

Call for Interest

Course Content Development, Review, and Clinical Review

1. Background

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) is seeking proposals from qualified consultants to support the development (1), adaptation (2), and review (3) of online learning courses. All finalized online learning courses will be delivered through CAM's bilingual Learning Management System (LMS), CAM Learns / ACSF Apprend.

CAM Learns/ACSF Apprend Link: [Public Dashboard | Canadian Association of Midwives](#)

Candidates may apply to one or multiple service areas outlined in this Call for Interest. Applications may be submitted individually or as a collaborative team (e.g., a content developer working jointly with a clinical reviewer, or a course updater paired with a reviewer).

2. Organizational Background

CAM /ACSF 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. To achieve this, we work in close partnership with the National Council of Indigenous Midwives (NCIM), midwifery associations, midwives, and relevant stakeholders. Our programming is funded by Government of Canada departments and agencies (i.e. Health Canada, Global Affairs Canada), private donors and UN agencies, and operational funding.

In 2024, CAM /ACSF officially launched CAM Learns/ACSF Apprend, a new bilingual online learning platform designed to support the professional development needs of midwives and other health care workers. Over the course of 2024-2025, CAM Learns introduced 14 new courses in both French and English, covering a range of topics tailored to the needs of midwives at various stages of their careers. Courses cover key topics such as Indigenous cultural safety and humility, anti-racism training, and educating families on RSV, among other topics. Each course has been developed in collaboration with midwifery experts, ensuring relevant, accessible, and evidence-based content.

3. Project Background

CAM /ACSF has recently launched a new initiative, funded through the Sexual and Reproductive Health Fund (SRHF), aimed at advancing reproductive health equity in Canada. This project seeks to reduce barriers to sexual and reproductive healthcare for underserved communities, including Indigenous, Black, and racialized people, immigrant populations, 2SLGBTQIA+ clients, and women and youth in rural and remote areas. Persistent gaps in culturally safe, appropriate, and timely information and services continue to contribute to inequitable access to sexual and reproductive health care across the country.

Through this initiative, CAM will strengthen the role of midwives in addressing these gaps by developing continuing professional development opportunities on CAM Learns / ACSF Apprend. In addition, CAM will produce culturally relevant tools and public awareness resources focused on contraception and abortion care; fertility, pregnancy, and postpartum care; equity and cultural safety; and gender-inclusive care.

These efforts aim to ensure that midwives and other health care professionals have access to high-quality, evidence-based, and inclusive educational resources, supporting their ability to provide equitable care for all communities.

4. Objectives & Scope of work

4.1. Objective

The **objective of this consultancy** is to support CAM /ACSF in developing, updating, and reviewing high-quality online learning products for midwives and other health care professionals, hosted on CAM Learns / ACSF Apprend:

1. Content development of new online learning courses, either as micro-lessons or long-form courses.
2. Content revision and content enhancement of existing online courses.
3. Clinical content review of the new and revised online courses.

Newly developed courses will focus on one or more of the following priority thematic areas:

- **Contraception & IUD:** Contraception counselling for midwives, shared decision making with clients, and key information on medications and services (with an emphasis on IUDs) through culturally safe, anti-racist, and anti-oppressive frameworks.
- **Perinatal mental health:** Key issues related to mental health during all phases of pregnancy and the postpartum period, with an emphasis on key intersecting topics requested by our membership, such as addictions and substance abuse counselling/support, providing trauma-informed care, and perinatal depression/anxiety.
- **Gender-inclusive care:** Provision of gender-affirming care, supporting trans clients and their families, and providing gender-inclusive midwifery services.
- **Abortion care:** Adapt CAM's French-language abortion course, [*Introduction à l'interruption de grossesse - Concepts clés et éléments pratiques*](#) for a broader and English-speaking audience.

Revised courses are:

- The courses to be revised will be determined at a later date upon CAM's consultation with key stakeholder representative groups.

Courses on CAM Learns are designed in two formats: Micro-lessons provide up to 20 minutes of online, self-guided content per module, while long-form courses offer up to one hour of online, self-guided content, divided into multiple modules. To support learning, each course includes essential resources, such as reading lists, video content, infographics, and other materials, and development is guided in collaboration with instructional design consultants, who help ensure that the most effective teaching methods and strategies are used.

4.2. Scope of work

The selected offeror **for content development services of new online courses** will be expected to:

- During Q1 2026:
 - Establish project timeline, key milestones and touchpoints (SME, ID consultants, CAM staff)
 - Draft content outline with the support of MTE (key topic outline, learning objectives, key

- resources), and initial consultation with SME;
- Develop draft content, storyboard, including list of resources and multimedia plan.
- During Q2-Q4 2026: Review and implement feedback from course piloting from April 2026 to August 2026.

The selected offeror **for course revision and content enhancement of existing online courses** will be expected to:

- During Q1 2026: Revision & Update of the content outline, storyboard including list of resources and multimedia plan of existing online courses.
- During Q2 2026: Revision & Update of the content of existing courses for accuracy, clarity, and relevance.

The selected offeror **for clinical content review of the new and revised online courses** will be expected to:

- During Q1 2026: Review of the course content outlines
- During Q2 2026: Review the full course content to ensure clinical accuracy and alignment with evidence-based midwifery practice.

5. Consultant Requirements, Qualifications & Skills

5.1. For content development and content revision

- University degree in midwifery, health care, public policy, or a related field
- A minimum of three years of professional experience in research, writing, or related work
- A strong analytical understanding of sexual reproductive health and rights (SRHR)
- Experience developing educational materials, including online learning courses, knowledge translation tools, and other resources
- Experience gathering and analyzing data, including conducting interviews and focus groups
- An understanding of systemic racism in the midwifery profession and/or healthcare broadly
- Excellent planning, research, critical analysis, and writing skills
- Demonstrated initiative and the ability to work independently as well as collaboratively with stakeholders supporting the project
- Strong organizational skills with a proven ability to complete tasks within set timelines

Additional Assets:

- *Lived experience*
- *Knowledge of the Canadian midwifery models in Canada*

5.2. For clinical reviewer

- University degree in midwifery, health care, public policy, or a related field
- Strong knowledge of **evidence-based clinical guidelines** and best practices in midwifery and related care.
- Experience in **reviewing or evaluating educational or training materials** for accuracy and clinical relevance.
- Understanding of **culturally safe, inclusive, and gender-responsive care**, including systemic barriers

in health care.

- Excellent **critical analysis, attention to detail, and communication skills**, with the ability to provide clear, actionable feedback.

6. Budget & Suggested Timeline

- For content development and content revision, the total budget is up to \$20,000, depending on multiple factors, including whether the work involves new course development or revision of existing courses, the format of the course (micro-lesson or long-form course), and the complexity of the content. The course content and storyboard for any new or revised course is expected to be finalized by March 2026, and the final course, including multimedia, is expected to be completed before the end of Q2 2026.
- For clinical content review, the consultant will be compensated at an hourly rate of up to \$120 per hour, with a maximum total number of hours to be determined based on the scope of the course content to be reviewed. The clinical review is expected to occur during Q1 and Q2 2026, aligned with the course development and revision timelines.

7. Submission Instructions

Proposal content requirement: Applicants should submit a complete proposal including:

- Technical Proposal:
 - A brief description and overview of the consultant's relevant experience
 - At least two (2) references, including names, phone numbers, and email addresses.
 - A description of any value-added services.
- Narrative Proposal:
 - Methodology or approach
 - Work plan and deliverables
 - Any additional context or background that supports the proposal
- Financial Proposal: A detailed breakdown of the costs associated with the services, including any interim or final invoicing options.
- Conflict of Interest Declaration: Applicants must declare any actual, potential, or perceived conflicts of interest that could affect their ability to provide objective services. This declaration should be included in the Technical Proposal section.

Language of Proposal: Proposals may be submitted in either French or English, depending on the language of the course the consultant intends to develop or revise.

Questions: Questions regarding the current Call for Interest may be submitted in writing via e-mail no later than January 9th 5:00PM ET to Dave Musonge - dmusonge@canadianmidwives.org

Note: Candidates may apply to one or multiple service areas outlined in this Call for Interest. Applications may be submitted individually or as a collaborative team (e.g., a content developer working jointly with a clinical reviewer, or a course updater paired with a reviewer).

8. Instructions for Submission of Proposals

Proposals must be received no later than January 16th, at 5:00 PM EST, by at

hr@canadianmidwives.org Please submit your proposal electronically in PDF format.

- Subject line: Course Content Development **OR** Course Content Review **OR** Clinical Review
- Filename: ConsultantName_CourseCreation_YYYYMMDD

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

9. Evaluation criteria and process

Offers will be evaluated and scored out of **100 points** based on the following criteria:

Evaluation Category	Sub-Criteria	Points
Technical Evaluation		60
	Qualifications and Competencies	15
	Professional Experience	25
	Work Methodology and Approach	20
Past Performance Evaluation		20
	Reference Quality and Client Feedback	10
	Work Sample Quality	10
Financial Evaluation		20
	Cost Proposal	15
	Budget Transparency	5
TOTAL		100

A. Qualifications and Competencies (15 points)

- Educational background and relevant certifications
- Demonstrated expertise in sexual and reproductive health and rights (SRHR)
- Understanding of systemic racism in healthcare/midwifery profession
- Analytical and critical thinking capabilities

B. Professional Experience (25 points)

- a) Minimum 3 years of relevant professional experience in research, writing, or related work
- b) Experience developing educational materials, including online learning courses
- c) Experience with knowledge translation tools and resources
- d) Research methodology and data gathering experience (interviews, focus groups, etc.)
- e) Quality and relevance of work samples/portfolio provided

C. Work Methodology and Approach (20 points)

- a) Proposed approach and methodology for course development/revision
- b) Understanding of project objectives and thematic areas
- c) Plan for collaboration with Subject Matter Experts, Instructional Design consultants, and CAM/ACSF staff
- d) Quality assurance and review processes
- e) Realistic timeline with clear milestones and deliverables

D. Past Performance Evaluation (20 points)

Applicants must provide a minimum of **two (2)** professional references **with corresponding work samples** from each referenced project.

Required Information for Each Reference:

- a) Contact Name (full name)
- b) Job Title/Position
- c) Organization/Company Name
- d) Email Address
- e) Phone Number (including area code)
- f) Project Name/Title
- g) Project Description (brief overview of the work completed)
- h) Project Dates (start and end dates)
- i) Project Budget/Value
- j) Your Role in the Project (e.g., lead consultant, team member, content developer)
- k) Type of Work Performed (e.g., course development, content revision, clinical review)
- l) **Work Sample(s) from this Project:** Provide actual deliverables or excerpts from the work completed for this reference client (e.g., course module, content outline, educational material excerpt, etc.)

E. Financial Evaluation (20 points)

Cost Proposal (15 points)

Financial proposals will be evaluated using a relative pricing formula where the lowest compliant bid receives the maximum score, and all other proposals are scored proportionally.

Formula: Financial Score = (Lowest Bid ÷ Proponent's Bid) × 15

Important Notes:

- The lowest compliant bid automatically receives maximum points (15)
- Higher bids receive proportionally fewer points
- Only compliant proposals (meeting all mandatory requirements) are included in the calculation
- Unreasonably low bids may be deemed non-compliant if they cannot sustainably deliver the required quality

Budget Transparency (5 points)

- Clear and detailed breakdown of costs
- Value-added services offered
- Discounts offered based on CAM's non-profit status
- Flexible invoicing options (interim or final)

Notes:

- CAM/ACSF will always consider the best value for money.
- CAM/ACSF is a non-profit organization. Offerors should provide all discounts available to CAM/ACSF based on its status as a non-profit organization.
- CAM/ACSF may during the evaluation process also contact any Proposer to clarify any response. Following the evaluation of Proposals, the qualified Offers may be invited to participate in an interview. If held, interviews will be conducted virtually via MS Teams, or Zoom.

10. AWARD AND GENERAL DISCLAIMER

- The successful bidder(s) will be awarded a contract for the provision of Service
- Issuance of this Call for Interest does not constitute an award commitment on the part of CAM/ACSF nor does it commit CAM/ACSF to pay for costs incurred by the bidders for the preparation and submission of a proposal.
- CAM/ACSF reserves the right to select a proposal as a whole or in part, or not to select a proposal, in accordance with the best interests of CAM/ACSF.