



## RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	1036353-Q&A-06 COVID-19 Vaccine Message Framing Consultant
Project Title:	Engaging Pediatric Health Care Providers for Effective COVID-19 Vaccine Conversations
Application Deadline 11:59 pm CST:	August 27, 2021
Proposals must be emailed to:	323rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	August 13, 2021
Responses to questions will post on:	August 20, 2021

### QUESTIONS AND ANSWERS

Question: Is there a funding range for this particular scope of work?

Answer: There is no guidance to provide for the funding range. Please provide a proposal that appropriately aligns with completion the scope of work included with the RFP.

Question: What is the type of award expected (time & materials, firm fixed price, something else)?

Answer: The award will include a fixed price consulting agreement.

Question: Is there a page limit for the proposal?

Answer: No.

Question: Please confirm that AAP is providing the 15 message frames and narratives for testing and that the contractor should not plan and budget for that work.

Answer: That is correct; AAP will provide the 15 message frames.

Question: How many frames does AAP expect to test in the survey research?

Answer: A minimum of 15 frames provided by AAP are expected to be tested.

Question: Can AAP provide an example of a message frame? If not, can AAP provide a detailed explanation of what a single frame would consist of? For example, details like the number of sentences, whether it would include images, etc. would be helpful in pricing out this deliverable.

Answer: AAP is not able to provide an example. Frames may vary in length and may consist of plain text and text with associated images or other assets.

Question: Can AAP clarify the difference between "message frames," "framing strategies," and "narratives"?

Answer: Message frames and narratives refer to concrete terminology used to describe vaccine concepts, whereas framing strategies refer to broader conceptual ideologies around vaccine communication strategies.

Question: Is AAP expecting the vendor's support in refining message frames during the period of performance?

Answer: No.

Question: Can AAP confirm if the messages are in English only or if any Spanish transcreations will be included?

Answer: The messages will all be in English.

Question: Does AAP plan to publish on some or all of these data in peer-reviewed journals?

Answer: AAP may choose to publish some or all of these data in a peer-review journal, though this has not yet been determined.

Question: On page 2 in the activities section, bullet 5 says, "Randomly assign participants to one of two groups, with one set of groups being exposed to framed messages and asked a series of questions assessing attitudes, knowledge, and support for a variety of related policies and programs." Can AAP clarify what is meant by "support for a variety of related policies and programs"?

Answer: This is referring to existing or proposed immunization policies and programs. An example is state legislation requiring vaccinations for school entry.

Question: Is there an incumbent for this work?

Answer: Yes, The FrameWorks Institute.

Question: Is the incumbent agency, Frameworks Institute, eligible to bid on this project?

Answer: Yes.

Question: Does AAP have any existing formative research they're able to share at the start of the project?

Answer: A literature review is available at <https://www.frameworksinstitute.org/publication/what-the-american-public-thinks-about-vaccines-and-how-framing-can-help/>. AAP will be able to share additional formative research relevant to this project once it is finalized and published for public access. This date for this is to be announced.

Question: Can you please confirm that the due date for the proposal is August 27th? On page 1 it clearly says August 27th, but on page 2 the deadline says August 20th.

Answer: The proposals are due August 27<sup>th</sup>.

Question: On page 1 of the RFP, it says the application due date is 8/27 but on page 2, it says the due date is 8/20. Can AAP confirm the application due date?

Answer: The applications are due by 11:59pm CST on August 27<sup>th</sup>.

Question: On page 2 in the schedule of deliverables, AAP notes that by 11/30 initial testing should be completed. Can AAP clarify what is meant by "initial testing"?

Answer: Initial testing refers to the completion of the rapid, iterative qualitative interviews.

Question: In the applicant information form on page 3, it says that the applicant should complete the form, sign the certification of eligibility, and include all RFP pages. Can you please clarify the statement about including all RFP pages? We plan to include the form as part of our technical proposal, do we also need to include a copy of the RFP with our technical proposal response?

Answer: Please include a signed copy of the full 5-page RFP document (not just signature pages) in all submissions.

Question: Please confirm who exactly the target audiences are (the RFP states both clinicians and non-clinical staff). Does AAP have an intended split between providers, non-clinical staff, patients, and patients' families (parent/caregivers)? Is there an age range of interest for interviewing/surveying patients themselves?

Answer: The interviews and surveys should target a representative sample of the U.S. general population, which may include pediatricians; clinical and non-clinical staff in pediatric healthcare settings; and parents and

caregivers. There is no age range of interest to note at this time, however a more specific range may be jointly defined by the AAP and the selected consultant.

Question: Can AAP confirm the intended audiences for the frames themselves (e.g., patients and their families, pediatric health care clinicians/non-clinicians, or both)?

Answer: The frames are intended to be used by pediatricians and others who communicate about vaccines to increase public confidence in vaccines, including COVID-19 vaccine.

Question: For the survey, can AAP confirm specifically who the vendor will be surveying? For example, will the surveys include pediatric health care clinicians, non-clinical pediatric staff, parents, etc.?

Answer: The vendor will be surveying a representative sample of the U.S. general public. This may include pediatric health care clinicians, non-clinical pediatric staff, parents and family members, etc.

Question: For the survey, by "nationally representative," does AAP mean a probability-based sample generalizable to the population(s) of interest in the US? If not, could AAP please clarify? Is AAP open to a hybrid model of a probability sample and convenience sample?

Answer: Yes, AAP expects the sample population to be generalizable to the populations of interest in the U.S. A hybrid probability sample and convenience sample is acceptable.

Question: For the qualitative research:

a. Can AAP support recruitment by promoting the study among its membership?

b. Does AAP require that interviews be conducted individually? Is it permissible to reach the minimum 50 respondents by conducting focus groups (e.g., 10 groups or 5 persons each, vs. 50 individual interviews)?

Answer:

a. Yes, AAP can support recruitment of its members if requested by the consultant.

b. It is permissible to conduct focus groups to reach the minimum 50 respondents.

Question: Who, specifically, would you include as non-clinical staff within pediatric health care settings?

Answer: Non-clinical staff include health care executives, receptionists, medical billers, appointment schedulers, and other administrative support team members.

Question: For interviews and surveys with pediatricians, does AAP prefer that the consultant work through AAP to reach their members? Or does AAP prefer the consultant recruit this audience independently?

Answer: The interviews and surveys are intended to include the general public across the U.S., not specifically pediatricians or pediatric health care staff. AAP can support recruitment of its members if requested by the consultant.

Question: To what extent is AAP able to facilitate recruitment with other types of pediatric clinicians (non-pediatricians) and non-clinical pediatric staff for interviews and surveys?

Answer: AAP can support recruitment of non-pediatricians and non-clinical pediatric staff through dissemination of outreach materials created by the consultant to AAP members.

Question: We are thinking that there likely fewer control messages than the 15 framed messages/strategies. What estimate, for budgeting purposes, should we use for the number of control messages?

Answer: It is intended that there be a control message to correspond with each framed message/strategy. This should be budgeted accordingly.

Question: The cost proposal does not include a separate line for the comprehensive written report. How would you recommend apportioning this cost between surveys and interviews?

Answer: Please feel free to add additional lines as needed to adequately demonstrate costs associated with completion of a comprehensive written report.

Question: What is your estimate of hours required to “work with AAP staff to facilitate the review of material drafts and products in development....” as well as the other activities listed under the second to last bullet in the Activities portion of the Scope of Work?

Answer: At minimum, biweekly meetings, all an hour in length, will be scheduled between AAP staff and the consulting team to review material drafts and track progress. AAP is unable to provide a specific estimate of hours needed outside of regularly scheduled meetings to achieve scope of work deliverables. A more specific set of hours may be jointly negotiated between the AAP and the selected consultant.

Question: Does AAP expect this research to result in consumer-ready messages or communications assets, or in "frames" that will be refined into messages or assets at a later phase?

Answer: It is outside the scope of this RFP to develop consumer-ready messages or communications assets. Findings from this research may be utilized to construct messages or assets at a later phase.

Question: If AAP does expect to develop consumer-ready messages or communications assets, what percentage of the overall budget should be spent on developing those messages or assets?

Answer: N/A