SOCIAL MEDIA TOOLKIT
JUNE 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.

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

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.

/f/InternationalConfederationofMidwives
/@World_Midwives
/@World_Midwives
/www.internationalmidwives.org

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

For questions or queries, please contact: communications@internationalmidwives.org
It is a fundamental Human Right to live free from violence. #EndSGBV

ICM supports the efforts of international agencies that are seeking to resolve conflicts globally. #EndSGBV

Physical and sexual violence are also linked to low-birth-weight babies, miscarriage, stillbirth and maternal death. #EndSGBV
ICM believes the rights of women and children should be protected in all circumstances and that it is only in peaceful situations that families can reach their full potential to the benefit of their nations. #EndSGBV

Violence against women directly impacts health – physical, mental and sexual – and consequences may persist long after the violence has stopped. #EndSGBV

#EliminationofSexualViolenceInConflict

#EndSexualViolence #EndSGBV #MaternalHealth #ICM
World Refugee Day

ICM stands with #WithRefugees. Join us and stand #WithRefugees. Together we can make a world of difference.

#WithRefugees
#ICM #HumanRights
#World Refugee Day 2019

ICM advocates for the inclusion of culturally sensitive equal care to all childbearing women and their families irrespective of their status and country of origin. #WithRefugees

ICM believes that the rights of migrant and refugee women and children should be protected in all countries and in all circumstances. #WithRefugees
ICM urges midwives to ensure equity in access to quality maternity care regardless of a woman’s refugee status. #WithRefugees

#ICM #HumanRights #WorldRefugeeDay2019