REQUEST FOR PROPOSAL

RFP Number: 851123-RFP-1

Project Title: Institute for Healthy Childhood Weight: Health Communications Consultant

Application Deadline 11:59 pm CST: December 12, 2018

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: November 30, 2018

Responses to questions will post on: December 7, 2018

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 AAP Institute for Healthy Childhood Weight is seeking a health communications consultant to work with the staff team in working towards achieving the project goal of spreading consistent messaging regarding optimal nutrition and early feeding practices during the first 1000 days (pregnancy through age 2) via multiple sectors that interface with pregnant moms and young families.

The consultant will assist with meeting planning for a stakeholder convening of national healthcare authority organizations that provide care to pregnant women and young children. The consultant will help to build consensus and collate the recommendations from the key stakeholders on critical key themes/topics that need consistent messaging as well as the recommended timing of delivery and appropriate channels. The consultant will also assist in then drafting key concepts and messages to be tested.

In Year 2 (dependent upon satisfactory completion of Year 1 deliverables and award of additional year of funding), the consultant will conduct formative research to test the key messages and develop a summary report on findings and recommendations. The consultant will also help with a dissemination and marketing plan.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The scope of work for this RFP includes:
1) Assist with meeting planning for in-person stakeholder convening of national healthcare authority organizations. This includes (but is not limited to) working with the project team to draft agenda, sharing ideas for group activities to reach intended outcomes, identifying a process for drafting, refining and getting consensus on key messages.
2) Participate in a 1 day long in-person stakeholder convening (approximately 8 - 10 attendees) to build consensus and make recommendations on key topics as well as timing/prioritization to inform message design
3) Based upon stakeholder consensus and recommendations, draft initial message concepts on optimal nutrition and early feeding (pregnancy through child's 2nd birthday) for formative testing. Develop message concepts and eventual draft messages based upon the recommendations of the expert stakeholders that address that key themes and the critical developmental targets around optimal nutrition and early feeding practices.
4) Conduct formative research to test the key messages (possible Year 2)
5) Develop summary report on findings and recommendations (possible Year 2)
6) Assist with dissemination and marketing plan development (possible Year 2)

**SCHEDULE OF DELIVERABLES**

December 2018/January 2019: Project kick off call  
January 2019 - March 2019: Assist with planning for in-person stakeholder convening  
April/May 2019: Participate in in-person stakeholder convening  
Post-convening - July 2019: Assist in drafting and refining key messages

All project activities and deliverables must be completed no later than July 31, 2018

**MANDATORY QUALIFICATIONS**

The candidate will provide the following:
1) Company Strengths:
   a. Company profile, length of time in business, and core competencies
   b. A description of company's strategy to engage content experts in development of health communication messaging
2) A clear summary of their approach to the work including:
   a. Project management
   b. Proposed timeline
   c. Description of process, design and review phases of message development
3) Budget:
   a. A detailed list of all costs associated with completion of the project, breaking out Year 1 and Year 2 costs separately.
   b. Definition of scope of work included in the quoted price and what, if any, costs/services would be considered out of scope
3) Examples of previous work designing messaging to reach parents and caregivers
4) CVs/resumes for those individuals to be involved in the work
5) 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 December 2018 - July 31, 2019

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.

**EVALUATION CRITERIA**

Proposals will be scored in the following categories: 1) Content of proposal 2) Qualification of consultants, and 3) Previous work of consultants applicable to proposed project.
**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**

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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.

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