RFP QUESTIONS AND ANSWERS

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<th>RFP Q&amp;A Number:</th>
<th>94113-01RFP Q and A</th>
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<tr>
<td>Project Title:</td>
<td>Anti Bias and Discrimination Messaging Related to Children and Youth</td>
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<tr>
<td>Application Deadline 11:59 pm CST:</td>
<td>December 19, 2018</td>
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<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:338RFP@aap.org">338RFP@aap.org</a></td>
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<tr>
<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>November 30, 2018</td>
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<td>Responses to questions will post on:</td>
<td>December 12, 2018</td>
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QUESTIONS AND ANSWERS

Question 1. What resources does AAP have to support message testing and focus groups (e.g., list of suggested contacts, meeting space)?
Answer 1. The AAP has a list of family members from across the country who could be invited to participate in message testing virtually. The AAP has meeting space in the headquarters building in Itasca, IL that could be used. It does not have a focus group viewing room.

Question 2. For budgeting purposes, are there a number of external subject matter experts that AAP would like the contractor to interview?
Answer 2. We do not have specific numbers or recommendations. The goal is to make use of existing experience and knowledge in the field. We would look to the consultant to use this to fill gaps in their knowledge and experience.

Question 3. Does AAP envision these messages be focused on supporting victims of bias and discrimination?
Answer 3. The messages should focus on supporting all families in a positive way with specific additional messaging for families who describe experiencing bias and discrimination.

Question 4. Has AAP received feedback from parents on pediatricians’ roles in combating bias and discrimination?
Answer 4. The AAP does not have specific feedback from parents on pediatricians’ roles in combating bias and discrimination.

Question 5. The AAP received multiple questions about the budget for the project. (For the scope of work you have outlined in this RFP, what is the proposed budget for the product? Is there a budget range or estimate for this work? What is your budget or not-to-exceed figure for this work? What is the AAP’s budget range for this contract?)
Answer 5. The AAP does not respond to this question.

Question 6. Is there an opportunity for this short-term project to transition into a longer-term engagement?
Answer 6. The AAP contracts with communications consultants on a project basis. Successful projects can result in additional opportunities.

Question 7. For the Environmental Scan, will AAP provide and/or recommend the documents to be considered, or will identifying these materials be a part of the consultant’s role?
Answer 7. The AAP reserves the right to identify materials, however it is expected that this will be part of the consultant’s role.

Question 8. Similarly, will AAP provide introductions to and requests of the stakeholders to be interviewed, or recommend names only?
Answer 8. The AAP will work with the consultant to determine the best way to approach stakeholders. That may include providing introductions or making requests directly.

Question 9. For the Message Development, are you envisioning three distinct sets of messages aimed at a) pediatricians, b) parents, and c) policymakers, or are you envisioning a single set of messages that can be used with all of these audiences?
Answer 9. We envision one set of messages that pediatricians and the AAP can deliver to parents as the primary audience, with policymakers as a second.

Question 10. Will AAP provide suggestions for and/or introductions to representative stakeholders with whom to test the messages?
Answer 10. The AAP has a list of family members from across the country who could be invited to participate in message testing virtually.

Question 11. Given your desire to finalize messages by mid-April 2019, are you working toward a specific event?
Answer 11. We do not currently have a specific event planned. As work develops will review several potential opportunities, which might include leadership meetings or release of related policy statements.

Question 12. In designing an approach, the challenge has been that so many characteristics need to be addressed (race, ethnicity, SES, nationality, language, sex, gender identity, sexual orientation, religion, geography, disability). While they can all be explored in the environmental scan (and, the conversations w/ pediatricians that we propose), when it comes to convening focus groups, the number of groups adds up. Among these characteristics, are there any priorities? (In other words, how would AAP feel about a study designed to produce: 1) Overarching messages that deliver the news that bias can affect children's health, 2) Some general strategies pediatricians can give parents of children with any characteristics, and 3) Specific messages for parents who are African American, Latino, or who have children with disabilities?)
Answer 12. The AAP intentionally determined to make this a broad focus, rather than focus on specific types of bias such as race/ethnicity. We do not anticipate specific messages for parents of different race/ethnicity or children with different abilities.

Question 13. To how many firms have you sent your RFP, and from how many are you expecting proposals? And How did you choose the firms on your list?
Answer 13. The RFP is posted on the AAP Website at https://www.aap.org/en-us/about-the-aap/Pages/RFP-Opportunities.aspx. In addition, the RFP was forwarded to approximately one dozen communications firms that have responded to previous RFPs or which were recommended by partners. We do not have a specific number of proposals we are expecting.

Question 14. Are you open to extending the timeline?
Answer 14. At this time we are not open to extending the timeline.

Question 15. How will you know your investment in this work has been a success?
Answer 15. This is one aspect of a larger effort that includes education, policy, the development of clinical resources, and creation of partnerships at the national and local levels. We plan to survey our members about their comfort and skill in communicating with and supporting parents and families.
Question 16. Outside of being shared on AAP’s website, are there other settings in which the developed messages will be delivered to pediatricians?

Answer 16. The AAP has a number of ways to communicate with our members. We anticipate sharing the messages at national and regional meetings, through emails and publications, and possibly through webinars and educational sessions.

Question 17. On page 2, Contractual Arrangements, you note the period of performance runs through March 15, 2019 and all work should be completed by March 8, 2019. However, in the Schedule of Deliverables section (pg 2), the project timeline runs through April 17, 2019. Is a period of performance extension expected?

Answer 17. This was an error when the deadline was extended. Page 2, Contractual Arrangements should read that the period of performance runs through April 24, 2019 and all work should be completed by April 17, 2019. The RFP has been corrected to reflect this.