

# ADVOCACY TOOLKIT

FEBRUARY 2019

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.



## 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.



/InternationalConfederationofMidwives



@World\_Midwives



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internationalmidwives.org

[CLICK HERE TO DOWNLOAD THE ADVOCACY VISUALS FOR FEBRUARY TO SHARE ON YOUR SOCIAL MEDIA](#)




International Confederation of Midwives

For questions or queries, please contact: [communications@internationalmidwives.org](mailto:communications@internationalmidwives.org)

 **4 FEBRUARY**  
World Cancer Day



"I AM A MIDWIFE AND I WILL INFORM AND SUPPORT WOMEN TO BE SCREENED FOR CANCER"

 #IAmAndIWill #WorldCancerDay #Cancer #ICM #Midwives #SRMNCH

Know your body: early detection  
#SavesLives #ICM #Midwives #HPV  
#WorldCancerDay #IAmAndIWill #ICM #Midwives

#WorldCancerDay #ICM  
#Midwives #MNCH



We must equip healthcare professionals with the appropriate skills and knowledge about #cancer #ICM #Midwives #HPV #WorldCancerDay

#IAmAndIWill



#IAM A WOMAN  
And

- #IWill know my family history
- #IWill live a healthy lifestyle
- #IWill learn more about cancer
- #IWill check for abnormalities regularly
- #IWill talk to my nurse, midwife or doctor if I find any abnormalities

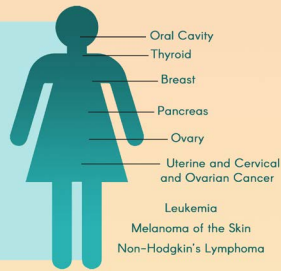
#IAmAndIWill #WorldCancerDay #Cancer #ICM #Midwives #SRMNCH

#Cancers which affect women such as breast or cervical cancers can be given lower priority in low-to middle-income countries #ICM #Midwives #HPV #WorldCancerDay



#IAM A WOMAN AND #IWILL KNOW MY BODY

The most common cancers in women



#IAmAndIWill #WorldCancerDay #Cancer #ICM #Midwives #SRMNCH

Governments must invest in screening, detection and treatment for these cancers. #Genderequality #ICM #Midwives #HPV #WorldCancerDay



photo by Wang Dongxu on Unsplash

📅 6 FEBRUARY

# International Day of Zero Tolerance to FGM



WE CAN  
AND  
WE WILL  
END #FGM



Globally, it is estimated that 200 million girls and women alive today have undergone some form of #FGM.

#ICM #Midwives

#EndFGM



Did you know that 68 million girls are at risk of #FGM by 2030? That's one girl every 8 seconds. #ICM #Midwives



I WILL speak out to END FGM. Will you? #FGM #Women #ICM #Midwives

“I WILL raise  
my voice  
to END FGM”



I WILL raise my voice to END FGM. Will you? #FGM #Women #ICM #Midwives



MIDWIVES  
AGAINST  
#FGM



Midwives against #FGM



photo by Bill Wegener on Unsplash