



## REQUEST FOR PROPOSAL

RFP Number:	1036266-RFP-01
Project Title:	Social Media Influencer Consultant: Supporting Pediatricians to Increase HPV and Pediatric Influenza Vaccination Rates
Application Deadline 11:59 pm CST:	September 17, 2023
Proposals must be emailed to:	323rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	September 4, 2023
Responses to questions will post on:	September 11, 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

Vaccination rates for HPV and influenza are consistently lower than other vaccinations routinely recommended for children and adolescents. Children and adolescents in rural communities are less likely to be vaccinated against HPV and influenza than those living in urban areas. The project goal is to support pediatricians to increase HPV and pediatric influenza vaccination rates, especially in rural areas, by providing education and resources on evidence-based best practices and by leveraging the strengths and expertise of community-based organizations and providers.

The AAP seeks a Social Media Influencer consultant to identify influencers who can reach diverse families in rural communities with messages about the importance and benefits of HPV and pediatric influenza vaccination. The consultant will work closely with AAP staff to develop and implement a campaign with social media influencers in rural communities. In addition, the consultant will evaluate the campaign and provide a comprehensive report.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

A Social Media Influencer Consultant is sought to complete the following tasks by July 31, 2024:

- Identify 5-6 social media influencers who have established audiences in rural areas of the country with preference for areas with low HPV and/or pediatric influenza vaccination rates.
- Prepare training materials to share with the identified influencers on the importance of HPV and influenza vaccination, utilizing existing AAP best practices, materials, and resources around vaccine message framing.

- Work with influencers to develop and implement a social media campaign of positive HPV/influenza vaccine messaging that can be tailored to each influencer's specific audience/community.
  - Each influencer will publish a minimum of 1 blog post and 4-5 social media posts on Facebook, Instagram, Twitter, or TikTok. Content will include a call to action to visit a specified website. A draft copy of the content will need to be approved by the AAP prior to publication.
- Develop a system for regular collection of data from influencers and tracking metrics for each influencer throughout the entire run of the campaign.
- Communicate regularly with AAP project staff via email and conference calls.
- Prepare and provide AAP with a final report that evaluates the overall impact and success of the campaign.

#### SCHEDULE OF DELIVERABLES

September 17, 2023 – Application deadline

By September 22, 2023 – Notification of selection

By October 13, 2023 – Contract executed

By October 27, 2023 – Kick off call between AAP and consultant to create project plan and timeline

By July 31, 2024 – 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:

- Demonstrate access to influencers with reach to families and caregivers of children and youth with diverse backgrounds (geographic, race/ethnicity, gender)
- Ability to assess how influential each potential influencer is in the child health and vaccine promotion space
- Ability to reimburse influencers for their participation in the social media campaign
- Demonstrate experience in social media campaign execution and evaluation, preferably in the public and/or nonprofit sectors

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 template.

Note: There is no guidance available regarding the budget range. Please provide a proposed cost estimate that appropriately aligns with the completion of the activities and scope of work described.

## CONTRACTUAL ARRANGEMENTS

Execution of a contract for the project outlined in this request for proposals is contingent upon receipt of funding. If funding is awarded, this scope of work will be carried out between October 2023 and July 2024.

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 (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	
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