

CALL FOR INTEREST

HABCO - Midwife Content Contributors and Subject-Matter Experts

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) invites you to submit a proposal in accordance with the requirements of the following Call for Interest.

Proposals must be received by CAM/ACSF no later than the due date indicated in the table below:

Issue Date	2026-08-19
Proposal Due Date	2026-10-16
Written questions and proposals should be submitted via email to	Amal Bannout, Director of Operations Email: abannout@canadianmidwives.org Subject: HABCO_Contributors

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1. Background

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM) is seeking Expressions of Interest from qualified individual midwives to establish a pre-qualified pool of contributors and subject-matter experts who may be engaged on an as-needed basis to support Having a Baby.co (HABCO).

Individuals selected for the pool may be contracted by CAM, as needs arise, to contribute to HABCO activities such as podcast episodes, webinars, short-form videos, and the development or review of plain-language content. These activities aim to increase public knowledge and understanding of Sexual and Reproductive Health and Rights (SRHR), including addressing misinformation and disinformation circulating in the digital ecosystem.

Successful applicants will be included in CAM's pool of pre-qualified service providers for a period of three (3) years, within the specific area(s) of expertise or service for which they have been selected. During this period, CAM may engage individuals from the pool on an as-needed basis for specific HABCO assignments.

Inclusion in the pool does not guarantee any minimum volume of work, number of assignments, or financial commitment from CAM. Engagements will be determined based on CAM's needs and may take into consideration the nature of the assignment, required expertise, availability, suitability, and budget. Specific terms, deliverables, timelines, and fees will be confirmed for each assignment, as applicable.

2. Organizational Background

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. 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.

[Midwives for everyone, everywhere - Canadian Association of Midwives](#)

3. Project Background

HABCO (Having a Baby.co) is a CAM-led, public-facing multimedia platform grounded in the Canadian midwifery approach to respectful, client-centred care. The "co" stands for *collaboration*, reflecting the platform's commitment to bringing together evidence, professional expertise, and accessible public education.

HABCO translates scientific evidence and midwifery expertise into clear, practical, and accessible information delivered through its website, social media, short-form videos, podcasts, webinars, newsletters, and other digital formats.

The platform supports pregnant people, parents, families, and the broader public with evidence-informed information on pregnancy, birth, postpartum care, and Sexual and Reproductive Health and Rights (SRHR). It also strengthens the visibility of midwives as trusted health-care providers and subject-matter experts,

particularly in a digital environment where the public increasingly accesses pregnancy and reproductive health information through online and social media platforms.

HABCO works with midwives and other subject-matter experts to ensure its content is evidence-informed, relevant, accessible, and responsive to emerging public information needs.

[Having a Baby in Canada Pregnancy, Birth & Midwifery Care](#)

4. Objectives & Scope of Work

The objective of this CFI is to establish a pre-qualified pool of midwives and subject-matter experts who may be engaged by CAM, on an as-needed basis, to support HABCO's public education and content activities.

Applicants may apply for **one or more** of the following services:

Service	Scope of Service
Podcast host	Host or co-host HABCO podcast episodes.
Podcast roundtable participant	Participate in podcast roundtable discussions as a midwife or subject-matter expert.
Podcast guest	Participate as a guest on HABCO podcast episodes.
Short video appearance – script supplied	Appear in 60–90 second videos addressing common questions, myths, and misinformation circulating online.
Webinar panelist	Participate in <i>Ask the Midwife</i> or other HABCO webinars for public audiences.
Webinar moderator/host	Host or moderate HABCO webinars and public discussions.
Web/article/newsletter piece (500–900 words)	Develop accessible, plain-language content for public audiences.
Evidence-heavy article/resource (900–1,500 words)	Develop in-depth, evidence-informed educational content.
Clinical Review	Review HABCO content for clinical accuracy, evidence alignment, and relevance.

Depending on the assignment, contributors may also be asked to identify emerging public questions, myths, or misinformation related to pregnancy, birth, postpartum, reproductive health, and midwifery care.

Specific deliverables, timelines, and fees will be confirmed for each assignment at the time of engagement.

5. Consultant Requirements, Qualifications & Skills

Applicants with the following skills will be considered:

- Registered midwife, or a midwife no longer in active practice with recognized expertise and experience relevant to the proposed area(s) of service.
- Strong knowledge of pregnancy, birth, postpartum, newborn care, informed choice, client-centred care, and SRHR.
- Ability to communicate complex health information in clear, accessible plain language and address misinformation respectfully and without judgment.
- Warm, respectful, evidence-informed communication style aligned with trauma-informed and culturally safe approaches.
- Comfort with public-facing audio, video, webinars, or moderated discussions, as relevant to the service(s) applied for.
- Demonstrated ability to review and interpret current evidence and translate it accurately for public audiences, particularly for applicants providing written content or clinical review.
- Ability to work collaboratively, incorporate editorial/clinical feedback, and meet agreed timelines.
- Experience in media, teaching, facilitation, public education, advocacy, social media, or digital content is an asset.
- Bilingual or multilingual capacity and experience serving diverse communities are assets.
- Applicants should be based in Canada or demonstrate relevant within the Canadian midwifery context.

6. Budget & Suggested Timeline

6.1. Budget

CAM has established the following standard honorarium ranges for HABCO assignments. The applicable fee will be confirmed for each assignment based on its scope and requirements.

Service	Standard Flat Rate (CAD)	Typical scope included
Podcast Host	\$565	Preparation meeting, topic research and outline review, recording, and related follow-up (approx. 4–5 hours total)
Podcast Roundtable Participant	\$250 - \$300	Preparation and participation in a 60–90-minute recorded roundtable discussion
Podcast Guest	\$200- \$250	Preparation and review of materials, plus a 30–60-minute recording
Short Video Appearance – Script Supplied	\$250 - \$300	Preparation and recording of one 60–90 second video for digital/social media use
Webinar Panelist	\$250 - \$300	Preparation and participation in a 60–90-minute webinar

Webinar Moderator/ Host	\$350 - \$400	Preparation call, review of run-of-show/materials, and webinar moderation/hosting
Web, Article or Newsletter Contribution (500–900 words)	\$300	Research, preparation of draft, and one round of revisions
Evidence-Based Article / Resource (900–1,500 words)	\$500 - \$800	Research, source/reference review, preparation of draft, and one round of revisions
Clinical Review	\$200 - \$400	Fact-check and clinical review of up to 1,000 words or a short media item; or comprehensive review of a full article, podcast script, webinar content, or similar material.

6.2. Timeline

Successful applicants will be included in CAM’s pre-qualified pool for a period of three (3) years, with engagements expected to begin in Fall 2026.

Assignments will be offered on an as-needed basis throughout the three-year period. Specific timelines, deliverables, and deadlines will be established for each assignment at the time of engagement.

Inclusion in the pre-qualified pool does not guarantee any minimum number or frequency of assignments.

7. Submission Instructions

7.1. Proposals content requirements

Applicant should provide:

- A short biography or CV outlining relevant midwifery qualifications, professional experience, and areas of expertise.
- A brief description of relevant midwifery expertise and experience in public education and communication including media, podcasts, webinars, teaching, writing, social media, advocacy, and/or clinical content review, as applicable.
- Identification of the HABCO service(s) for which the applicant wishes to be considered and their key areas or topics of expertise and interest.
- A brief one-minute video introducing themselves, their work and areas of expertise, and demonstrating their approach to communicating with clients, communities, and public audiences. Applicants should also identify one HABCO topic they would be particularly interested in exploring. (Don’t worry about it being overly polished)
- Languages spoken and written, including the level of comfort delivering public-facing content in those languages.
- Links or samples of previous media appearances, presentations, teaching materials, publications, written content, or other public-facing work, where available.

- General availability to undertake HABCO assignments beginning in Fall 2026

7.2. Language of Proposal

Expressions of Interest may be submitted in English or French. Applicants should indicate their language capacity for meetings, presentations, and public-facing HABCO content.

7.3. Questions

Questions regarding the current Call for Interest may be submitted in writing via e-mail no later than September 11, 2026, to Amal Bannout, Director of Operations, at abannout@canadianmidwives.org

8. Instructions for Submission of Proposals

Proposals must be received no later than October 2nd, 2026, at 5:00 PM EST, by Amal Bannout, Director of Operations, at abannout@canadianmidwives.org

- Please submit your proposal electronically in PDF format.
- Videos can be shared via We Transfer or weblink in the PDF or email.
- Subject line: HABCO Contributor
- Filename: HABCO_Contributor_[Applicant Name]

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. Additional sub-criteria that logically fit within a particular evaluation criterion may also be considered even if not specified below.

Evaluation Criterion	Points
Midwifery Qualifications & Subject-Matter Expertise – qualifications, relevant experience, and expertise in the proposed HABCO topic/service areas	30
Public Communication Skills & Approach – ability to communicate evidence-informed health information clearly, respectfully, and accessibly to public audiences, including through the submitted video	30
Relevant Experience & Previous Work – experience in media, podcasts, webinars, writing, teaching, public education, advocacy, clinical review, or other relevant formats	25
Additional Assets – bilingual/multilingual capacity, experience with diverse communities, and other relevant value-added expertise	15
TOTAL	100

Applicants will be evaluated for the specific service(s) for which they apply. Applicants do not need to demonstrate experience across all HABCO service categories to qualify for the pool.

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 contact any proposer to clarify any response or request revised or additional information.
- Following the review of proposals, qualified offerors may be invited to participate in an interview. If held, interviews will be conducted virtually.
- Applications will be reviewed as they are received, allowing CAM to begin building the pre-qualified pool right away.

10. AWARD AND GENERAL DISCLAIMER

- Selected offerors may be added to a qualified HABCO Midwife Contributor Pool and may be contacted for specific assignments as needs arise.
- Being selected for the pool does not guarantee a specific assignment or volume of work. Compensation and scope will be confirmed for each assignment before work begins.
- Issuance of this Call for Interest does not constitute an award commitment on the part of CAM, nor does it commit CAM to pay for costs incurred by offerors 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