



REQUEST FOR PROPOSAL

RFP Number:	FCF0054-RFP-02
Project Title:	Communications consultant to curate and create a multimedia report on experiences of children and pediatricians during COVID-19 pandemic
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*:

An engaging, online report that tells a narrative of the pandemic through the lens of pediatricians, the AAP, and pediatric populations.

Elements may include:

- a. A comprehensive review and summary of AAP covid activities
- b. An analysis of the pandemic's impact on children (see topics below) and AAP and pediatricians' role in responding and elevating children's needs. Consultant may draw on other published reports, AAP sources, or a separate policy document being prepared concurrently for this analysis.

- c. Excerpts of blog posts, videos, testimonials and other real-time experiences of individual pediatricians during the pandemic, much of which already exists within AAP communications channels
- d. New interviews with key AAP stakeholders, members and experts on their experiences during the pandemic, including AAP stakeholders who played central roles in the response.
- e. Budget permitting, incorporation of existing or newly created video, graphics and other multimedia content.

Report may encompass these topics:

- 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 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 a manuscript that will include public health milestones, pediatric practice innovations, lessons learned and recommendations for policymakers and other stakeholders. 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 (weekly check-ins and monthly meetings) and provide updates (verbal and/or written) on the progress of the project.
2. Develop an outline for the final report that would guide the activities.
3. Review 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. Curate existing blog posts, videos, social media posts and other content that describes the experiences of pediatricians, children and families during the pandemic, with an eye to creating a compelling narrative featuring authentic voices.
5. Supplement existing content with creation of original/new content as needed, such as via one-on-one interviews, video recordings, graphics, or invitations for content from key stakeholders. The consultant will be responsible for the administrative component of setting up the times and dates and communication with participants. The consultant will have access to the software and equipment required to execute the project (such as remote recording equipment).
6. Deliver final written and multimedia products in formats suitable for web publication on AAP.org.

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 up a regular schedule of check-ins.	Week of June 5, 2023
Develop an outline for the final report	Develop an outline for the report that would guide the activities, including design ideas that are feasible within the AAP.org environment. Create an initial draft, obtain feedback from the project team, and modify as needed.	by June 30, 2023
Review reports on the COVID-19 pandemic.	Summarize information into a narrative analysis of the impact of the covid pandemic on pediatricians, children and families, including an overview of the major medical and public health milestones of the COVID-19 pandemic	June

	related to child and adolescent health. Report should indicate opportunities to feature multimedia elements, graphics or authentic lived experiences.	
Curate existing content	Incorporate highlights of lived experience, video and other engaging content into report outline. Develop draft webpage mockup.	July
Develop new multimedia content	Create new videos, graphics, narratives or other content based on stakeholder interviews to complete and enhance the narrative. Update webpage mockup.	July-August
Finalize page mockup	Deliver final page mockup to AAP	by end of August
Final report synthesizing narrative report with multimedia elements	Development of final comprehensive report based on an overview of the pandemic, additional content and multimedia elements.	September 2023
Presentation of report	Presentation of findings to AAP staff	September 2023
Delivery of final products	Deliver all files in formats suitable for posting on AAP.org. This includes final, approved copy and elements such as video and graphics.	September 18, 2023
Disseminate findings	Work with AAP staff to coordinate launch and dissemination activities.	October 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 related experiences for all those involved in the project, and a resume/CV 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. The report will be published on existing AAP.org site as .html webpages.
4. Budget including hourly rate and estimated hours, and a breakdown for each deliverable.
5. Description of experience creating multimedia presentations or reports.
6. The names, phone numbers and email addresses of three individuals, preferably at different organizations, who have been clients during the last two years who 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 the AAP Lessons Learned from the COVID-19 Pandemic project from May 1, 2023, through December 31, 2023. We estimate the necessary time commitment to be between 10-15 hours per week. 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.
- 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

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.

APPLICANT SIGNATURE	DATE	PRINT APPLICANT NAME and TITLE

