

## **Technical Activity: Public Engagement Midwife Consultants (2)**

### **A. Introduction**

The Canadian Association of Midwives is working on public engagement tools, including a consumer-facing website, that will focus on providing information to the general public on pregnancy, birth, and the postpartum period from a midwifery perspective. CAM is looking to hire two midwife consultants to support and provide feedback on the research, text, images, and design of this website.

### **B. Objectives**

Part of CAM's Strategic Plan is to advocate for normal birth, the Canadian midwifery model of care, and primary maternity care close to home (Strategic Objective #4). The goal of this website and other public engagement materials is to provide balanced information on the perinatal period as well as maternity care options. Specific objectives include:

- Reach a broad segment of the Canadian population (especially consumers not already using midwifery care).
- Encourage all birthing individuals to be empowered in their birthing process, regardless of care provider; advocate for respectful maternity care.
- Increase demand for midwifery services.

### **C. Methodology and Approach**

The website will be developed by CAM staff in collaboration with external consultants. The role of the midwife consultants will be to provide clinical expertise during the process. The process will begin with a collective teleconference between the midwife consultants and CAM staff to review the specific objectives and scope of the website. The midwife consultants will be asked to contribute to the structure, tone, and specific content of the website. The midwife consultants will be in close communication with the Public Engagement and Research (PER) Coordinator to assemble and synthesize relevant research, review text and images, and support a consistent tone. Using their clinical knowledge and client experience, the consultants will provide insights and reflections on best methods for communicating information on the website and in affiliated publications (pamphlets, posters, etc.)

#### **D. Deliverables**

Consultants will be expected to:

- Attend a 3-hour meeting (teleconference) as introduction and initial brainstorming session
- Provide feedback on content on a weekly basis (between 1-5 hours per week) from mid-May through September (20 weeks)
- Be available during the CAM conference week to support the launch of this website (ideally in person, otherwise via teleconference). Tasks may involve co-presenting to the Board of Directors or to the membership at the CAM AGM or being available to answer questions at specific times.

#### **E. Remuneration**

Two contracts of \$6000 each are available. Work will be done remotely. No equipment (computer, telephone, etc.) will be provided. Cost of travel, if necessary, will be provided.

#### **F. Skills and Abilities**

- Experience providing clinical midwifery care
- Strong ability to gather relevant research, evaluate its strength, and synthesize it for consumers
- Experience with digital public outreach, website development, or social media for professional purposes
- Ability to integrate information from multiple sources and perspectives; clear understanding the context of perinatal care and information in Canada
- Ability to edit with attention to tone, nuance, brevity, and clarity
- Understanding or experience with midwifery in more than one jurisdiction in Canada (i.e. you have worked in multiple provinces or territories)
- Bilingual, English and French (an asset)
- Understanding of major methods of public health information diffusion (an asset)

#### **G. Application Instructions**

Please follow these instructions:

Send your CV and a cover letter with your interest in one PDF document and ensure that your name and the title “Public Engagement” are included in the file name.

- Send your PDF by email with the subject “Public Engagement” to Eby Heller, Director of Policy and Communications, [eheller@canadianmidwives.org](mailto:eheller@canadianmidwives.org).
- Deadline for applications is May 4<sup>th</sup>, 2018 at 5pm EDT.