REQUEST FOR PROPOSAL

RFP Number: 859100-RFP-01
Project Title: Institute for Healthy Childhood Weight: Health Education Video Consultant
Application Deadline 11:59 pm CST: March 2, 2020
Proposals must be emailed to: 390rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: February 25, 2020
Responses to questions will post on: February 28, 2018

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 Institute for Healthy Childhood Weight is seeking a communications consultant to work with the staff team to develop a series of brief and engaging explainer/educational videos for families of children engaged in treatment for obesity. These videos will be a complimentary component to a comprehensive multidisciplinary evidence based pediatric weight management intervention. The videos will have a consistent and contemporary look and feel and employ the latest in graphic design (such as 2D Character Animation, Motion Graphics Animation, Whiteboard Animation, 2.5D Animation, 3D Animation, Live-Action, Live-Action with Track Elements, Stop Motion or other style) to explain complex health information in a fun and memorable way. A total of twenty to twenty five 60-90 second videos will be needed. Each video will need an English and Spanish narration. All original files will be provided in multiple formats (mpv, mp4, QT, etc).

In partnership with the staff team and subject matter experts, the consultant will assist with final script editing and tailoring. The consultant will create storyboards, identify potential voiceover casts, music, etc. Once content and vision are approved the consultant will produce a series of videos that will be available in both English and Spanish. The consultant will also participate in review/product testing with stakeholders and key informants. The key topics to be covered will include but are not limited to: an introduction to the healthy weight clinic, what is goal setting, positive parenting, understandingBMI/health, weight bias and stigma, healthy foods and home environment, portion sizes, healthy drinks, emotions around eating, physical activity, screen time, sleep, bullying, understanding hunger and mindful eating, social-emotional wellness, label reading; and meals & snacks.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

In partnership with AAP staff, the consultant scope of work for this RFP includes:
1) Review and editing of scripts developed by AAP to ensure appropriate time and style for the video

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2) Recommend design/style for desired content/themes
3) Develop storyboard for the videos and present to project team. Refine as needed.
4) Present voiceover and music recommendations as appropriate. Note each video will need an English and Spanish voiceover. Cast voiceover and select music upon decision with project team.
5) Produce 20-25 videos roughly 60-90 seconds in length (no more than 2 minutes).
6) Deliver original files to AAP each video will need 2 versions (English and Spanish voiceovers)

**SCHEDULE OF DELIVERABLES**

March 2020 Kick off call
March - April 2020: Script review and format/design recommendations
April-May 2019: Storyboard review and begin production
May - July 2019: Final production of the segments

All project activities and deliverables must be completed no later than July 31, 2020

**MANDATORY QUALIFICATIONS**

The candidate will provide the following:
1) Company Strengths:
   a. Company profile, length of time in business, and core competencies
   b. A description of company’s strategy to engage content experts in development of health communication messaging
2) A clear summary of their approach to the work including:
   a. Project management
   b. Proposed timeline
   c. Description of process, design and review phases of message development
3) Budget Estimate:
   a. A detailed list of all anticipated costs associated with completion of the project which contains the following:
      i. Anticipated cost(s) per video; including differentiated costs for live-action versus animated, assuming there is a difference in costs
      ii. Alternatively, a billing rate per hour to participate in the deliverables listed above and complete the agreed upon number of videos
   c. Definition of scope of work included in the quoted price and what, if any, costs/services would be considered out of scope
3) Examples of previous work designing explainer videos to reach parents and families
4) CVs/resumes for those individuals to be involved in the work
5) The names, phone numbers, and email addresses of three individuals, preferably at different organizations, who have been clients during the last two years who can be contacted as references

**CONTRACTUAL ARRANGEMENTS**

The performance period is March 2020 - July 31, 2020

Payment will be made upon completion of milestones at intervals mutually agreed upon and specified in the contract. The AAP may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services.

**EVALUATION CRITERIA**
Proposals will be scored in the following categories: 1) Content of proposal 2) Qualification of consultants/firm 3) Cost per unit or cost per hour and 4) Previous work of consultants applicable to proposed project.

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

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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)

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<th>CURRENT OR PREVIOUS CONTRACTS WITH AAP</th>
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<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.

| APPLICANT SIGNATURE | DATE | PRINT APPLICANT NAME and TITLE |