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.

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

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.

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
@World_Midwives
internationalmidwives.org

CLICK HERE TO DOWNLOAD THE ADVOCACY VISUALS FOR APRIL TO SHARE ON YOUR SOCIAL MEDIA

For questions or queries, please contact: communications@internationalmidwives.org
1-7 APRIL
World Health Worker Week

On #WHWWeek, say thank you to your health hero!

Let’s remind the world that health workers are vital to our communities! #WHWWeek #ICM #Midwives #HealthWorkers

Has a health worker made a difference in your life? Share your story!

#WHWWeek2019

Midwives Count #HealthWorkersCount #WHWWeek #ICM

#WorldHealthWorkerWeek #ICM #Midwives
World Health Day

7 APRIL

Health is a human right; it’s time for health for all. #UHC

#WorldHealthDay #WHD2019 #ICM #Midwives

Quality, accessible primary health care is the foundation for universal health coverage. #UHC

More investment in primary health care is needed to make universal health coverage a reality; you can make it happen. #UniversalHealthDay #UHC

This year, commit to gathering better health data so we can target resources and make changes where they are needed most. #UniversalHealthDay #UHC #UHD2019

#Midwives and health workers have the power to change people’s lives with quality health advice and care. Let’s make sure everyone can access the skills and expertise of #healthworkers like you. #WorldHealthDay

#Midwives, you are the voice for your patients. Unite with your colleagues and let local leaders know that you support health for all. #UHC
Midwives, you are the voice for your patients. Unite with your colleagues and let local leaders know that you support health for all. #UHC

Health workers have the power to change people’s lives with quality health advice and care. Let’s make sure everyone can access the skills and expertise of health workers like you. #UHC

Health is a political choice; make sure it is considered in all government policies. #UniversalHealthDay

Empower your patients to take care of their own health. You play a vital role in learning about their needs and teaching them what they can do to get and stay healthy. #UniversalHealthDay #HealthWorkers #Midwives
7 APRIL
World Health Day

STRENGTHENING MIDWIFERY SERVICES AND IMPROVING THE QUALITY CARE MIDWIVES DELIVER GLOBALLY IS CRUCIAL TO ACHIEVING #UNIVERSALHEALTHCOVERAGE

#WorldHealthDay #WHD2019
#ICM #Midwives #UHC

Strengthening midwifery services and improving the quality care midwives deliver globally is crucial to achieving #UHC

#WorldHealthDay #UHC #HealthWorkers
International Day for Maternal Health and Rights

Every woman has the right to participate actively in decisions about her health care and to offer informed consent. #IntMHDay

Every newborn baby has the right to a healthy and well informed mother. #IntMHDay

Every woman has the right to receive care in childbirth from an autonomous and competent midwife. #IntMHDay
Every woman has a right to choose the place where she gives birth. #IntLMHDAY

Every woman has a right to choose the place where she gives birth. #IntLMHDAY
We support the use of vaccines to protect people of all ages. #VaccinesWork

Immunization saves millions of lives. #VaccinesWork

Midwives on the frontlines, we protect communities. #VaccinesWork

#WorldImmunizationWeek #VaccinesWork
We have made vast progress: in 2017, the number of children immunized – 116.2 million – was the highest ever reported.

#Midwives #WorldImmunizationWeek #VaccinesWork #ICM
Today is 25 April 2019, a day we celebrate World Malaria Day with the theme “END MALARIA FOR GOOD” #ZeroMalariaStartswithMe

We can Defeat MALARIA by joining hands with communities to clean our homes and environments and rid them of dirt and all empty containers that collect water and breed mosquitoes. #ZeroMalariaStartswithMe

We can Defeat MALARIA by using mosquito screens at our windows and fixing trap doors to keep out the mosquitoes from our rooms. #ZeroMalariaStartswithMe

We can Defeat MALARIA by reporting early to the clinic when our children develop fever. #WorldMalariaDay

Midwives are ready to defeat malaria with their local communities. #ZeroMalariaStartswithMe #EndMalaria

We can Defeat MALARIA by mounting long lasting insecticide-treated bed nets (LLINs) in our rooms and open spaces and sleeping in them every night. #ZeroMalariaStartswithMe

“As a midwife, I join all communities to “Raise my hand to DefeatMalaria for the sake of our mothers, babies and children who are vulnerable and yet so important for socio-economic development.”

JEMIMA DENNIS-ANETWI
ICM Board Member for Anglophone Africa

To eliminate malaria in our lifetime, we call on midwives to #StepUpTheFight and be accountable. #EndMalaria

#WorldMalariaDay #EndMalaria

#ICM #EndMalaria
25 APRIL
World Malaria Day

We can Defeat MALARIA by encouraging pregnant women to visit their Antenatal Clinics to complete their directly observed therapy for intermittent prevention of malaria. #ZeroMalariaStartsWithMe

To eliminate malaria in our lifetime, we call midwives #StepUpTheFight and be accountable. #WorldMalariaDay

Together let us END MALARIA FOR GOOD! #ZeroMalariaStartsWithMe