



REQUEST FOR PROPOSAL

RFP Number:	FCF0054-RFP-01
Project Title:	Communications consultant to analyze and summarize COVID-19 activities and prepare manuscript
Application Deadline 11:59 pm CST:	May 22, 2023
Proposals must be emailed to:	Deandra Galarde, dgalarde@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	May 11, 2023
Responses to questions will post on:	May 17, 2023

BACKGROUND

The American Academy of Pediatrics (AAP) 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.

Over the past three years, pediatricians have had a unique and historic role caring for the nation's children during an unprecedented global pandemic and have valuable insights to offer on their experiences navigating rapidly changing protocols, guidelines and healthcare system changes that completely transformed pediatric medicine. In addition, they have collective expertise to inform a roadmap for how to prepare for another pandemic in the future as emerging infections and outbreaks continue to threaten the health and well-being of the US population.

STATEMENT OF PURPOSE

AAP seeks to engage a communications agency and/or consultant to develop the following*:

A manuscript that encapsulates the AAP's recommendations for medical organizations, physicians, public health and health care systems, and federal and state policymakers to prepare for a future outbreak or pandemic. The final document may be 3,500 to 5,000 words. AAP retains full editorial control and approval of the manuscript.

Elements may include:

- a. A literature review summarizing major medical and public health milestones
- b. A summary of significant AAP Covid-19 activities
- c. Examples of innovative practices implemented in both primary and subspecialty settings
- d. A summary of lessons learned that can inform future preparedness

The manuscript will be submitted to AAP Board of Directors for approval and may be published in *Pediatrics* or on an AAP platform.

The following topics will need to be included in the document. Much existing documentation exists across these areas:

- Infectious disease transmission
 - o Initial stages of pandemic and lockdowns
 - o Positive moments of collaboration
- Mental health impact
 - o Mental health crisis declaration
 - o Mental health impact on children and teens (depression, other diagnoses)
 - o Deaths of parents and caregivers
- Health impact on children and teens
 - o Deaths, hospitalizations, long covid
- Educational impact on children and teens
 - o Remote learning
- Pediatric surge capacity
- Vaccine research and approval process
 - o Changes in vaccine confidence
 - o Decreases in routine immunization rates
- Financial impact on pediatric practices
 - o Provider relief
- Impact on pediatricians
 - o Emotional/mental health
 - o Departure from medicine/workforce shortages
- Shifts in public health guidance and related communications
- Family voices (AAP has some existing data from a [Snapshots survey](#))

*The AAP is also seeking a communications firm to develop an interactive online report that tells a narrative of the pandemic through the lens of pediatricians, the AAP, and pediatric population. Applicants are welcome to apply for one or both of these RFPs; if applicants apply for only one, they will be working closely with the other to coordinate compilation and distribution of deliverables.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The consultant will conduct the following activities:

1. Help organize and participate in regularly scheduled meetings and provide updates (verbal and/or written) on the progress of the project.
2. Develop an outline for the manuscript that would guide the data collection activities.
3. Review peer-reviewed literature, published reports, and other information (can be from a variety of sources, internal and external to AAP) to capture and summarize the major medical and public health milestones of the COVID-19 pandemic impacting child and adolescent health.
4. Conduct one-on-one interviews and/or focus groups with key AAP stakeholders who were a part of the COVID-19 pandemic response. The consultant will be responsible for the administrative component of setting up the times and dates and communication with participants involved in the qualitative research (interviews, focus groups). Interview questions will be developed in partnership with AAP stakeholders. Consultant will provide transcripts or recordings of interviews or focus groups to AAP.
5. Complete the Institutional Review Board (IRB) forms required for this project.
6. Summarize findings, innovations and recommendations into a 3,500 – 5,000 word manuscript/written report that would inform future preparedness work at the practice, hospital system, state, and national levels. In collaboration with AAP staff, submit the manuscript for publication.

SCHEDULE OF DELIVERABLES

Activity	Performance Indicator	Time Frame
Project kickoff to outline goals, operationalize planning and finalize scope of work	AAP staff and consultant will review project goals, objectives, and activities at kick-off meeting and set a schedule of regular check-in meetings.	Week of June 5, 2023
Develop an outline for the manuscript	Develop an outline for the manuscript that would guide the data collection activities. Create an initial draft, obtain feedback from the project team and AAP stakeholders, and modify as needed.	by June 30, 2023
Draft manuscript	<ul style="list-style-type: none"> - Literature review - Identification of the major medical and public health milestones of the COVID-19 pandemic related to child and adolescent health - Completion of IRB application draft - Conduct stakeholder interviews and/or focus groups 	July – August 2023

	Finalize manuscript, including reconciling coordination with the complementary multimedia report	Development of final manuscript based on an overview of the pandemic, interviews, and key findings, including practice innovations and recommendations for future pandemics.	September 2023
Presentation of main findings	Presentation of findings to AAP leadership and staff for review and approval process		September 2023
Submission of final manuscript for publication	Summarize key findings in a 3,500 – 5,000 word manuscript for publication		September 2023
Disseminate findings	Work with AAP staff to coordinate activities to launch manuscript and multimedia report at AAP's National Conference and Exhibition in Washington, DC.		October 20-22, 2023

MANDATORY QUALIFICATIONS

Respondents should include in their proposals the following information:

1. A clear summary of their approach to the work.
2. Statement of qualifications to perform the scope of work, including staffing plan, summary of relevant work and experience and bios for all members of the consulting team who will be working on the project.
3. Description of approach and ability to manage the project scope within the designated timeline.
4. Budget including hourly rate and estimated hours, and a breakdown for each deliverable.
5. Description of experience conducting literature reviews and qualitative research. Examples of relevant past projects and writing samples (eg survey research, and/or conducting focus groups, interviews)
6. The names, phone numbers and email addresses of three individuals, preferably at different organizations, who have been clients during the last two years and can be contacted as references.
7. Policies regarding notification on changes of personnel.

COST PROPOSAL

See attached bid form.

CONTRACTUAL ARRANGEMENTS

The consultant would be contracted to work on this project from May 1 2023, through May 31, 2024. The consultant would be required to fill out conflict of interest disclosure and anti-harassment forms before the contract is finalized.

EVALUATION CRITERIA

All proposals will be reviewed by AAP staff. Proposals will be scored in the following categories:

- 1) Demonstrated understanding of the project.
- 2) Demonstrated success in project management.
- 3) Demonstrated understanding and/or experience with qualitative research and writing in the health care field.
- 4) Capability to complete work in stated time/timeliness.
- 5) Cost-effectiveness.
- 6) Professionalism.
- 7) Minority and/or woman-owned/led firm

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

**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 YES NO	
BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA YES NO	
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS YES NO (Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)	
CURRENT OR PREVIOUS CONTRACTS WITH AAP YES 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	
<p>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.</p> <p>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.</p>	
APPLICANT SIGNATURE	DATE
PRINT APPLICANT NAME and TITLE	