

**REQUEST FOR PROPOSAL (RFP)
FOR
Pay Equity Strategy and Content Consultant**

Issued by:

Association of Ontario Midwives
Contracting Agency

DATE OF RFP ISSUE: September 29, 2021

- Closing Date for Submission: October 12, 2021
- Proposals are to be submitted by email only to: christine.allen@aom.on.ca
- Contact: Christine Allen
Manager
Policy & Communications
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Background

After a historic pay equity win for Ontario Midwives in 2018, the Human Rights Tribunal of Ontario (HRTO) ordered government to close the gender wage gap for midwives. This included a retro pay adjustment and a compensation equity adjustment going forward. Important steps still in progress are the court-mandated gender-based analysis (GBA) of the policies and practices of compensation setting at the Ministry of Health, and a joint compensation study to calculate the gender wage gap, and to ensure the work of midwives is visible and appropriately valued.

The AOM is eager to tell our story about this landmark pay equity victory, specifically to our members. We are looking for a consultant to create content to tell this story, both so that midwives can be empowered spokespersons around pay equity issues and so that new midwives understand the history and struggle that led to this victory. By ensuring that our members understand and are empowered to defend pay equity, we hope to both honour the work that led to this moment and ensure that midwives continue advocating for gender equity, including pay equity, into the future.

Midwives are primary health-care professionals who provide expert care to pregnant people and their newborns across the province. Midwives are funded by government. Midwives view pregnancy and

childbirth as a profound time in a person's life. They see themselves as partners in their clients' care and recognize clients as the primary decision-makers. Ontario's midwifery model of care is based on three principles: continuity of care, informed choice and choice of birthplace. As the professional association for midwives, the AOM's goals include the restoration and renewal of Indigenous/Aboriginal Midwifery; equity and justice for racialized midwives and marginalized communities; promotion of anti-racism and anti-oppression at the individual and institutional level, within the AOM and across the profession; and ensuring that the work of midwives is not subject to a gender penalty.

All work completed within the scope of this RFP will be under the direction of the Manager, Policy and Communications at the AOM.

Deliverables

The Pay Equity Strategy and Content Consultant will:

- Explain pay equity in plain, clear language with accessible content
- Tell the story of midwives' historic landmark legal victory (with a focus on ensuring our members understand the orders meant to close the gender wage gap for midwives)
- Contextualize midwives' fight for compensation free of discrimination in the broader Canadian pay equity landscape
- Equip midwives to be spokespeople/ambassadors for pay equity
- Mobilize supporters to call on government to close the gender wage gap for midwives by dropping the appeal (scheduled for November 10) and to shift away from fighting midwives in protracted legal battles towards closing the wage gap

Contract term

The anticipated contract term is October 18, 2021 to December 31, 2022.

Key Competencies Required

The successful consultant or organization will possess a combination of the following key competencies:

- Demonstrated ability to create educational content that is accessible, engaging and persuasive
- Confidence and expertise creating impactful images, videos and other visual representations of the campaign messages
- Expertise with managing, curating and analyzing social media platforms is essential
- Demonstrated ability to apply an anti-racist and anti-oppressive framework while integrating the principals of racial equity, Indigenous sovereignty and social justice to all their work
- Lived experience with racial and/or other human rights-based inequity, including the impact of anti-Indigenous or anti-Black racism and/or other human rights-based discrimination on both an individual and structural level, is an asset
- Ability to apply cultural humility and sensitivity to work and in communication with AOM staff, membership and stakeholders

Equipment

The successful candidate will be required to provide all the necessary tools to complete the work (e.g. office space, internet, computer).

Timelines

In general, the AOM's anticipated timelines are as follows:

Focus	Timeframes
Phase one: pay equity education	Oct – Nov
Phase two: drop the appeal campaign	Oct 31 (building on phase one)

Submission Guidelines

1. Letter of Introduction

- RFP title, contact name, address, telephone number and email
- One-page introductory letter highlighting interest in this project, previous equity and diversity work and other relevant qualifications

2. Table of Contents

- Include a list of sections and appendices in the proposal and indicate corresponding page numbers

3. Project Proposal

- Campaign outline
- Proposed methodology
- Explanations of how all RFP deliverables will be achieved

4. Pricing:

The maximum available funding for this external evaluation is \$15,000 (including taxes and costs). The funds will be disbursed in four instalments, the first to be paid upon the signing of the contract and the fourth upon final delivery.

5. Appendices:

- CV
- Example of a successful campaign
- Strong reference from a previous client
- Any other relevant information

RFP Conditions

1. Evaluation Criteria

- Project management: work plan and schedule
- Proposed methodology and concept innovation
- Key competencies, relevant skills and experience
- Diversity profile
- References
- Motivation

2. Proposal Cost

- Estimated budget

3. Acceptance of Proposal

- The highest rated, lowest priced, or any proposal, will not necessarily be accepted

4. Proposal Revisions

- Proposal revisions must be received prior to the RFP submission/closing date and time

5. Clarification or Additional Information

- When evaluating proposals, the AOM may request further information from the proponent or third parties to clarify or supplement the information provided in the proposal

6. Cancellation

- The AOM may cancel or amend this RFP or the RFP process without liability at any time

7. Disclosure

- All documents submitted by proponents shall become the property of the Association of Ontario Midwives. Proposal information shall be treated as confidential. Information pertaining to the Association of Ontario Midwives obtained by the proponent because of participation in this project is confidential and must not be disclosed without written authorization from the Association of Ontario Midwives.