

ADVOCACY TOOLKIT

APRIL 2018

The International Confederation of Midwives envisions a world where every childbearing woman has access to a midwife's care for herself and her newborn. ICM believes that this access is a human right that must be enabled and defended to reduce unnecessary interventions and prevent maternal and neonatal deaths. Quality, Equity and Leadership must be harnessed to improve maternal and newborn health outcomes on a global scale, and to achieve the United Nations Sustainable Development Goals.



International Confederation
of Midwives

KEY MESSAGING

1

QUALITY

- Midwives need an enabling environment through which to provide quality midwifery services.
- ICM must deliver global standards, resources and tools for education, regulation and association to build the capacity, competence and professionalism of midwives.
- ICM are the experts on midwives and midwifery, delivering quality advice to stakeholders

2

EQUITY

- Midwives need equitable access to midwifery education, regulation and continuing professional development
- Women deserve equitable access to midwife-led midwifery services.
- ICM provides access to Member Associations of services and equitable opportunities.

3

LEADERSHIP

- Midwives must participate in policy and decision-making at global, regional and local levels.
- ICM and its Member Associations deliver effective midwifery leadership and expertise.

HOW TO USE THIS KIT

This kit is intended as an aid to promote the ICM's work in supporting midwives all around the world. Use it to start a conversation on social media, among your friends or with your colleagues.

[International Confederation of Midwives](#)

[world_midwives](#)

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www.internationalmidwives.org

For questions or queries, please contact:
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COMPILED BY GLOBAL OFFICE CONSULTING

 **7 APR**
WORLD HEALTH DAY

Today is World Health Day. The theme for this year is “Universal Health Coverage: Everyone, Everywhere.” ICM calls on midwives to stand up for the rights of women and newborns, champion universal access to health care, and promote the availability of well-resourced health care. Everybody deserves a good life and a good life starts with good health.

The strategies put forward in Lancet Series on Midwifery will help meet goal of Universal Health Coverage and will be fundamental for the future, but we must continue to pursue opportunities to innovate, strengthen and expand. Every woman and newborn deserves a midwife. How will we as a global community help to make this a reality?

Midwifery services must be supported by sound data which will help to identify primary health care delivery gaps for informed investments. When we can understand the diverse priorities of communities, countries and regions, we can begin to meet their needs.

ICM calls on midwives to stand up for the rights of women and newborns, champion universal access to health care, and promote the availability of well-resourced health care for all. #UHC

Midwifery is the common enabling factor to accelerate Universal Health Coverage & achieve the United Nations #SDGs targets in Sexual, Reproductive, Maternal and Newborn Health (#SRMNH). #2030Agenda

No one - especially pregnant women and their newborns - should have to choose between good health and other life necessities. Every life deserves a midwife!

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 **9-12 APR**
**51ST SESSION OF THE
COMMISSION ON
POPULATION AND
DEVELOPMENT**

 **11 APR**

INTERNATIONAL DAY FOR MATERNAL HEALTH AND RIGHTS

Quality midwifery services can prevent about two-thirds of preventable women's and newborns deaths globally. Imagine the global impact of just a few key investments in women. In girls. In newborns. Forever.

In low-resource settings, the rates of maternal death have not changed. This can be reversed if we deploy more midwives to these areas, where women and newborns might not otherwise receive any care at all - even in crisis.

Effective coverage of reproductive, maternal, and newborn health (RMNH) care requires three actions. These are: facilitating women's use of midwifery services, doing more to meet their needs and expectations, and improving the quality of care they and their newborn infants receive. #WhatWomenWant

Midwives have a unique role in promoting the health of women and their families. These often transcend the way most people perceive a midwife's duties, and can include:

- Partnership with women to facilitate self-care and the health of mothers, infants and families.
- Promotion of human dignity and for the fundamental human rights of all women
- Advocacy both for and WITH women so that they can be autonomous in their own health care decisions.

Evidence shows that this is #WhatWomenWant

Effective coverage of #SRMNH care required improved use by women of midwifery services. But how do we improve rates of engagement and retention? It's simple. We ask #WhatWomenWant

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Vaccines protect people from more than deadly diseases. If we increase vaccine coverage in low-and middle-income countries by 2030, we could prevent 24 million people from falling into poverty due to health expenses and save millions of lives more each year.

 **24-30 MAR**
WORLD IMMUNISATION WEEK

Vaccines save and improve lives. Immunisation is estimated to save 2-3 million lives every year. Yet globally, too many people still aren't reached with these life saving tools. One in seven children are excluded from the full benefits of vaccines. We have a collective responsibility to bring it to zero. This is why ICM is proud to say #VaccinesWork.

When families and communities are protected with vaccines, we are all protected together. The responsibility is shared. So are the victories. #Vaccineswork

Midwives provide high quality care to infants including all necessary advice on immunisation needs. ICM support the right for all newborns to have access to vaccines and their benefits. #VaccinesWork

 **25 APR**
WORLD MALARIA DAY

A midwife has knowledge and understanding of indicators of common acute and chronic disease conditions specific to a geographic area of the world that present risks to a pregnant woman and the foetus e.g. Malaria and referral process for further testing and treatment including post-exposure preventive treatment. Don't be shy - #AskAMidwife how to prevent malaria today.

Midwives provide high quality antenatal care to maximize health during pregnancy and that includes early detection and treatment for malaria. Don't risk endangering yourself or your baby - your midwife can help.

Malaria can be extremely dangerous for pregnant women and newborns alike. Midwives have skills and knowledge to advise pregnant women on how to protect themselves and their families from malaria. Don't be shy - #AskAMidwife how to prevent malaria today.

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