REQUEST FOR PROPOSAL

RFP Number: 851156-RFP-01
Project Title: Immunization Communication and Media Content Analysis
Application Deadline 11:59 pm CST: March 9, 2020
Proposals must be emailed to: Melissa Ponce mponce@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: February 26, 2020
Responses to questions will post on: February 28, 2020

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 initiative on Supporting Pediatricians to Increase HPV and Pediatric Influenza Rates is seeking a skilled consultant to conduct a content analysis of news media on child and adolescent immunization and immunization advocate communication to develop and/or refine immunization messaging content.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

Through the Supporting Pediatricians to Increase HPV and Pediatric Influenza Rates initiative, the AAP is seeking a consultant to conduct a content analysis of news media on child and adolescent immunization and immunization advocate communication.

The scope of this RFP includes:
- Reviewing media coverage of child and adolescent immunization issues, discerning important thematic patterns in news reporting (in terms of reporting style, content, allocation of news time, etc.) and identifying the leading frames and narratives within that coverage.
- Interviewing a minimum of five child and adolescent immunization experts and advocates and providing feedback of your findings.
- Attending a minimum of two professional public health meetings to better understand how child and adolescent immunization experts and advocates communicate, as well as to better understand the basic content of the messages they want to advance with the public.
- Analyzing an array of publicly available immunization materials and provide a report of the findings.
- Providing monthly updates of work completed and participating on monthly conference calls with AAP staff.
## SCHEDULE OF DELIVERABLES

Conduct child and adolescent immunization communication and media content analysis by July 31, 2020

Provide a written report of finding and schedule and participate in a conference call to discuss the findings with AAP staff by July 31, 2020

Attend an in person meeting at the AAP headquarters in Itasca, Illinois (if necessary) to discuss findings with AAP staff by July 31, 2020

## MANDATORY QUALIFICATIONS

The candidate will provide the following:
- Proposal including overview of media content analysis plan.
- Summary of qualifications to perform scope of work involved in the project.
- Two contact references: names, phone numbers, and email addresses of individuals at two different organizations who have been your clients during the last eighteen months.
- A budget estimate of anticipated costs associated with completion of the project.

## CONTRACTUAL ARRANGEMENTS

Performance period is March 16, 2020 – July 31, 2020. Consultant shall bill AAP for completion of contract activities three times during the contract period.

## EVALUATION CRITERIA

All proposals will be reviewed by AAP staff. Proposals will be scored in the following categories:
- Criterion 1: Quality of proposal
- Criterion 2: Professional Qualifications and Specialized Experience of Respondent and Team Members
- Criterion 3: Quality, Comprehensiveness and Adequacy of the proposed Implementation
- Criterion 4: Price/Cost Analysis

## 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

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<tr>
<th>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.</th>
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<td><strong>APPLICANT INFORMATION</strong></td>
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<td>COMPANY NAME &amp; CONTACT NAME</td>
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<td>ADDRESS &amp; CONTACT EMAIL</td>
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<td>WEBSITE &amp; CONTACT TELEPHONE</td>
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<tr>
<td>CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS</td>
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<td>BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA</td>
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<td>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</td>
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<td>(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)</td>
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<td>CURRENT OR PREVIOUS CONTRACTS WITH AAP</td>
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<td>If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.</td>
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<th>CERTIFICATION OF ELIGIBILITY</th>
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<td>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.</td>
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<td>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.</td>
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<td>APPLICANT SIGNATURE &amp; DATE</td>
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