SOCIAL MEDIA TOOLKIT
JULY 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
www.internationalmidwives.org

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

For questions or queries, please contact: communications@internationalmidwives.org
Family planning is a human right. #WorldPopulationDay

The pursuit of rights and choices for all. #WorldPopulationDay

Access to sexual and reproductive health care goes beyond the availability of contraception. #WorldPopulationDay

#WorldPopulationDay #Population #ICM
ICM calls national governments to ensure universal access to sexual and reproductive health care and reproductive rights, including family planning services and information, as agreed at the 1994 International Conference on Population.

Barriers that still exist to family planning: 1) income inequality 2) insufficient facilities, providers and supplies 3) legal barriers 4) norms, attitudes and practices 5) insufficient education about sexuality 6) discrimination and prejudice 7) geographical location

#WorldPopulationDay

#WorldPopulationDay
#Population #ICM
World Hepatitis Day

28 JULY

Hepatitis is inflammation of the liver caused by a virus. 290 million people live with viral hepatitis unaware. Get tested today. #FindTheMissingMillions

Viral Hepatitis B and C are transmitted through blood and other body fluids. #FindTheMissingMillions

Timely testing and treatment of viral hepatitis B and C can save lives. #FindTheMissingMillions

#WorldHepatitisDay
World Hepatitis Day

28 JULY

Hepatitis attacks the most vulnerable such as women, children, health workers. #FindTheMissingMillions

The best protection against the Hepatitis B virus is vaccination. #FindTheMissingMillions

Hepatitis can be prevented, diagnosed and treated. #FindTheMissingMillions

#WorldHepatitisDay
#FindTheMissingMillions
World Hepatitis Day

28 JULY

Immunisation is key to eliminating hepatitis globally.
#FindTheMissingMillions

#ICM
#WorldHepatitisDay