

ADVOCACY TOOLKIT

FEBRUARY 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

ICMPresident

ICMLCE

www.internationalmidwives.org

**#ICM #MNH #Midwives #MSF
#MidwivesMatter #MidwivesSaveLives
#MaternalHealth #50kHappyBirthdays**

For questions or queries, please contact:
communications@internationalmidwives.org

COMPILED BY GLOBAL OFFICE CONSULTING

GLOBAL ADVOCACY DAYS

 **4 FEB**

WORLD CANCER DAY

On World Cancer Day, we must join together to celebrate triumphs, mourn losses and share knowledge on how we can prevent, treat and cure cancer.



 **6 FEB**

INTERNATIONAL DAY OF ZERO TOLERANCE FOR FGM

Female Genital Mutilation (FGM) is a barbaric criminal violation of a girl or woman's body in which her sexual organs are cut, mutilated or stitched together. It is a sexual violation, an embodiment of gendered discrimination, and a mechanism of torture. Survivors risk death from anatomical damage, infection, sexually-transmitted disease, pregnancy-related complications, or post-traumatic stress resulting from this abuse. Not one of these preventable afflictions is acceptable. We must end FGM.

SOCIAL MEDIA CONTENT

Female Genital Mutilation (#FGM) is a harmful practice that prevails in many parts of the world, where the sexual organs of girls or women are cut in accordance with cultural customs. This #IntlDayEndFGM, education is key to show that we must have #ZeroTolerance4FGM. By encouraging women and girls to get their sexual and reproductive health services and education through #midwives, we can end this scourge.

This #IntlDayEndFGM, education is key to #ZeroTolerance4FGM. Encourage girls to get #SRHR services & education from #midwives, not #traditionalbirthattendants. We can end this scourge!

#BreastCancer and #CervicalCancer can be fatal, but early diagnosis and treatment can make a world of difference. Learn to check your own breasts. Use the #HPV vaccine. Get screened. #WeCan #ICan

#IntDayEndFGM
#ZeroTolerance4FGM
#EndFGM
#FGM
#MidwivesSaveLives
#WeCan #ICan
#WorldCancerDay

SOCIAL MEDIA VISUALS

GLOBAL ADVOCACY DAYS

 **19-21 FEB**

AFRICA FORUM ON QUALITY AND SAFETY IN HEALTHCARE

Africa's size and spread of people, from millions in cities to just hundreds in rural settings, means that midwives matter more than ever. Quality and safety for childbearing women means that midwives must be wherever women are, delivering quality and respectful care. Call on attendees of this forum to invest in midwives!



#Midwives

#ContinuumOfCare

#RMC

#Childbirth

#RespectfulMaternityCare

SOCIAL MEDIA CONTENT

FACT: Midwives are THE health professional skilled to manage the #continuumofcare for normal #birth, and staunchly advocate for the rights and dignity of women during some of their most vulnerable hours. ICM is proud to contribute to the Respectful Maternity Care agenda which informs safe and quality management of #childbirth. Let's ensure #RMC is represented at the Africa Forum on Quality and Safety in Healthcare, happening from the 19 - 21 February.

#Midwives are uniquely qualified to support women through the #continuumofcare of pregnancy and normal birth. Midwives are staunch advocates for women during some of their most vulnerable hours. #RespectfulMaternityCare #RMC

ICM is proud to contribute to the Respectful Maternity Care agenda which informs safe and quality management of #childbirth. Let's ensure #RMC is represented at the Africa Forum on Quality and Safety in Healthcare, happening from the 19 - 21 February.

SOCIAL MEDIA VISUALS

PROJECT IN FOCUS

 **10-23 FEB**

50,000 HAPPY BIRTHDAYS LAUNCH WORKSHOP IN ZAMBIA

The 50,000 Happy Birthdays launch takes place this month in Zambia, and we're excited for more midwives to become proficient in #HelpingMotherSurvive and #HelpingBabiesSurvive. Download the specialised 50,000 Happy Birthdays Advocacy Toolkit on their Facebook page.

**KEEP AN EYE OUT FOR THE 50,000
HAPPY BIRTHDAYS ADVOCACY
TOOLKIT IN THE COMING DAYS**



50,000 Happy Birthdays

50khappydays

**#50kHappyBirthdays
#HelpingBabiesSurvive
#HelpingMothersSurvive
#Zambia**

SOCIAL MEDIA CONTENT

ICM's 50,000 Happy Birthdays project, developed in partnership with @LaerdalGH, launches THIS WEEK in #Zambia. ICM is represented by our President, Franka Cadée, Lead Midwife Advisor, Ann Yates, and Technical Midwife Advisor, Florence West, who begin the first workshop on 20 February. Learn more at facebook.com/50000HappyBirthdays

Have you heard about #50kHappyBirthdays? This ICM/Laerdal Global Health initiative is #HelpingMothersSurvive and #HelpingBabiesSurvive. to enable 50,000 Happy Birthdays. Join the conversation by downloading the Advocacy Toolkit at facebook.com/50000HappyBirthdays

Are you following the launch of @world_midwives @LaerdalGH #50kHappyBirthdays in Zambia? See what's happening on the ground as we train #midwives in #HelpingBabiesSurvive and #HelpingMothersSurvive at facebook.com/50000HappyBirthdays

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SOCIAL MEDIA VISUALS