REQUEST FOR PROPOSAL

RFP Number: 764300-RFP-01
Project Title: Messaging/Communications Consultant for Adolescent Clinical Preventive Services
Application Deadline 11:59 pm CST: April 26, 2018
Proposals must be emailed to: 372RFP@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until: April 9, 2018
Responses to questions will post on: April 20, 2018

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 Adolescent Health Consortium, a collaboration among the AAP, the American Academy of Family Physicians (AAFP), the American College of Obstetricians and Gynecologists (ACOG), and the Society for Adolescent Health and Medicine (SAHM), collected data via focus groups and online surveys from primary care providers, adolescents/young adults (AYA), and parents on the importance and delivery of Clinical Preventive Services (CPS) for the AYA population, specifically focused on confidential care and the provision of one-on-one time between the provider and patient.

We are seeking a consultant to use the data to help in the development of key messages for providers, AYA, and parents that can be used in creation of materials and disseminated to various audiences.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK
The AAP is seeking an experienced consultant to develop effective messages about the importance of CPS for AYA, focused on confidentiality of care and the importance of having private time to discuss preventive service topics with providers. The messaging should focus on the following emergent themes from the focus groups and surveys:
- Understandings of CPS, confidentiality, and private (one-on-one) time
- Addressing the drivers and barriers to confidential services
- Determining the information and communication needed for effective, confidential preventive care

The consultant’s specific tasks will include:
- Review the data collected based on the emergent themes
- Develop 3-5 key messages that can be adapted for the primary audiences (providers, AYA, and parents)
- Test the messages and then refine and finalize them
- Develop new materials (eg, brochures, booklets, infographics, posters, info briefs) focused on the key messages
- Strategize on integrating key messages into existing materials
- Propose dissemination strategies for key messages/materials
- Develop plan for evaluation of the messages

### SCHEDULE OF DELIVERABLES

- Review and Analysis of Data provided by the AAP - May 2018
- 1-day In Person Meeting with key AAP Staff - late May 2018
- Key messages drafted - Mid June 2018
- Key messages tested - Late June/early July
- Key messages refined and finalized - late July 2018
- Develop materials and dissemination strategies - Late June through end of July 2018
- Develop evaluation plan/strategy for messaging and materials - late July/August 2018

### MANDATORY QUALIFICATIONS

The candidate should provide the following:
- Proposal that responds to the scope of work with details about the approach to tasks and timeline
- Cost of services with anticipated level of effort (estimate of total number of hours and billing rate per hour, as well as any additional charges for materials developed)
- Key personnel that will be involved with a brief summary of qualifications for each
- A general description of the organization, its work around messaging, and any relevant prior experience
- Samples of previous messaging/communications projects
- Names, phone numbers, and email addresses of individuals at 2-3 organizations who have been your client during the last 2 years whom we can contact as references

### CONTRACTUAL ARRANGEMENTS

Performance period is May 1-August 10, 2018. Consultant shall bill the AAP for completion of contracted activities on a monthly basis.

### EVALUATION CRITERIA

All proposals will be reviewed by a subgroup of AAP staff and scored in the following categories:
1. Content of the proposal based on the needs of the project
2. Qualifications and experience of the consultant
3. Previous work of consultant applicable to the 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  
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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<tr>
<th>CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS</th>
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<th>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</th>
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(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)

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<th>CURRENT OR PREVIOUS CONTRACTS WITH AAP</th>
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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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