REQUEST FOR PROPOSAL

RFP Number: 810220-RFP-02
Project Title: Evaluation Consultant for Identifying and Managing Social Determinants of Health
Application Deadline 11:59 pm CST: November 30, 2019
Proposals must be emailed to: 393RFP@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: November 16, 2019
Responses to questions will post on: November 22nd

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 Division of Strategic Partnerships for Child and Family Health is seeking an evaluation consultant for the Identifying and Managing Social Determinants of Health initiative, a grant-funded project at the American Academy of Pediatrics that seeks to improve the care of children birth to 5 years through collaborative practice and system-based interventions that address adverse childhood experiences (ACEs), toxic stress, social determinants of health (SDOH), maternal depression, and child development using methods that promote resilience and protective factors.

The initiative includes three major components. The first component is the Screening Technical Assistance and Resource (STAR) Center, which provides evidence-based resources and technical assistance (TA) for integrating screening, referral, and follow-up into pediatric primary care practices. The second is a chapter-led quality improvement project that will engage up to six chapters, who will each engage 10-15 practices in a learning collaborative on ACEs and SDOH that will measure, evaluate, and improve screening, referral to community resources, and follow-up. The collaborative is set to launch in Summer 2020. The third is a National Advisory Board (NAB) that provides strategic guidance and makes recommendations for inter-agency collaboration.

Responses to this proposal will be accepted until 11:59pm CT on Saturday, November 30th.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK
December 2, 2019-April 30, 2020 (Grant Year 1)
-Develop an evaluation plan for the overall initiative, including evaluation of outcomes of the project objectives and deliverables for each year, with input from the Project Advisory Committee, AAP staff, and the funder. The plan should include data collection methods and a timeline as well as:
- A system for collecting feedback on the activities of the STAR Center and recommend enhancements to the website and technical assistance services based on the feedback collected
- An evaluation plan specific to the chapter quality improvement collaborative, including potential pre- and post-surveys, parent surveys, focus groups or key informant interviews, training evaluations, stakeholder interviews and more
- Analyze reach/impact of all products of the STAR Center (web traffic, click through rates, course completion rates, feedback surveys) and develop recommendations for greater reach/impact
- Assist with IRB exemption application for chapter quality improvement learning collaborative
- Coordinate with Quality Improvement consultant, when applicable
- If applicable, coordinate with external evaluator contracted by the funder
- Prepare year-end evaluation report and incorporate feedback from AAP staff and funder
- Evaluate function and activities of National Advisory Board
- Communicate with AAP staff on a regular basis via email and conference calls

May 1, 2020-April 30, 2021 (Grant Year 2)
Implement evaluation plan, which may include activities such:
- Develop and execute pre- and post- surveys for chapter quality improvement learning collaborative
- Develop and execute training evaluations
- Conduct interviews or focus groups with chapter teams for feedback
- Analyze reach/impact of all products of the STAR Center (web traffic, click through rates, course completion rates, feedback surveys) and develop recommendations for greater reach/impact
- Develop interim evaluation recommendations that would guide the second half of the chapter quality improvement collaborative based on feedback/evaluation activities conducted in the first half of year 2
- Evaluate function and activities of National Advisory Board
- Prepare 6-month and year-end report and incorporate feedback from AAP staff and funder
- Coordinate with Quality Improvement consultant, when applicable
- Communicate with AAP staff on a regular basis via email and conference calls

May 1, 2021-April 30, 2022 (Grant Year 3)
Continue with implementation of evaluation plan from year 2, that may include activities such as:
- Analyze pre- and post- surveys for quality improvement learning collaborative
- Conduct and analyze interviews with quality improvement learning collaborative participants (including Chapter and Practice level staff, as well as AAP staff) to elicit and document lessons learned
- Analyze training evaluations
- Collaborate with Quality Improvement Consultant to report on findings from the learning collaborative
- Present program findings at relevant conferences or submit findings for relevant poster/abstract calls
- Analyze reach/impact of all products of the STAR Center (web traffic, click through rates, course completion rates, feedback surveys) and develop recommendations for greater reach/impact
- Conduct interviews with key stakeholders, including participants of the project advisory committees and National Advisory Board
- Coordinate with Quality Improvement consultant, when applicable
- Prepare overall program summative evaluation report
- If applicable, coordinate with external evaluator contracted by funder
- Communicate with AAP staff on a regular basis via email and conference calls

**SCHEDULE OF DELIVERABLES**
See Scope of Work above
### MANDATORY QUALIFICATIONS

Respondents should include in their proposals the following information:

1. Past experience with a similar scope of work
2. A clear summary of their approach to the work
3. Statement of qualifications and past experience to perform the scope of work, including staffing plan, summary of related experience for all those to be involved in the project, and a resume/CV for all those to the involved in the project
4. Description of project management approach and ability to manage the project scope within the designated timeline
5. An hourly rate as well as an estimated total for the first grant year (December 2, 2019-April 30, 2020), as well as an estimate for grant year 2 and grant year 3
6. Sample evaluation plan, logic model, and evaluation report
7. The names, phone number and email address of three individuals, preferably at different organizations, who have been clients during the last three years who can be contacted as references.
8. Policies regarding notification on changes of personnel

### CONTRACTUAL ARRANGEMENTS

The performance period of December 2, 2019-April 30, 2020. Renewal of project work is contingent upon satisfactory performance and the AAP receiving continuation funding.

Payment will be made 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 or in the event of a material breach of any of the consultant's other covenants or representations.

### EVALUATION CRITERIA

Proposals will be scored in the following categories:

1. Content and quality of proposal and suggested approach
2. Expertise and qualifications
3. Project management approach
4. Quality and relevance of previous work examples
5. Cost

### 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

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**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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<th>CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS</th>
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<th>BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA</th>
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<th>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</th>
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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.

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