



RFP QUESTIONS AND ANSWERS

RFP Number:	1036355 – RFP – 01
Project Title:	Disinformation Training Consultant: Engaging Pediatric Health Care Providers for Effective COVID-19 Vaccine Conversations
Application Deadline 11:59 pm CST:	October 28, 2022
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:	October 10, 2022
Responses to questions will post on:	October 14, 2022

QUESTIONS AND ANSWERS

Q1: Can the AAP confirm that there will be three one-hour training sessions in total. One session for each cohort?

A1: A consultant is sought to develop and implement a one-hour, 101-level skills building session that will be presented to three different cohorts of pediatricians (3 hours total; identical training content for each cohort).

Q2: The RFP says deliverables must be completed by the end of July 2023. Is there a particular month that AAP hopes to offer these trainings?

A2: Deliverables will be finalized with AAP staff by the kickoff meeting. The timing of these sessions will likely be executed in February/March 2023.

Q3: Will all sessions be virtual, or would the AAP like the option of holding at least one in-person in their Itasca office?

A3: All three sessions will be conducted virtually.

Q4: Does the consultant need to use Teams for the training sessions, or can the sessions be held via Zoom?

A4: The virtual platform for implementing trainings is nonspecific [eg, Zoom, WebEx, Teams].

Q5: Will the AAP provide the messaging to be shared with the 150 trainees during the sessions— messages that the AAP believes most effectively counters dis- and misinformation on social media? Or should the consultant build into this proposal some strategic messaging work with the AAP in order to develop the content together?

A5: The consultant is responsible for developing strategies to counter misinformation and

disinformation about COVID-19 vaccines with AAP staff oversight. The AAP has completed research on vaccine message framing and uses the recommendations to help frame messaging around vaccines. We would expect the consultant to use this research to help inform the training curriculum.