

ADVOCACY TOOLKIT

MARCH 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

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

 **1-3 MAR**

5TH INTERNATIONAL CONFERENCE ON NUTRITION AND GROWTH

Providing vital support and comfort during pregnancy and in the crucial hours after birth, midwives are the perfect health provider to give expert advice on nutrition and breastfeeding, especially in line with timing the critical first feed. #NandG2018

Women and families have a right to receive accurate information about the benefits of breastfeeding and its management, so that they can make an informed decision on how their newborn will be nourished. #NandG2018

Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants. It is also an integral part of the reproductive process with important implications for the health of mothers. Breast milk provides all the energy and nutrients that the infant needs for the first months of life. Exclusive breastfeeding for six months, followed by breastfeeding and supplementary food thereafter, is the optimal way of feeding infants. #NandG2018

From the first hour of a baby's life to age 2, breastfeeding offers invaluable protection from infection, malnutrition, and diseases. It can prevent the death of over 800,000 children from malnutrition each year #NandG201

Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants. Where possible, @world_midwives recommends women breastfeed for their newborn's health. #NandG2018

Breast milk promotes sensory and cognitive development and protects babies from infectious and chronic diseases. Mother's milk truly is the magic solution! #NandG2018

 **1 MAR**

ZERO DISCRIMINATION DAY

Healthcare must be accessible for all regardless health status, race, ethnicity, age, sex, sexuality, disability, language, religion, national origin, income, education or social status. Health professionals have an obligation to provide ongoing and critical care for all people, and ICM is proud to have passed position statements pledging midwife support to refugee, LGBTQIA+ and HIV+ people, and many others. #ZeroDiscriminationDay

On this #ZeroDiscriminationDay ICM reaffirm its commitment that all women without discrimination have the right to full information on avoiding HIV infection and AIDS, knowledge of their own HIV-status, and how to prevent HIV transmission between mother and newborn.

ICM midwives must be compassionate, accessible and practice without prejudice. All people deserve dignity. All people deserve healthcare. Midwives are vital to achieve #UniversalHealthCoverage and their practice can teach us a lot about respectful care. #ZeroDiscriminationDay

At all times #midwives must maintain intimate, trusted relationships with women who receive their care. Confidentiality and destigmatisation is key! #ZeroDiscriminationDay

#midwives provide counselling and otherwise sensitive - but necessary - information to women and their partners. This must be given freely, empathically and without discrimination! #ZeroDiscriminationDay

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Sexual and reproductive health encompasses many human rights, including the right to life, the right to be free from torture, the right to health, the right to privacy, the right to education, and the prohibition of discrimination. In the interests of human rights, @world_midwives believes that #SheDecides

ICM joins partners and stakeholders in the #SheDecides Day 2018 to unify in the shared cry of #SheDecides - without question! Learn more at www.shedecides.com

Education is power, and power is freedom. Midwives can offer support and assistance to survivors of gender-based violence so they can live a happier, healthier life. #SheDecides

In many parts of the world, adolescents are denied access to sexual and reproductive services at great cost to their health and human rights. This is not just and it must change. #SheDecides

Every woman has the right to decide on her body and the choices she makes - whether to conceive, keep or terminate a pregnancy. WHO's 'Safe abortion: Technical and policy guidance for health systems' states safe abortion-related services can almost eliminate maternal deaths due to unsafe abortion. #SheDecides

On this day, @world_midwives reaffirms its commitment to ensuring all pregnant women receive right information from #midwives with respect and dignity. #ZeroDiscriminationDay

@world_midwives believes that all HIV-positive pregnant women have a right to access antiretroviral drugs for themselves and their newborns #ZeroDiscriminationDay

#midwives can work with communities to encourage greater compassion, empathy and support for human rights #ZeroDiscriminationDay

 **2 MAR**
SHE DECIDES DAY

@world_midwives recognises a woman's right to decide the planning, spacing and management of pregnancy for herself and affirms the vital role of midwives to provide information, counselling and services according to the woman's needs. #SheDecides

#SheDecides if and when to seek education. To marry. To have children. And when she does, the world is better, stronger, safer.

Health care institutions and midwives must affirm the importance of dignity as they provide culturally appropriate care. Healthcare provider loyalty must be to the wellbeing of those in their care. #SheDecides

ICM believes that we can, and must, enhance the rights of women if we are to safeguard the health of all people in all families. We cannot progress if women and girls are left behind. #SheDecides

No longer should women suffer for the 'the greater good'. In fact, they never should. ICM affirms its belief that #SheDecides her own life path.

Women should have access to quality services for the management of complications arising from abortion. Read @world_midwives position statement on abortion here: <http://bit.ly/2HubruZ> #SheDecides

@world_midwives recognises a woman's right to decide the planning, spacing and management of pregnancy for herself and affirms the vital role of midwives to provide information, counselling and services according to the woman's needs. #SheDecides

Her body. Her future. Her choice. #SheDecides

#SheDecides if and when to seek education. To marry. To have children. And when she does, the world is better, stronger, safer.

Women have a right to make their own decisions about reproductive health and rights. Some are harder to make than others, and some are easy... but whatever the choice, #SheDecides!

 **8 MAR**
INTERNATIONAL WOMEN'S DAY

Midwives support women through some of the most vulnerable periods of their lives: advising them through the continuum of care during pregnancy, enabling them to have the childbirth they want, and supporting them through labour and into those triumphant hours and weeks after a baby is born. How did your midwife help you #PressForProgress? #MidwivesForWomen

To celebrate the International Women's Day, we invited midwives to tell the world what have YOU done for women in your work: Do you know how many babies you have safely guided into the world? Do you have stories of staying awake all night so a mother is not alone during birth? Have you travelled to other countries to provide midwifery care to low-resourced facilities and communities? Many go well beyond their professional scope as #MidwivesForWomen, and we want to celebrate you. Tell us in the 'Comments' section how you have helped the #PressForProgress

This International Women's Day, we're shining a spotlight on the everyday heroes: the midwives who do whatever they can to support women. As we talk about the ways we can #PressForProgress, ICM is asking YOU: Has your life been positively affected by a midwife? Who were they and what did they do to change your life for the better; to inspire you? #MidwivesForWomen

The time is now! ICM's stakeholders in 113 countries are celebrating the countless ways in which midwives have supported women in the #PressForProgress. Share your stories today about the remarkable work of #MidwivesForWomen! #IWD

This #IWD, @world_midwives calls on everyone to share their stories of how #midwives have contributed to the #PressForProgress. How has a midwife made a positive difference in your life? #Midwives4Women

@world_midwives invites you to harness the momentum of #IWD by highlighting the way #MidwivesForWomen have navigated some of their most vulnerable hours. How did you, as a midwife, #PressForProgress?

 **12-23 MAR**
UNITED NATIONS
COMMISSION ON THE
STATUS OF WOMEN

ICM President, Franka Cadée, joins ICM's United Nations representatives, Joyce Hyatt and Vicki Hedley, in New York this week for the 62nd United Nations Commission for the Status of Women. Follow @ICMPresident on Twitter for updates on the ground!

 **21 MAR**
WORLD DOWN SYNDROME DAY

On this World Syndrome Day, join Ann Yates, a midwife and mother, as she reflects upon the great richness of life that her daughter, who has Down Syndrome, has brought to their family

“It’s important to understand that Down Syndrome is not a disease, it’s an additional chromosome that results in a variety of fairly obvious (and not so obvious) features” - Ann Yates, midwife and mother to Rosa, who has Down Syndrome

My wish is that the world could be more inclusive. We, as midwives, need to recognize our own inherent biases and emotions - often quite negative - towards people with Down Syndrome, and then put these feelings aside in our practice - Ann Yates, mother and midwife

People with Down Syndrome, and those supporting them, need to be empowered to advocate for their rights and opportunities to make a meaningful contribution

Midwives are able to bring medical practices (such as sanitation, hygiene and handwashing) to communities lacking in health infrastructure, but are also able to undertake community-based primary health care within and outside of medical settings. #WorldWaterDay

Sanitation can make the difference between life and death for a woman in labour. Midwives understand the importance of preventing infection through sanitation, hygiene and handwashing. No matter how clean you think your hands are, if you can: remember to #WASH! #WorldWaterDay

 **22 MAR**
WORLD WATER DAY
