



Request for Proposals: Consultant

Reach Out and Read Illinois Landscape Analysis

January – June 2025

The Illinois Chapter, American Academy of Pediatrics (ICAAP) is embarking on a landscape analysis in 2025 and searching for a consultant to lead this work. This consultant should have expertise in data analysis, public health and a history of working with nonprofit organizations. The project budget is \$10,000 and must be completed by June 30, 2025.

About ICAAP's Reach Out and Read program: Reach Out & Read Illinois (ROR-IL), a program of ICAAP for over 15 years, prepares children for kindergarten and strengthens the bond between a child and their caregivers by incorporating books into pediatric visits from six months to five years, connecting families to neighborhood resources, and encouraging families to read together. Reach Out & Read Illinois builds on the relationship between parents and healthcare providers. Books are an important part of early learning and brain development and Reach Out and Read Illinois supports this through the distribution of early learning resources and over 180,000 books to families every year. Yet, this is only a fraction of those that need support. Our goal is to make sure every child aged six months to five years in the state of Illinois has access to new, high-quality books through their pediatric care.

ROR IL has demonstrated rapid growth, expanding from 100 clinics in 2020 to 180 clinics as of 2024. This impressive expansion has happened organically and underscores the need for strategic planning to further develop ROR IL's impact across Illinois. As we plan for the future, we seek to conduct a comprehensive landscape analysis to evaluate growth areas and identify new opportunities to improve and expand the reach of our programming.

Scope of Work: This project will engage in three core areas of work – data analysis, data collection, and a final landscape analysis report to guide implementation. The landscape analysis is grant funded so there are certain requirements outlined below. ROR IL team will work closely with you throughout the project to ensure the deliverables meet grant requirements.

Data Analysis

- ROR Illinois has a lot of data already collected including network surveys, a database of Illinois sites and a Child Opportunity Index (COI) mapping data to review.

- Consultant will provide a comprehensive data analysis report highlighting data gaps, geographic expansion recommendations, clinic penetration insights and recommended supplemental data sources for landscape analysis.

Data Collection

- As part of our grant funding, we need to engage in focus group research. Consultant will recruit and schedule 2-3 clinician focus groups, facilitate focus group sessions and analyze and synthesize focus group findings.
- Consultant will provide a detailed focus group findings report and present it to our ROR board and leadership with an executive summary of key insights.

Landscape Analysis Final Report

- Consultant will prepare and present the final landscape report by June 30, 2025, which will include specifics for implementation in FY26.

Although this project is outlined in detail, we have a lot of flexibility within this framework. If you are interested in applying, please send an email to Cindy Ogrin (cogrin@illinoisap.com) describing your background and interest. We would like to hire an external consultant by February 1, 2025.