

Graphic Designer (Contract)



ALLIANCE FOR INNOVATION
ON MATERNAL HEALTH

Statement of Purpose

The Alliance for Innovation on Maternal Health (AIM) Technical Assistance (TA) Center at the American College of Obstetricians and Gynecologists (ACOG) is seeking a Graphic Designer (Contract) to provide best in class layout design for high impact digital and print assets to support the AIM TA Center program and goals.

The Graphic Designer (Contract) will provide layout design for a Community Birth Transfer Resource Kit, a 50-page guide outlining key preparations that can be made to ensure readiness for safe transfer from community birth to hospital settings.

Additionally, the Graphic Designer (Contract) will provide layout design for an expanded version of [Urgent Maternal Warning Signs](#), a patient education resource on signs and symptoms of life-threatening pregnancy complications and when to seek care, to provide additional context and detail that can be translated into 39+ languages.

More details on the deliverables will be described below.

Background

The AIM TA Center provides comprehensive, high impact technical assistance to the entities implementing the AIM quality improvement initiative in the United States. Assistance provided supports best practices that make birth safer, improve maternal health outcomes, and save lives.

The AIM TA Center is supported by a funding opportunity with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under opportunity number HRSA-23-084, Alliance for Innovation on Maternal Health (AIM) Technical Assistance Center. This contract is contingent upon funding from HRSA MCHB.

Tasks and Deliverables (Required Services)

The Contractor shall provide the following services between the contract start date and August 31, 2024, to successfully develop and support the layout design of the projects:

1. Community Birth Transfer Resource Kit
 - a. Utilize a previously developed [Obstetric Emergency Readiness Resource Kit](#) and its associated InDesign file as a template to provide layout design for a drafted Community Birth Transfer Resource Kit.
 - b. Generate concepts and drafts for review and approval.
 - c. Respond to and integrate staff and leadership feedback into all work

- products.
- d. Adhere to AIM brand standards in all work products.
2. Urgent Maternal Warning Signs
 - a. Draft 3 concepts of an expanded [Urgent Maternal Warning Signs](#) patient education print resource.
 - i. The expanded Urgent Maternal Warning Signs print resource will contain the additional signs and symptoms that can be found when clicking on the individual signs and symptoms tiles on the webpage.
 - b. Refine the selected concept to create a first draft of an expanded Urgent Maternal Warning Signs patient education print resource.
 - c. Provide a finalized version of the expanded Urgent Maternal Warning Signs.
 - d. Respond to and integrate staff and leadership feedback into all work products.
 - e. Adhere to AIM brand standards in all work products.

Deliverables

The Vendor will develop the following project deliverables, and others as mutually agreed upon by contract parties:

Item	Description	Timeline
Community Birth Transfer Resource Kit	Finalized draft of a Community Birth Transfer Resource Kit to be posted to the AIM TA Center website.	June 15, 2024
Expanded Urgent Maternal Warning Signs Print Resource	Finalized draft of and associated InDesign file for an expanded Urgent Maternal Warning Signs Print Resource	July 31, 2024

Proposal

To be considered as a possible subcontractor for this work, please ensure the submitted proposal includes the following:

Item	Description
Contact Information	<p>Please include the following for each person engaged in the scope of activities:</p> <ul style="list-style-type: none"> • Name • Title • Email Address

Proposal	<ul style="list-style-type: none">• Vendor Qualifications and Roles• Previous Examples Developing Similar Work• Team Members (if applicable)• Budget, either hourly or project-based, for the 2 projects
Portfolio	Please provide a portfolio containing relevant work samples for review.

Please submit your proposal and total project cost to the [applicant portal](#) by Tuesday, April 30, 2024. Further questions can be directed to Isabel Taylor at itaylor@acog.org.