

## REQUEST FOR PROPOSAL

### Promoting Midwifery Campaign - Canadian Association of Midwives

The Canadian Association of Midwives (CAM) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM no later than September 23, 2023, indicated in the table below.

<b>Issue Date:</b>	September 13, 2023
<b>Proposal Due Date:</b>	September 23, 2023
<b>Written questions and Proposals should be submitted via email to:</b>	Email: <a href="mailto:communications@canadianmidwives.org">communications@canadianmidwives.org</a> Subject: "Promoting Midwifery Campaign"
<b>Project Budget:</b>	Up to \$200,000 CAD
<b>Project Timeline</b>	October 2023-March 2024

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## SECTION I – BACKGROUND AND OBJECTIVE

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our work is focused on ensuring more equitable access to high-quality sexual, reproductive, and newborn midwifery services in Canada and globally.

CAM works in partnership with the National Council of Indigenous Midwives (NCIM), midwifery associations, midwives, and relevant stakeholders. NCIM's mission is to promote excellence in sexual and reproductive health care for First Nations, Inuit, and Métis communities. Both CAM and NCIM are governed autonomously but share infrastructure and human resources. Both organizations are staffed by a passionate team of individuals dedicated to providing support for midwives and Indigenous midwives and the profession of midwifery across Canada and globally. Our programming is funded by Health Canada, the Public Health Agency of Canada, Indigenous Services Canada, Global Affairs Canada, and other federal departments, as well as private donors, and membership revenue.

### **Theory of Change**

In 2021, the Canadian Association of Midwives launched a new **Theory of Change for 2021-2025**. This new and exciting **outcome-focused** vision for our work is centered on our desired ultimate impact: **equitable access to excellent sexual, reproductive, and newborn midwifery services for everyone**.

To achieve this, we have established 3 pillars: **Advocacy, Association Strengthening and Promoting Excellence**. We've also updated our organizational values. **Equity, Responsibility, Respect, and Integrity** are now the values that guide our decision-making processes.

#### Advocacy

We advocate in partnership with the National Council of Indigenous Midwives (NCIM) and other midwifery associations to relevant governments for policy changes and funding to advance midwifery, Indigenous midwifery and the recognition, growth, and accessibility of the profession.

#### Association Strengthening

There are 10 Provincial and 2 Territorial midwifery association in Canada. CAM aims to build the capacity of these associations as they develop robust internal structures, organizational effectiveness, and financial capacity to lead Reproductive, Maternal, Newborn and Child Health (RMNCH) /Sexual and Reproductive Health and Rights (SRHR) programming. CAM also supports the associations in their jurisdictional advocacy work.

## Promoting Excellence

Continuous Professional Development (CPD) is a key area of growth for CAM. We provide educational opportunities for midwives, including an annual national conference. CAM offers emergency skills training and clinical knowledge translation on priority topics, such as cultural safety, intimate partner violence, vaccines, medication abortion care, among others. In 2024, CAM will launch a new e-learning platform which will further support the CPD of our members.

## **OBJECTIVE**

The Canadian Association of Midwives (CAM) is issuing a Request for Proposals (RFP) for the Promoting Midwifery Campaign.

CAM is currently working on several national projects. Each of our projects includes a mandate for campaign work aimed at increasing recognition and visibility of the profession of midwifery. Successful campaign materials will effectively educate the Canadian public about the sexual and reproductive health care services that are provided by midwives. To be effective and aligned with our values, campaign materials must be designed to reach diverse audiences, including recent newcomer populations, rural and remote communities, Indigenous and racially diverse communities, gender-diverse families and other equity-seeking groups.

In addition to our public education and engagement efforts, our campaign materials also face Federal health policy makers and funders. As such, CAM's national project campaigns are anchored in our key Federal advocacy work, described in Appendix. This work is largely advanced through distinct government relations consultants, however we aim to leverage campaign materials and impact data to further drive our federal advocacy efforts. As such, successful campaign materials will articulate the roles, skill, and scope of midwifery-led care in the context of the essential primary care provider landscape in Canada. To be effective and aligned with our commitment to strengthen the profession across all jurisdictions, campaign materials must incorporate specific regulatory, policy and funding asks and set the stage for a human-health resource strategy that serves to strengthen the profession from coast to coast to coast.

In summary, the overarching campaign strategy should address the goals and deliverables of each distinct project while employing a cross-cutting thematic that effectively articulates who midwives are, what they do, how they work, who they care for, and their critical role in improving access to equitable sexual and reproductive health and rights (SRHR) in Canada's public healthcare system.

**Below, we include a summary of each project:**

### **The CART Access project: Advancing access to abortion for under-served populations through tools for healthcare professionals and people seeking care**

Midwives are uniquely positioned to become providers of choice for people seeking abortion care. This project aims to advance the work of midwives in medication abortion as part of accessible, quality,

comprehensive abortion care in Canada. This project has a particular focus on underserved populations. We are developing resources for midwives, including a national framework for midwives, e-learning modules, mentorship opportunities, advocacy, and policy tools. Our public awareness campaign will sensitize the concept of abortion as a normal outcome of pregnancy and increase awareness on how to access abortion services.

Key context: The Canadian midwifery model of care, scope of practice, and training are ideally suited to supporting improved access to all forms of abortion care. However, regulatory models vary according to jurisdiction, leaving a patchwork of access to midwifery-led abortion across Canada. This compounds other existing inequities and barriers to abortion access, to which midwife-led care is a solution.

- Further info: CAM's position statement on midwives' provision of abortion: <https://bit.ly/3Lc89yC>
- Action Canada's policy brief on Increasing abortion access in Canada through Midwife-led care: <https://bit.ly/3Z2Mtej>

Target audience:

- General public, women/people of reproductive age
- Midwifery associations and clinics
- Midwives (includes midwifery organizations, individual midwives, and midwifery practices) with attention to how midwives serve equity seeking clientele
- Midwifery regulators
- Government stakeholders

Budget:

Up to \$30,000

## **HC AIR: Dismantling anti-Indigenous racism is reproductive health care**

This project, funded by Health Canada, aims to address anti-Indigenous racism in the content of health service planning, delivery, and funding, as well as in the education programs for sexual and reproductive health care providers (midwives, nurses, doctors). The goal is to integrate cultural safety training across the life cycle of midwifery education and practice, from pre-service to in-service education, including resources and tools to advance commitments to AIR in acute care settings. The competencies will be integrated into midwifery regulatory frameworks for sustained, upstream changes.

Key context: Indigenous communities across Canada have always had midwives. Indigenous midwives were once a cornerstone of every Indigenous community. Through colonization and ongoing systemic racism in the Canadian health care system, Indigenous-led midwifery care was systematically discredited, removed and silenced. As a result of losing midwifery, essential services and leadership was lost. This has had a devastating impact on communities, including both on the preservation of culture and on sexual and reproductive health outcomes. Under NCIM's leadership and in a spirit of reconciliation, CAM and NCIM work together to restore Indigenous-led midwifery care as close to home as possible.

- Further info: CAM's position statement on anti-indigenous racism <https://tinyurl.com/yc2ehk2a>
- Further info: NCIM's position statements <https://indigenousmidwifery.ca/position-statements/>

Target audience:

- The 2,200+ midwives (including Indigenous midwives) in Canada and some allied health professionals.
- Midwifery provincial associations, regulators, educators, and students, as well as midwifery practices (including administrative staff)
- Government stakeholders (secondary)

Budget: Up to \$30,000

## **FORWARD: IBPOC Midwives Leading for Better Health Systems**

This project, funded by Health Canada, aims to further promote midwifery within diverse communities and bring awareness to the roles of midwives already leading SRHR in diverse communities. The project aims to reduce barriers to SRH care for Indigenous, Black, People of Colour (IBPOC), recent newcomer families, gender diverse families and people by addressing gaps in information about midwifery-led SRHR and SRH services.

Key context: In addition to the longstanding collaboration between NCIM and CAM, CAM also supports several midwifery networks, including the Canadian Association of Racialized Midwives (CARM) and the Queer and Trans Midwives Caucus (QTM). We are developing practical job aids and resources for midwives to better serve new immigrant clients,

- e-learning modules on anti-racism and discrimination training for midwives (open to all health workers); and public awareness materials to engage equity-seeking population.

Target audience:

- The 2,200+ midwives (including Indigenous midwives) in Canada and some allied health professionals
- IBPOC and immigrant communities, and other equity-seeking groups
- Government stakeholders (secondary)

Budget: Up to \$130,000

### **Vaccines: We can talk about it**

Midwives play an important role in Canada's immunization strategy. Supporting informed decision-making is a core competency of midwifery care. This project, funded by the Public Health Agency of Canada, builds on 3 years of funding. The ultimate goal of this work is to expand midwifery-led access to, and uptake of, COVID-19 booster shots, with a specific focus on barriers and concerns of pregnant people and people who may have fertility/pregnancy related barriers to accessing vaccination.

The project aims to build the capacity of midwives as vaccinators through the development of tools, and e-training, support community-based education, promotion, and outreach and center the importance of providing evidence-based vaccination communication. We will develop communication products/tools to foster evidence-based dialogue around vaccines. Further info: CAM's position statement on vaccines : <https://canadianmidwives.org/new-position-statement-midwifery-care-immunization-and-informed-choice/>

[https://canadianmidwives.org/sites/canadianmidwives.org/wp-content/uploads/2021/11/CAM\\_PSVaccinationHCWs\\_Covid19\\_VF\\_20211020.pdf](https://canadianmidwives.org/sites/canadianmidwives.org/wp-content/uploads/2021/11/CAM_PSVaccinationHCWs_Covid19_VF_20211020.pdf)

Target audience:

- Pregnant women/people and women/people of reproductive age: specifically, midwifery clients with hesitancy or people of reproductive age with vaccination related concerns specific to pregnancy and fertility
- Midwifery associations and clinics
- Midwives (includes midwifery organizations, individual midwives, and midwifery practices) with attention to how midwives serve equity-seeking clientele
- Government stakeholders (secondary)

Budget: Up to \$12,000

## **Overarching Campaign Goals:**

- Increase the visibility of CAM’s work to key stakeholders.
- Bolster the impact of CAM’s government relations work in alignment with our national advocacy goals through the articulation of key messaging:
  - Position midwives as essential primary care providers and a critical resource within the public healthcare system.
  - Position midwives as central to the advancement of accessible, equitable, high-quality sexual and reproductive health and rights in Canada.
  - Engage and inform the public as to midwives’ important role in maternal and child health.

## **Key Messages**

### Umbrella message

Midwives play a critical role in improving access to equitable sexual and reproductive health and rights (SRHR) in Canada’s public healthcare system.

### Sub-messages

- Midwives are a key part of the solution to Canada’s primary care crisis (a solution, not a stop-gap).
- Midwives are autonomous and essential primary health care providers. Midwives provide evidence-based, patient-centered, and comprehensive sexual and reproductive healthcare.
- The scope and skills of midwives extend beyond pregnancy and birth. Midwifery skills include vaccination, well-woman care, contraception, abortion care, recognition/response to IPV, etc.
- Historically, midwifery-led care, and SRH care in general, has not been an investment priority of the Federal government. The current government has made some important investments. We need to build on this.
- Further messaging as determined through individual project objectives.

## **Target Audience**

- Members of Parliament, Senators, key government stakeholders, policy analysts
- Midwives and midwifery associations
- General public, including Indigenous and racially diverse communities, recent newcomer populations, equity-seeking groups

## SECTION II – OVERVIEW AND SCOPE OF WORK

**RFP Date:** September 13, 2023

**RFP Title** **Promoting Midwifery Campaign**

**RFP Issued By:** Canadian Association of Midwives (CAM)

**Submission of Questions regarding the RFP:**

Questions related to the RFP must be submitted in writing to [communications@canadianmidwives.org](mailto:communications@canadianmidwives.org) no later than September 19, 2023.

**Language of Proposals:**

The technical and cost proposals can be submitted in either official language.

**Instructions for Submission of Proposals:**

To be considered, an electronic copy of the proposal must be submitted by September 23, 2023, at 5 PM EST to [communications@canadianmidwives.org](mailto:communications@canadianmidwives.org). Please include subject line: “Promoting Midwifery Campaign”.

**Interview Process:** Following receipt of qualified proposals, CAM reserves the right to interview all bidders. Interview format will be presented to the offerors at the time of official notification of any interview.

**Award:**

The successful bidder(s) will be contracted for the Promoting Midwifery Campaign by CAM from October 2023 to March 2024.

CAM will select the successful bidder(s) based on the qualifications and experience of the respondent and the respondent’s experience providing these services in Canada.

Issuance of this request for proposals does not constitute an award commitment on the part of CAM nor does it commit CAM to pay for costs incurred by the bidders for the preparation and submission of a proposal.

**SCOPE OF WORK - Deliverables go here.**

CAM is seeking a communications professional or firm to assist in the ideation and implementation of the Promoting Midwifery Campaign from October 2023 to March 2024. Deliverables include:

- Develop overarching campaign strategy, including project specific messaging and collateral for each thematic area, including assembly of a photo and video bank
- Present to the project team



- Focus-group or test draft content with midwifery leadership, PR/GR leads, public, other stakeholder groups as recommended
- Facilitate approvals process and finalize plan
- Create a timeline and series of touchpoints with CAM communications team, including leads on CAM vehicles (LMS, podcast, websites, socials, etc.)
- Create the content, including managing sub-contracts with designers, translation, social media, production company
- Develop an implementation and engagement strategy
- Launch
- Collect data on hits/uptake/feedback

**Language(s) required:**

English required, French an asset.

**Requirements**

- Excellent writing skills in English (French an asset)
- Expertise designing, implementing, and evaluating strategic communications campaigns
- Demonstrated ability writing effective op-eds
- Demonstrated success developing national campaigns for both the public and government
- Expertise producing a wide range of graphic material, including radio, web, print, etc. Ability to produce under strict deadlines

**Dates of Service:** October 2023 – March 2024

## SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

### A. Promoting Midwifery Campaign Proposal

Offerors' Promoting Midwifery Campaign Proposal should cover all aspects of the Scope of Work and shall include the following.

**Narrative** - Offerors shall submit a complete narrative and/or supporting materials addressing all benefits provided under their PR Campaigns Package and their capabilities to perform the scope of work. **Please consider the following when submitting your proposal.**

1. What are your core services?
2. How many years have you been in business?
3. Where are you located?
4. What are your standard days/hours of operation?
5. What is your standard turn-around time for a project?
6. Describe briefly your experience servicing non-profit organizations, professional organizations and/or health organizations.
7. What types of tools are used? Please include the types of software used.
8. What is your process for safeguarding proprietary information?
9. Provide examples of comparable work.

**Completed Attachment A** – Cover Sheet

**Completed Attachment B** – Past Performance/References - A minimum of two (2) client references worked with in the past two years on an activity that is similar to this Scope of Work. Include the contact information (names, company or organization, phone number and email). This document must be signed by the offeror. ***\*This is not required for suppliers who have worked with CAM in the past three years.***

**Completed Attachment C** – Cost Proposal - The cost proposal should include a detailed breakdown of costs on a per hourly and/or per page and/or per deliverable basis. Please specify if any discounts or non-profit rates are being offered. If your company has a pricing chart, please attach it.

### B. Questions

Questions regarding this RFP may be submitted IN WRITING VIA EMAIL no later than September 19, 2023. Questions shall be submitted to: [communications@canadianmidwives.org](mailto:communications@canadianmidwives.org).

### C. Submission of Offers

Proposals must be received no later than **September 23, 2023, by 5 PM EST.**

Proposals shall be submitted via email to: [communications@canadianmidwives.org](mailto:communications@canadianmidwives.org)

Subject: Promoting Midwifery Campaign

***Note: Any proposal received after the above date and time will not be considered***

## SECTION IV – EVALUATION CRITERIA

### A. General Information

CAM intends to evaluate proposals in accordance with the following criteria and select offeror(s) whose proposal(s) best fit the evaluation criteria.

### B. Evaluation Criteria

Selections will be made based on whose services will ensure the best possible quality in keeping with the most efficient process in terms of quality versus cost.

Offers will be evaluated based on the following criteria:

1. Ability to provide the best option and prices:
  - Provide best overall solution to Promoting Midwifery Campaign requirements
  - Offer should be competitive technically and financially
  
2. Portfolio
  - Quality of work
  - Innovation and creativity
  - Considerable experience in health, sexual and reproductive health and rights, policy are assets.
  
3. Saving Time
  - Fast turn-around time
  - Ability to meet deadlines
  - Promoting Midwifery Campaign contact(s) must be available via phone and email for questions and revisions, within their stated availability.
  
4. Good Reputation
  - Quality assurance
  - References
  - Billing done in a timely manner

### C. Non-Profit Pricing

CAM is a non-profit organization. Offerors should provide any and all discounts available to CAM based on its status as a non-profit organization.

### D. Acceptance of Offer and Award

The successful offeror(s) will be selected for work on the Promoting Midwifery Campaign. CAM reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of the organization.

**ATTACHMENT A – PROPOSAL COVER SHEET**

Company Name:

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Name of Person to be Contacted in Case of Questions Regarding this Proposal:

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Telephone of Contact Person Named Above:

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Email of Contact Person Named Above:

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Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

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Title of Authorized Individual:

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**Certification:**

**By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that CAM retains the right to reject, in whole or in part, any and all bids for any reason.**

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**Signature of Authorized Individual**

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**Date**

**ATTACHMENT B – REFERENCES/PAST PERFORMANCE**

*Complete the table below providing information for at least 2 past/current customers for whom your company provided services similar to the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a CAM staff member during the evaluation process.*

Offeror Signature (Mandatory): \_\_\_\_\_

<b>REFERENCES/RECOMMENDATIONS</b>					
<b>Past Customer's Company Name</b>	<b>Past/Current Customer Contact Person</b>	<b>Phone &amp; Email Information for Contact Person</b>	<b>Company Address</b>	<b>Description of Services Provided</b>	<b>Date(s) Work Performed</b>

**ATTACHMENT C – PRICE QUOTE**

**VENDOR NAME:** \_\_\_\_\_