Answer 4: The AAP can assist the consultant in identifying the list of questions, as needed. The AAP and consultant will determine this jointly following the award of the contract.

Public Health Meetings:
Question 1: Does the AAP have specific professional public health meetings in mind or will the contractor be responsible for identifying the conferences/events?
Answer 1: The AAP may have suggestions for professional public health meetings and can assist the consultant in identifying meetings, as needed.

Question 2: Are there specific criteria that need to be considered for the public health meetings? (E.g., size, geography, attendees, other?)
Answer 2: The public health meetings should relate in some way to child and adolescent immunizations.

Analyzing Immunization Materials:
Question 1: For the "array of publicly available immunization materials," are there specific materials the AAP would like its consultant to review or would the consultant identify materials based on what is publicly available?
Answer 1: The AAP and the consultant may work together to identify which available immunization materials to review (ie, fact sheets, Web sites, toolkits, etc.).

Reviewing Publicly Available Immunization Materials:
Questions 1: Are there time parameters associated with reviewing the publicly available immunization materials?
Answer 1 The AAP and consultant will jointly determine any time parameters following the award of this contract.

Question 2: Are there any geographic parameters?
Answer 2: For reviewing publicly available immunization materials, the geographic parameter is the United States. The AAP and consultant will jointly determine any additional parameters following the award of this contract.
Question 3: Would the AAP want anti-vaccination materials included in this review to establish common tropes among this demographic?
Answer 3: The AAP and consultant will determine this jointly following the award of the contract.

Question 4: Do you have a strong preference for how many immunization materials and sources (or specifically which sources) you’d like us to evaluate?
Answer 4: The AAP and consultant will determine this jointly following the award of the contract.

Other Questions:
Question 1: Are there sampling criteria for the media coverage and publicly available immunization materials? (For example, media coverage over a specific time period such as 2015-2019; immunization materials that promote vaccinations rather than undermine the public’s confidence in vaccines, etc.?)
Answer 1: The AAP and consultant will jointly determine any sampling criteria following the award of this contract.

Question 2: Is there a particular impetus for initiating this project now?
Answer 2: AAP has a multi-faceted communications campaigns to improve vaccine confidence, but we lack a solid base of evidence regarding what types of messages will resonate best. Eroding confidence in immunizations is harming infants, children, adolescents and young adults in the U.S. and is a source of burnout for pediatricians.

Question 3: Has AAP considered other methods to refine and develop messaging in this area beyond or in addition to this scope of work?
Answer 3: Yes, the AAP has considered other methods to refine and develop immunization messaging.

Question 4: What was your rationale for this approach?
Answer 4: AAP has a multi-faceted communications campaigns to improve vaccine confidence, but we lack a solid base of evidence regarding what types of messages will resonate best. Eroding confidence in immunizations is harming infants, children, adolescents and young adults in the U.S. and is a source of burnout for pediatricians.

Question 5: What do you plan to do with all of the research/information gathered from this project? Can the AAP clarify the long-term goals for the work accomplished through this RFP? For example, will it be leveraged to inform a communications plan, the development of educational materials, or another purpose?
Answer 5: The work accomplished through this RFP will improve our understanding of how physicians and others are advocating for immunizations, and discern thematic patterns, frames, and narratives. The information will be used to inform a communication plan to create an overarching immunization messaging strategy for the AAP.

Question 6: Can the AAP expand on the anticipated level of effort around developing/refining immunization messaging content? For example, what kind of content might be created? How will the content be used? Who are the primary audiences for these messages? How many messages should the vendor budget to develop/refine?
Answer 6: At this time, this RFP is specific to identifying a consultant to conduct a content analysis of news media and immunization advocate communication. The consultant for this RFP is not expected to develop and/or refine immunization messaging content.

Question 7: Please confirm that this contract will not include any materials development; rather the messages that may be used to create materials in a future contract?
Answer 7: This contract does not include development of materials.