



## REQUEST FOR PROPOSAL

RFP Number:	1036406-RFP-01
Project Title:	Evaluation of Pediatric Use of NASEM’s Resilience and Wellbeing Tools
Application Deadline 11:59 pm CST:	September 20, 2023
Proposals must be emailed to:	<a href="mailto:385RFP@aap.org">385RFP@aap.org</a>
Questions about this RFP must be submitted to the application email address above and will be accepted until:	September 7, 2023
Responses to questions will post on:	September 11, 2023

### BACKGROUND

The American Academy of Pediatrics (AAP) 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 support member pediatricians in providing clinical care and provides patient education and public information campaigns.

### STATEMENT OF PURPOSE

Funded by the Centers for Disease Control and Prevention (CDC), National Center on Birth Defects and Developmental Disabilities, the program, Evaluation of Pediatric Use of NASEM’s Resilience and Wellbeing Tools, has been awarded to the American Academy of Pediatrics (AAP) to evaluate the recently developed National Academies of Sciences, Engineering, and Medicine (NASEM) resilience and wellbeing tools. The NASEM [Tools for Supporting Emotional Wellbeing in Children and Youth](#) are aimed at children and teens to increase coping skills and resilience to stressors.

To accomplish this aim, the project will focus on the following activities:

1. Review and adapt a previously developed evaluation strategy to assess the acceptability and impact of a Spanish-language version of the NASEM tools on child and adolescent coping and resilience.
2. Use findings from the evaluation to develop strategies to improve the accessibility, reach, and effectiveness of the NASEM tools with primarily Spanish-speaking audiences.

Through these activities, the AAP hopes to address the growing need of pediatric health care clinicians for providing resiliency and wellbeing resources to children, adolescents, and families.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The Evaluation Consultant will work with AAP and subject matter experts to review and adapt a previously developed evaluation methodology, corresponding evaluation tools and data collection plan to assess the acceptability and impact of a [Spanish-language version of the NASEM tools](#) on child and adolescent coping and resilience. The evaluation methodology and evaluation tools were previously used to evaluate the English-language version of the NASEM tools. Similar to the English-language version, the evaluation plan will be adapted to 1) determine the NASEM tools potential effectiveness in reducing stress and increasing coping skills in children, 2) assess tactics that could improve pediatrician and pediatric non-physician clinician utilization of the tools and 3) solicit feedback regarding the content, format and delivery of the videos and related materials.

**Deliverables:**

- Work with AAP staff and subject matter experts (SMEs) via regularly scheduled virtual calls/meetings; schedule to be determined but likely weekly or bi-weekly.
- Review the NASEM suite of Tools for Supporting Emotional Wellbeing in Children and Youth.
- Review evaluation methodology and corresponding evaluation tools that were used to pilot test use of the English-language version of the NASEM tools in 5 pediatric settings. This includes a review of the evaluation report once available. The pilot test of the English-language version included the following:
  - Pilot test of the NASEM tools with patient population in 5 pediatric settings
  - Monthly progress summaries from practices
  - Virtual focus group with pilot test teams from participating practices
  - Virtual focus group with parents from participating practices
  - Brief electronic survey of parents on the resilience and wellbeing tools
- Work with AAP staff and subject matter experts to adapt the evaluation methodology, corresponding evaluation tools, and data collection plan to pilot test the Spanish-language version of the tools in 3 pediatric settings.
  - As necessary and appropriate, conduct research, testing, and/or other activities to ensure that the adaptation and translation of the materials is culturally relevant and appropriate for the end-user.
- Collaborate with AAP staff to prepare and submit an amendment to a previous IRB application for approval of the evaluation plan.
- Facilitate implementation of the evaluation plan with 3 pediatric practices that will be identified by the AAP project team.
- Gather and analyze evaluation data from 3 pediatric practices. This might include conducting focus groups with families in Spanish.
- Compile and submit evaluation report focusing on:
  - Potential effectiveness of the NASEM tools in reducing stress and increasing coping skills in children.
  - Tactics that improved pediatrician and pediatric non-physician clinician utilization of the tools.
  - Feedback regarding the content, format and delivery of the tools' videos and related materials, including any challenges and lessons learned.

**SCHEDULE OF DELIVERABLES**

Services are requested from October 2023 through July 2024.

**October – December 2023 Project Planning & Amendment Submission**

- Kick off call(s) with staff and SMEs
- Review background materials and NASEM suite of tools
- Work with AAP staff and SMEs to review and adapt evaluation plan
- Translate data collection tools
- Participate in development and submission of amendment to the AAP IRB

**January – May 2024 Implementation of evaluation plan**

- Facilitate implementation of the evaluation plan with 3 pediatric practices
- Establish data reporting schedule for practices
- Gather data from pediatric practices

June 2024

- Wrap up data collection
- Analyze evaluation results

July 2024

- Submit draft evaluation report
- Incorporate feedback from AAP staff, subject matter experts, and CDC staff
- Submit final evaluation report

### MANDATORY QUALIFICATIONS

The qualified candidate will have:

- Long standing credentials and track record in working with diverse groups of pediatricians and pediatric health professionals.
- Demonstrated experience working in health promotion program evaluation with primarily Spanish-speaking audiences.
- Experience performing similar work or service, where comparability can be measured by size, type, and complexity of work.

The respondents to this RFP should provide the following:

- Cover letter with an introductory section including the legal/official name and title of the respondent (eg, office and email address, telephone number).
- Resume/CV and qualifications to perform scope of work of all contractors involved in the project.
- Comprehensive proposal including approach to completion of all project deliverable as described in the scope of work and schedule of deliverables.
- Samples of previous work with Spanish language audiences.
- Three client organizations/agencies including the names and contact information of individuals with whom the respondents have worked directly. It is preferable that the client references include both AAP, and non-AAP staff; 2 external references are preferred.
- Identity if independent or organizational affiliation.
- Cost proposal (see attached template).
- Meeting of appropriate state licensing requirements.
- Policies regarding notification on changes of personnel.
- Information on if the consultant has been suspended or debarred from performing work funded by the federal government.
- Information on if the consultant has received disciplinary action during the last three years.
- If contracted with small business, minority-owned firms, and women's business enterprises.

### COST PROPOSAL

Please see attached

### CONTRACTUAL ARRANGEMENTS

Payment will be made as soon as reasonably practicable upon completion of milestones at intervals 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 break of any of the consultant's other covenants or representations.

### EVALUATION CRITERIA

The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly, and impartially. Structural, quantitative scoring techniques will be utilized to maximize the objectivity of the evaluation.

The evaluation will be conducted based on the following Criteria:

Criterion 1: Quality of proposal	20%
Criterion 2: Professional qualifications and specialized experience of respondent and team members	20%
Criterion 3: Comprehensiveness and adequacy of the proposed Implementation	20%

Criterion 4: Price/cost analysis	20%
Criterion 5: Eligibility	20%

**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](http://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**

COMPANY NAME	CONTACT NAME
ADDRESS	CONTACT EMAIL
WEBSITE	CONTACT TELEPHONE
CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS <input type="checkbox"/> YES <input type="checkbox"/> NO	
BUSINESS IS LOCATED IN CURRENT YEAR’S LABOR SURPLUS AREA <input type="checkbox"/> YES <input type="checkbox"/> NO	
BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS <input type="checkbox"/> YES <input type="checkbox"/> NO <small>(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)</small>	
CURRENT OR PREVIOUS CONTRACTS WITH AAP <input type="checkbox"/> YES <input type="checkbox"/> 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.

APPLICANT SIGNATURE

DATE

PRINT APPLICANT NAME and TITLE

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