REQUEST FOR PROPOSALS

Perinatal Storytelling Video Portfolio

Colorado Perinatal Care Quality Collaborative

Issued by	Colorado Perinatal Care Quality Collaborative (CPCQC)
RFP Issue Date	July 2026
FAQ Release Date	July 27, 2026 Frequently Asked Questions
Proposals Due	July 31, 2026 at 5:00 PM MT
Project Period	August 2026 – December 2026
Submit To	Kylie Hibshman, LCSW, PMH-C — khibshman@cpcqc.org
Questions Due	July 24, 2026 at 5:00 PM MT — khibshman@cpcqc.org

1. Background and Purpose

CPCQC's FIRST (Family Integration to Restore Trust) initiative centers the lived experiences of Coloradans who have navigated perinatal challenges. A core strategy of FIRST is amplifying authentic perinatal stories to build awareness, reduce stigma, and support quality improvement across clinical and community settings.

CPCQC currently incorporates people with lived experience across its portfolio of hospital, clinic, and community-facing programs. CPCQC seeks a contractor to design, coordinate, and develop a thoughtful video portfolio that reflects the diversity of Colorado's perinatal experiences. The portfolio of videos will be incorporated into CPCQC's quality improvement initiatives, educational offerings, and outreach efforts. This portfolio will serve clinicians, hospital teams, community health workers, policymakers, and the broader public.

This RFP encompasses two complementary video portfolios: a primary portfolio centered on the stories of perinatal patients and families with lived experience, and a supplementary portfolio featuring CPCQC Champion provider voices. Together, these resources will support engagement across CPCQC's hospital, outpatient, and community-based quality improvement programs.

FIRST Videos

Videos will highlight real perinatal stories and span several topics, including but not limited to: perinatal mental health, obstetric complications, intimate partner violence, rural perinatal health, birth transfers, respectful care, infant loss, unexpected cesarean delivery, and NICU stays.

CPCQC's FIRST participants, community members who previously expressed interest in FIRST, and additional close CPCQC partners with lived experience will be invited to contribute to the video portfolio.

Champion Videos

A supplementary portfolio of 10–15 short videos will feature providers across CPCQC's initiatives — including hospital, outpatient clinic, and community-based partners — sharing how participation in CPCQC programming has changed their clinical practice or organizational approach. These videos are designed as peer-to-peer engagement tools, intended to build awareness of and enthusiasm for CPCQC programs among new and prospective clinical and community partners. They will help illustrate what partnering with CPCQC looks like in practice by highlighting how teams use CPCQC resources and support to improve care, while putting a human face to quality improvement work

Champion videos will be brief, conversational, and candid — designed to feel authentic rather than promotional. Participants may include physicians, nurses, midwives, social workers, community health workers, and other clinical or administrative leaders across CPCQC's quality improvement portfolio.

CPCQC staff will provide a warm handoff between the selected contractor and CPCQC champions.

2. Scope of Work

The selected contractor will be responsible for leading all aspects of video portfolio development, from project design and participant engagement through final production and delivery. The scope is organized into six workstreams:

2.1 Project Design and Discovery

The contractor will begin by developing a deep understanding of CPCQC's goals, existing resources, and programmatic context before finalizing the project approach.

- Survey CPCQC leadership, programmatic, and communications staff to understand video goals, intended audiences, and planned use cases across CPCQC's hospital, clinic, and community-facing programs
- Review CPCQC's qualitative data best practices guide and lived experience storytelling guide to ensure alignment with organizational standards
- Review sample materials provided by partner Perinatal Quality Collaboratives (PQCs), including media release templates, participant question guides, and production timelines
- Develop a recommended project plan and scope — covering both the lived experience portfolio and the CPCQC Champion portfolio — including participant engagement strategies, video development approach, and timeline, for review and approval by CPCQC project leads before implementation
- Identify and flag any accessibility, translation, or equity considerations at the design stage

2.2 Participant Outreach and Engagement — Lived Experience Portfolio

Thoughtful, relationship-centered participant engagement is central to this project. The contractor will:

- Review and connect with the current FIRST cohort to assess interest and identify potential participants
- Review list of individuals who have recently expressed interest in participating in FIRST and conduct intentional, trauma-informed outreach to prospective participants, clearly explaining the project, participant rights, and how their story will be used
- Manage all participant communications throughout the project, including initial outreach, scheduling, preparation, review, and follow-up, while remaining in close communication with the CPCQC FIRST team
- Ensure that video content aligns with each participant's goals, comfort level, and consent, with participant review before finalization
- Coordinate participant paperwork, including media releases and consent forms, in partnership with CPCQC
- Manage stipend disbursement to participants in coordination with CPCQC, in recognition of participants' time and expertise
- Coordinate materials translation or interpretation for participants who communicate in languages other than English, as needed

2.3 Participant Outreach and Engagement — CPCQC Champion Portfolio

The contractor will work with CPCQC staff to identify and engage 10–15 providers across CPCQC's initiatives for the Champion video portfolio.

- Collaborate with CPCQC program staff to identify Champion video participants representing a range of CPCQC initiatives, provider types (physician, nurse, midwife, social worker, community health worker, administrator, etc.), and care settings (hospital, outpatient clinic, community-based organization)
- Conduct outreach to prospective Champion participants in coordination with the relevant CPCQC program lead, providing clear information about the project, the video format, and participant expectations
- Develop a brief question guide for Champion participants, tailored to surface concrete, practice-level examples of how CPCQC programming has shaped their work; to be reviewed and approved by CPCQC prior to use
- Manage all Champion participant communications and scheduling, including consent and media release paperwork in partnership with CPCQC

2.4 Project Management

The contractor will be responsible for managing all project logistics and maintaining clear communication with CPCQC throughout the engagement.

- Maintain project timelines and task tracking in CPCQC's Asana project management platform
- Participate in bi-weekly check-in meetings with the CPCQC project leads to report on progress, surface barriers, and align on next steps
- Provide written project status updates at each check-in, including progress against timeline, participant pipeline for both portfolios, and any emerging risks or decisions needed
- Proactively flag any scope, timeline, or budget concerns to CPCQC as soon as they arise
- Maintain organized, accessible project documentation throughout the engagement

2.5 Lived Experience Video Portfolio Development

The contractor will guide the development of a portfolio of approximately 15 - 25 participant-produced short videos using an accessible, self-guided video platform (such as Storyvine or equivalent).

- Recommend and configure an accessible video development platform that participants can use with minimal technical support, with attention to equity of access across device types and digital literacy levels
- Develop participant-facing guidance materials and question prompts tailored to each story topic, aligned with CPCQC's storytelling best practices
- Support participants in recording their videos, providing remote technical assistance and coaching as needed
- Review submitted videos for quality, clarity, and alignment with CPCQC guidelines
- Edit and finalize videos for portfolio use, with a target length of approximately 2–3 minutes per video
- Ensure all videos include accurate captions and meet CPCQC's accessibility standards
- Deliver a final portfolio inventory documenting each video, its topic, participant consent scope, recommended use cases, and any access restrictions

2.6 CPCQC Champion Video Portfolio Development

The contractor will guide the production of 10–12 short Champion provider videos using the same accessible video platform used for the lived experience portfolio, or a comparable low-cost format. Champion videos should be brief (approximately 2–3 minutes), candid, and suitable for use within CPCQC's quality improvement programs as peer-to-peer engagement tools.

- Support Champion participants in recording their videos using the selected platform, providing remote technical assistance as needed
- Review submitted Champion videos for quality, clarity, and alignment with CPCQC's messaging and program goals
- Edit and finalize Champion videos with accurate captions and consistent formatting suitable for use in presentations, training materials, and digital platforms
- Ensure Champion videos do not inadvertently position CPCQC programming as promotional or commercially motivated; tone should remain peer-to-peer, practice-focused, and authentic

- Deliver a final Champion portfolio inventory documenting each video, the participant's role and initiative, recommended use cases across CPCQC programs, and participant consent scope

4. Deliverables

The following deliverables are expected upon contract completion:

Lived Experience Portfolio

- Completed project design document and approved work plan
- Participant outreach tracker and engagement log
- Completed participant paperwork (media releases, consent forms) for all participants
- Portfolio of participant-produced videos, uploaded to CPCQC platforms with captions and accessibility features
- Final lived experience video portfolio inventory document

CPCQC Champion Portfolio

- Champion participant outreach tracker
- Completed Champion participant paperwork (media releases, consent forms)
- Portfolio of champion-produced videos, uploaded to CPCQC platforms with captions and accessibility features
- Final Champion video portfolio inventory document

Ongoing and Final

- Bi-weekly project status updates throughout the contract period
- End-of-project summary report, including lessons learned and recommendations for future video portfolio development across both portfolios

5. Proposal Requirements

Proposals must be submitted via email to Kylie Hibshman at khibshman@cpcqc.org by July 31, 2026 at 5:00 PM MT. Late proposals will not be considered. Proposals should be submitted as a single PDF and include the following sections:

5.1 Organizational Overview

- Brief description of your organization or practice, including legal name, location, and relevant organizational background
- Description of relevant experience in video production, lived experience storytelling, or health communications
- Two to three representative examples of prior storytelling or video projects, including links or samples where available

5.2 Approach and Methodology

- Description of your proposed approach to each workstream described in Section 2, addressing both the lived experience portfolio and the CPCQC Champion portfolio
- Description of how you will apply the guiding principles in Section 3, including your approach to trauma-informed participant engagement, accessibility, and health equity
- Proposed video platform or production approach for both portfolios, with rationale
- Description of how you will maintain appropriate differentiation in approach between the relationship-intensive lived experience work and the lighter-touch Champion portfolio

5.3 Project Team

- Names, roles, and relevant qualifications of all key personnel who will work on this project
- Description of any subcontractors or partners who will be engaged, and their roles
- Identification of the primary point of contact for this project

5.4 Work Plan and Timeline

- Proposed project timeline, with key milestones for both portfolios mapped to the project period (August – December 2026)
- Description of how you will manage timeline, participant pipelines, and quality across both workstreams simultaneously

5.5 Budget

- Itemized budget covering all proposed costs, including personnel, production, platform/technology, travel, and any other anticipated expenses, broken out by portfolio where relevant. Contractor does not need to budget for participant stipends.
- Brief budget narrative explaining key cost assumptions
- Note: CPCQC anticipates a total budget of $12,000-$20,000 for this project. Proposals should be scoped accordingly.

5.6 References

- Contact information for two to three professional references with direct knowledge of your video production or storytelling work