REQUEST FOR PROPOSAL

RFP Number: 94113-RFP-01

Project Title: Anti Bias and Discrimination Messaging Related to Children and Youth

Application Deadline 11:59 pm CST: November 14, 2018

Proposals must be emailed to: 338RFP@aap.org

Questions about this RFP must be submitted to the application email address above and will be accepted until: October 26, 2018

Responses to questions will post on: November 2, 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 seeks a consultant to develop a set of effective messages to describe the impact of bias and discrimination on child health and well-being and to counter bias and discrimination and promote positive, welcoming and inclusive strategies. The AAP is interested in addressing a range of common types of bias including those based on race, ethnicity, socioeconomic status, nationality, language, sex, gender identity, sexual orientation, religion, geography, and disability. These messages will be used by pediatricians in their practice settings to communicate with families about strategies to mitigate bias and promote positive, healthy development and by the AAP with pediatricians, parents and policymakers. They may also inform other AAP communications.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

I. Environmental Scan - Consultant will analyze communications and messaging work on bias and discrimination and its impact on child health as well as positive messages. The environmental scan will include research and review of documents by organizations such as foundations, parent organizations, health care organizations, and communications firms. Relevance to children and families and effectiveness should be considered. The AAP may make recommendations of organizations and documents for the Consultant to scan.

As part of the environmental scan, the consultant may conduct interviews with knowledgeable external stakeholders to provide insight into AAP’s unique potential contribution to messaging and communications about bias and discrimination and its impact on child health as well as messages that are more likely to be successful. The AAP may make recommendations of individuals and organizations for the Consultant to interview.
Deliverable: Detailed summary of environmental scan with recommendations for AAP messaging development and strategy.

II. Message and Strategy Development - Based on findings from the environmental scan and stakeholder interviews, Consultant will develop a set of messages, messaging guide, and communications strategy that describe the impact of bias and discrimination on child health, counter bias and discrimination and promote positive strategies. These messages are for pediatricians to deliver to parents and families.

Consultant will test messages through interviews, focus groups or other strategies, ensuring diverse representation. Based on the message testing and feedback from the AAP, Consultant will further refine and finalize messages. Work will include: message development, testing, and refinement. Work may also include suggestions for incorporating these messages into other AAP communications.

Deliverable: Set of messages, messaging guide and communications strategy.

**SCHEDULE OF DELIVERABLES**

We hope to move swiftly to allow release of the messages at an AAP leadership meeting March 12, 2019. The detailed timeline:

11/26/18 - Notification of Selection Made  
Week of 12/10/18 December 14, 2018 - Contract signed; Initial meeting  
January 4, 2019 - Environmental Scan, including any stakeholder interviews  
January 22, 2019 - Messages Drafted  
January 29, 2019 - AAP Feedback provided  
February 19, 2019 - Messages revised and tested  
March 1, 2019 - Messages finalized  
March 8, 2019 - Messages, messaging guide and communications strategy finalized

**MANDATORY QUALIFICATIONS**

The qualified candidate will have:

- Previous experience with messaging on countering bias and discrimination as well as developing messages of equity and inclusion on issues of race, ethnicity, religion, sexual identity, disability or other similar categories.
- Experience with messages for families with children and adolescents
- Experience with health and health care messaging.

Please include in the proposal package:

- Company name and contact information (2 contacts and 2 emails are required)
- A description of previous relevant work, including samples
- Proposed message testing strategy
- Any considerations related to the timeline
- Budget
- 3 professional references

**CONTRACTUAL ARRANGEMENTS**

Performance Period is December 14, 2018 to March 15, 2019. All work to be completed by March 8, 2019.

**EVALUATION CRITERIA**
All proposals will be reviewed by AAP staff and members. Proposals will be scored in the following categories:

1) Demonstrated understanding of the project
2) Demonstrated success with anti-discrimination/bias or positive, inclusive messaging
3) Demonstrated understanding and/or experience child health and communicating with families, particularly in a health care setting.
4) Capability to complete work in stated time/timeliness
5) Cost-effectiveness.

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.

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<th>APPLICANT INFORMATION</th>
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<td>ADDRESS</td>
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<td>WEBSITE</td>
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CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS □ YES □ NO
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<tr>
<th>BUSINESS IS LOCATED IN CURRENT YEAR’S LABOR SURPLUS AREA</th>
<th>□ YES</th>
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<td>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</td>
<td>□ YES</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>
<td>□ YES</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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**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 |