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.

**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.

**HOW TO USE THIS KIT**

For questions or queries, please contact: communications@internationalmidwives.org

**COMPILED BY GLOBAL OFFICE CONSULTING**
According to @WHO, Worldwide about 10% of pregnant women and 13% of women who have just given birth experience a mental disorder, primarily depression. #AskYourMidwife: midwives play an important part when it comes to picking up the signs during and after pregnancy. #WorldMentalHealthDay

Today is World Mental Health Day. 1 in 10 women suffer from mental health related illness during pregnancy; your midwife is there to help! #WorldMentalHealthDay

Midwives must continue to support and advocate for mothers and expectant mothers who are experiencing mental health related illness in order to remove the stigma and ensure they get the help they need. #WorldMentalHealthDay

The work of midwives encompasses more than just birth, including antenatal and postnatal care, infant feeding and maternal mental health. #WorldMentalHealthDay

Midwives play a central role in promoting the emotional wellbeing of women & their babies. #WorldMentalHealthDay
#Midwives as trusted community members are important advocates for sexual and reproductive health in the communities they serve and can play a critical role in the empowerment of women and the girl child. #DayoftheGirl

ICM urges its member associations and individual midwives, to be aware and informed about the practice of #FGM and its health consequences. As midwives we need to ensure the health and Human Rights of girls and women are safeguarded. #DayoftheGirl #Midwives

Today is International Day of the Girl. ICM recognises and condemns #FGM as a harmful practice and a violation of the Human Rights of girls and women. Read the ICM position statement here: http://ow.ly/CkrD30lWSEB #DayoftheGirl

Currently, more than 130 million girls are out of school around the world. We must push for the education of younger generations in order to continue the profession of #midwifery. #DayoftheGirl #GirlsEducation #GirlsGetEqual
Today is #WorldSightDay. Changes in vision during pregnancy can be minor and temporary. However, in some cases it can be a symptom of pre-eclampsia. An estimated 20% of the world’s maternal deaths are from pre-eclampsia and eclampsia. Well supported and empowered midwives can make a difference and save more lives. #WorldSightDay

"Are the changes in my eyesight related to my pregnancy?" If you’re wondering this, your #midwife can provide the information you need! Don’t be scared to #AskYourMidwife ANYTHING. #WorldSightDay

Today is International Day of #RuralWomen. #MaternalMortality is significantly higher in women living in rural areas & poorer communities. We need to improve deployment of #Midwives!

International Day of #RuralWomen, was established by the @UN to bring awareness to the critical contribution rural women make to improving living conditions worldwide. For rural women, pregnancy complications are significantly compounded by limited availability of knowledgeable medical staff. #Midwives play a vital role in dramatically reducing maternal and newborn death.
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! #GlobalHandwashingDay

35% of healthcare facilities in low & middle-income countries have no clean water and soap for handwashing. @WHO recommends midwives follow the “Six Cleans” to ensure safe childbirth. #WASH #GlobalHandwashingDay

#DidYouKnow: Handwashing by mothers and midwives has helped reduce neonatal mortality in Nepal by more than 40%. It is key that we keep highlighting the impact and importance of handwashing so that we can continue to see these kind of reductions globally. #WASH #GlobalHandwashingDay

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. #WASH #GlobalHandwashingDay
At ICM (@world_midwives) we know that breastfeeding provides food security to infants from the very beginning of life and contributes to food security for the whole family. #WorldFoodDay

There is a global shortage of midwives, with the largest gap present in the world’s poorest countries. Access to quality health care is a basic human right. Investment in midwifery is key to making this right a reality for women everywhere. #InternationalDayfortheEradicationofPoverty #EndPoverty

In 2017, globally there were 155 Million children under 5 years of age stunted, 52 million wasted and 41 million overweight.

#WorldFoodDay

“How does the food I eat affect my baby?” If you’re wondering this, #AskYourMidwife. We can provide you with all the information you need! Don’t be scared to speak your midwife about ANYTHING. #WorldFoodDay

Today is the The International Day for the Eradication of Poverty. Poverty is affected by hunger & malnutrition. Hunger pushes poor families into a downward spiral & prevents them from breaking out of the poverty cycle. Breastfeeding is important for breaking the cycle of poverty! #EndPoverty

ACCESS TO QUALITY HEALTH CARE IS A BASIC HUMAN RIGHT. INVESTMENT IN MIDWIFERY IS KEY TO MAKING THIS RIGHT A REALITY FOR WOMEN EVERYWHERE. #EndPoverty
On its 73rd anniversary, we congratulate the @UN for its work to make our world a better place & look forward to more collaborations that create awareness of and drive investment in the midwifery profession globally. #UNday

Today is #WorldPolioDay. We believe no baby should be left behind in the effort to #endpolio. #Midwives are committed to putting an end to polio.

The @UN supports maternal, newborn and child health, helping over 1 million women overcome pregnancy risks every month! #UNday