REQUEST FOR PROPOSAL

RFP Number: 826100-RFP-01

Project Title: Video Consultant- Pediatric Approach to Trauma, Treatment and Resilience (PATTeR) Video Case Vignettes

Application Deadline 11:59 pm CST: August 22, 2017

Proposals must be emailed to: 390RFP@aap.org

Questions about this RFP must be submitted to the application email address above and will be accepted until: August 7, 2017

Responses to questions will post on: August 18, 2017

BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 66,000 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 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 Pediatric Approach to Trauma, Treatment and Resilience (PATTeR) project is a collaborative, grant-funded project designed to educate pediatricians about childhood traumatic stress to improve the identification, care, management and outcomes of children who currently have limited access to mental health resources. The AAP in collaboration with the Department of Pediatrics at the University of California Los Angeles (UCLA) and the University of Massachusetts Medical School (UMMS) Department of Pediatrics are designing curricula to train pediatricians about the trauma-informed approach to pediatric care. The two-level curriculum will be implemented through the Extension for Community Healthcare Outcomes (ECHO) Project. In addition, they are developing trauma-specific resources such as anticipatory guidance and scripts for pediatricians addressing various aspects of trauma and/or preparing children and families for more comprehensive evidence based practices.

The AAP is seeking a media design company, with a special emphasis on child health, to produce a series of video vignettes aimed at increasing rates of screening, referral, and follow-up for childhood traumatic stress. The video vignettes will be live or animated and will include images resembling pediatricians interacting with patients and their parents in an office setting. The script content will be authored by pediatric professionals with input regarding visual design from the design company. The primary audience for the videos is pediatricians and pediatric healthcare providers.

Responses to this Request for Proposals will be accepted until 11:59 pm CT on August 22, 2017. When submitting questions or your proposal, please include the RFP number in the subject line.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK
The video consultant will work with key members of the PATTeR team to develop a series of video vignettes that will:

- Model best practices for communication with families (e.g., how to frame the screening [assessment] process; how to have conversations about adverse childhood experiences, social determinants of health, trauma symptoms in various domains, and other sensitive topics; how to discuss a positive screening result; how to motivate families to act on referrals).
- Demonstrate an effective workflow for screening, referral and follow-up for trauma.
- Motivate viewers to improve screening, referral and follow-up for trauma by establishing the importance and impact of screening and explore barriers to screening, referral and follow-up and how to overcome them.

The videos will include images resembling pediatricians interacting with patients in an office setting, or be live videos, and should include the voices of pediatricians, clinical staff, patients and parents, produced using actors secured by the consultant. The AAP will develop scripts for each video.

**SCHEDULE OF DELIVERABLES**

The specific number, focus, and length of the videos will be finalized in collaboration with AAP staff. For the purposes of this RFP, please assume the following:

- Three to five videos of approximately 3 minutes, by March 30, 2018.

Proposals should provide cost per video vignette; animated or live. Sample project phases are outlined below; respondents may propose an alternate timeline in their proposal.

**Pre-Production**
- Pre-production efforts will occur immediately to prepare for filming in December, 2017 and January, 2018.
  - Develop outline of video. Scripts will be provided by the AAP.

**Production**
- Production will occur during January and February, 2018.
  - Develop first cut
  - Develop second cut based on feedback from AAP staff
  - Further revisions, color correction, sound mixing, pacing and graphic production
  - Deliver final cut and all footage

**MANDATORY QUALIFICATIONS**

Respondents should include in their proposals the following information:

1. Detailed explanation and justification of approach to the work.
2. An hourly rate as well as an estimated total for the project
3. Summary of organizational strength and stability, including length of time in business, available equipment and facilities for video production, and ability to manage the project scope within the designated timeline.
4. Description of timeline and project management approach, including staffing plan, description of how logistics will be handled, and process for AAP feedback and review.
5. Statement of qualifications to perform the scope of work and summary of related experience for all individuals to be involved in the project.
7. Two samples of previous work that is similar in nature to the requested deliverables.
8. 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.

**CONTRACTUAL ARRANGEMENTS**

The performance period is September 2017-March 30, 2018. Renewal of project work is contingent on the AAP receiving continuing funding.

Payment will be made upon completion of milestones 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) overall approach and alignment with project requirements, 2) organizational capacity, 3) project management approach, 4) quality and relevance of previous work examples, 5) expertise and qualifications, and 6) 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
141 Northwest Point Blvd., Elk Grove Village, IL  60007-1019
847/434-4000
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>CURRENT OR PREVIOUS CONTRACTS WITH AAP</th>
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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.

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