REQUEST FOR PROPOSAL

RFP Number: 851108-RFP-03
Project Title: Instructional Designer - Maternal-Infant Health and Opioid Use
Application Deadline 11:59 pm CST: January 8, 2020
Proposals must be emailed to: 385RFP@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: December 16, 2019
Responses to questions will post on: December 20, 2019

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 rise of opioid use during pregnancy resulted in an alarming number of newborns with neonatal abstinence syndrome (NAS) or neonatal opioid withdrawal syndrome (NOWS). The American Academy of Pediatrics (AAP) supports a public health approach to addressing the opioid epidemic. This approach includes a focus on prevention strategies, universal screening for substance use during pregnancy, improved access to treatment and evidence based training and education for clinicians and healthcare professionals caring for families.

Funded by the Centers for Disease Control and Prevention (CDC), Division of Reproductive Health, the Maternal-Infant Health and Opioid Use project aims to improve the access to comprehensive care and treatment for women of reproductive age affected by opioid use and their infants. While pediatricians have the unique opportunity to identify families affected by opioid use, the educational materials addressing their specific needs are limited. Additionally, since pediatric patients are children affected by parental substance use; the care and treatment of mothers is often perceived to fall outside the scope of work of the pediatricians. Pediatricians and other physicians need educational resources to support the care of families affected by substance use.

Deliverable I: Comprehensive Multi-media Educational Program Design

Based on the results of an environmental scan, the AAP seeks to develop a plan for a comprehensive multi-media educational program for pediatric healthcare clinicians with respect to improving maternal and infant health for families affected by parental opioid use. This program is expected to address gaps in training and educational resources with respect to 1) transitions of care from the hospital/birthing center to the pediatric medical home, 2) screening for prenatal opioid exposure, 3) overcoming stigma and social attitudes, 4) health supervision in the pediatric medical home, and 5) recovery focused family-centered care coordination. It is anticipated that these resources would be beneficial to maternal health providers as well.

It is expected that multiple instructional materials (courses, videos, infographics, tip-sheets) would be included in the program. Responses to this RFP are expected to result in the development of an overarching educational
program that will identify (but not necessarily develop) a suite of multi-media educational offerings. With the exception of the continuing medical education micro-learning courses (detailed below), development of the individual program offerings will be included in a separate RFP process to align with the program’s funding cycle.

Deliverable II: Perinatal Quality Collaborative (PQC) Micro-learning Sessions
The AAP is seeking an Instructional Designer (ID) to work directly with AAP staff and subject matter experts (SMEs) to develop a 3-5-part series of self-paced online learning modules. The sessions will be targeted for the maternal and infant health care teams participating in the 13 federally funded programs of the National Network of Perinatal Quality Collaboratives (NNPQC) focused on improving outcomes with respect to prenatal opioid exposure. The online learning modules are expected to be approximately 15 minutes each. Each micro-learning module will need to be complete, in and of itself; with the potential to be integrated with other components of the overarching educational program described above.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK
The multi-media educational program is expected to support both continuing medical education (CME) needs and implementation in the pediatric medical home through practice-based educational materials and resources. While individual deliverables are expected to stand alone; it is anticipated that components of the program could be combined into an interactive course on the AAP PedaLink platform at some point in the future.

Scope of work:
1. It is estimated that 25 hours of meeting time (via phone or other virtual meetings) will be required over the course of the project. The frequency and length of these calls/virtual meetings will be determined and adjusted according to project’s needs.
2. Instructional designer will work with AAP staff and SMEs to develop the overarching educational program with specific learning objectives and educational offerings to meet those learning objectives (e.g., narrated lectures, videos, digital media, print materials).
3. Instructional designer will work with AAP staff and SMEs to develop a 3-5 part series of virtual micro-learning sessions aimed at the infant and maternal health care team during the neonatal and perinatal period. The micro-learning sessions are anticipated to be 15-minutes in length.
3.1. Instructional designer will be responsible for developing the script and multi-media components of the curriculum for each micro-learning session. It is expected that the script and all materials will go through 1-2 rounds of revisions.
3.2. Instructional designer will be responsible for securing all art, images, or design components that will be included in the final deliverables.
3.3. To assure authenticity of the SMEs represented in the videos, it is anticipated that the program’s core planning team members will perform in this capacity. Upon confirmation of the availability of the SMEs to fulfill this role, the instructional designer will be responsible for securing all actors (2-3) and any other talent necessary to fulfill the final deliverables.
3.4. Instructional designer will be responsible for coordinating all logistics for recording sessions (including, if appropriate, site selection, equipment and sub-contracts for vendors such as a videographer or digital media).

SCHEDULE OF DELIVERABLES
January – February 2020: Project discovery and scope meeting(s) with staff and SMEs.
February 2020: Educational program objectives and deliverables drafted.
               PQC micro-learning session curriculum finalized.
March – April 2020: Production of PQC micro-learning sessions.
May 2020: Multi-media educational program design finalized.
               PQC micro-learning sessions launched.
All final outputs of this contract such as scripts, course materials, videos and permissions will be the property of the AAP. Materials will be delivered to the AAP program staff (in final and editable format as applicable) at the end of the contract period.

**MANDATORY QUALIFICATIONS**

The candidate should provide the following:

A. Minimum 5 years experience in designing multi-media online micro-learning modules with 3 years experience as an instructional designer for medical or public health topics

B. Proposal that responds to the scope of work with details about the approach to tasks and timeline

C. Budget estimates and cost of services with anticipated level of effort (estimate of total number of hours and billing rate per hour), as well as all additional charges for materials and curricula developed and (if applicable) estimated sub-contracts, for each of the following 3 sections:
   - Budget #1 – Deliverable I: Multi-media educational program design
   - Budget #2 – Deliverable II: 3 Part self-paced online learning module
   - Budget #3 – Deliverable II: 5 Part self-paced online learning module

D. Key personnel that will be involved with a brief summary of qualifications for each (bio sketch or CV)

E. A general description of the organization, its work around designing online educational strategies and materials and any relevant prior experience

F. Samples of previous projects for online micro-learning modules, and

G. Names, phone numbers, and email addresses of individuals at 2-3 organizations who have been your client during the last 2 years whom we can contact as references.

**CONTRACTUAL ARRANGEMENTS**

Once approved, the selected applicant will abide by the terms and conditions outlined in the final letter of the agreement accepted and signed by both parties.

Period of performance: The term of the Agreement will commence upon the acceptance of the selected applicant, from January 2020 to July 31, 2020.

Payment arrangements: Payment will be done as soon as is reasonably practicable upon completion of deliverables to the Academy’s satisfaction and receipt of an invoice describing the services rendered. Final invoice should be marked FINAL and submitted the latest 60 days of completion of the contract.

Cancellation Provisions: The Academy may terminate the Agreement at any time prior to the end of the term in the event the Consultant is unable to or unwilling to perform the services or in the event of a material breach of any of the Consultant’s other covenants or representations under the Agreement.

Project Changes: A Project Change Request is a communication vehicle which outlines the requested change to the project and details the impact on scope, timeline and/or budget. Before proceeding with any changes, the Change Request must be completed and agreed to by all parties (ID and AAP).

**EVALUATION CRITERIA**

The consultant will be selected based upon samples provided and knowledge base of experience in instructional design. Previous experience in developing a suite of inter-related multi-media educational offerings for medical or public health filed audiences is highly desired and will be the primary criteria considered in the evaluation process.

**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

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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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(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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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.

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