International Day of the Midwife 2018

ADVOCACY TOOLKIT & RESOURCE PACK
With thanks to UNFPA for their continuous support and partnership.
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>4</td>
</tr>
<tr>
<td>OBJECTIVES</td>
<td>6</td>
</tr>
<tr>
<td>Activity Planning</td>
<td>8</td>
</tr>
<tr>
<td>PLANNING AND DELIVERING YOUR IDM EVENT</td>
<td>12</td>
</tr>
<tr>
<td>WORKING WITH THE MEDIA</td>
<td>16</td>
</tr>
<tr>
<td>Media Advisory Template</td>
<td>17</td>
</tr>
<tr>
<td>Four top tips for your press release</td>
<td>18</td>
</tr>
<tr>
<td>KEY MESSAGES</td>
<td>20</td>
</tr>
<tr>
<td>Facts and figures</td>
<td>21</td>
</tr>
<tr>
<td>UTILISING SOCIAL MEDIA</td>
<td>22</td>
</tr>
<tr>
<td>Facebook</td>
<td>22</td>
</tr>
<tr>
<td>Twitter</td>
<td>23</td>
</tr>
<tr>
<td>Instagram</td>
<td>24</td>
</tr>
<tr>
<td>Blog posts</td>
<td>24</td>
</tr>
<tr>
<td>SUGGESTED SOCIAL MEDIA POSTS</td>
<td>26</td>
</tr>
<tr>
<td>Twitter/Instagram</td>
<td>26</td>
</tr>
<tr>
<td>Facebook/Instagram</td>
<td>28</td>
</tr>
<tr>
<td>IDM ARTWORK</td>
<td>32</td>
</tr>
<tr>
<td>REFERENCES</td>
<td>34</td>
</tr>
</tbody>
</table>
Dear Midwives,

The International Confederation of Midwives (ICM) is excited to announce that our theme for International Day of the Midwife on 5 May 2018 will be: ‘Midwives leading the way with quality care’. We look forward to joining all of you to celebrate and advocate for the many ways that midwives provide quality care to women, their newborns and families.

This year’s theme resonates with the first of ICM’s three Strategic Directions, established in the 2017-2020 Strategy as Quality, Equity, Leadership. ‘Midwives leading the way with quality care’ is significant in highlighting the vital role that midwives play not only in ensuring women and their newborns navigate pregnancy and childbirth safely, but also receive respectful and well-resourced maternity care that can create a lifetime of good health and wellbeing beyond the childbirth continuum.

The quality of a midwife’s care is of paramount importance. Midwives who are educated, trained, licenced, and regulated to ICM standards work beyond the parameters of just one situation, one setting, one community or one country: they are able to lead the way towards improved maternal and newborn health outcomes locally, nationally and globally. The dedication of midwives to women is renowned. They provide appropriate education, counselling and antenatal care that is adapted to the specific needs of the woman.
and baby before them. As midwives, we know that leading with quality care means providing evidence-based and people-centred reproductive health services – and what a privilege it is!

I am happy to share with you our 2018 IDM advocacy pack to assist you in planning your own celebration of midwives. It contains our objectives, key messages, tips to plan your event, a guide on working with the media and instructions on how you can utilise social media to your advantage. We provide links to downloadable content for you and your Association’s use, including different variations of the logos and banners for different platforms in English, French and Spanish. We also invite you to share the resource pack with your stakeholders in your country so more people can mobilise for midwives in 2018 than ever before.

Thank you for all the good work you are doing to protect the lives and dignity of those who need it most. This IDM, we can harness our collective power to lead the way for all women and newborns through quality, equity and leadership.

Kia Kaha
Sally Pairman
ICM Chief Executive

#IDM2018
Objectives

On May 5th each year, midwives, Midwives’ Associations, partners and supporters of midwives and midwifery globally come together to celebrate the International Day of the Midwife with their own activities, driven by one strong collective voice.

However you decide to celebrate, to ensure unity in messaging and the greatest possible impact on this important day, ICM encourages you to ensure that one or all of the following key objectives is adhered to:

**Inform** everyone with an interest in health and justice that midwives are crucial to reducing maternal and neonatal morbidity and mortality

**Celebrate** the achievements of midwives and their contribution to improving sexual, reproductive, maternal and newborn health outcomes

**Motivate** policymakers to implement change by lobbying for adequate midwifery resources and recognition of the unique professional role of midwives
When preparing your activity, decide on your objective first:

**What** do you hope to achieve? Think about the long-term goals you are striving for to guide the activities you deliver today.

**Who** are the groups of people (target audience) you need to reach to achieve this objective?

**Which** messages are most relevant locally?

Understanding your objectives, target groups and messages will help you decide what kind of activity would best work to communicate with your audience. This will help you align your activity with your objective.
Inform everyone with an interest in health and justice that midwives are crucial to reducing maternal and neonatal morbidity and mortality.

Inform the public about midwives

- Organise a rally, flash mob, march, public performance, marathon or other high-visibility event.

- Create a social media campaign and encourage your fans and followers to participate by sharing their own experiences of midwifery care (see sample messages to help).

Increase awareness of midwifery services

- Offer free antenatal, postnatal or other reproductive health services to sensitise women to the benefit of midwifery services.

- Establish a safe space for the public to receive free cervical or breast cancer screening, family planning advice, etc.

- Invite policy makers to visit midwifery services and give them insight into the daily life of a midwife.

- SHARE YOUR WORK ON SOCIAL MEDIA #IDM2018

Increase/improve coverage of midwifery issues in media

- Invite journalists for a briefing/training session including a tour of a midwifery practice/maternity ward.

- Connect journalists with mothers who have partnered with a midwife throughout their pregnancy and childbirth.

- Write and pitch articles to different media houses in advance of IDM so they are published on the correct day.
Celebrate the achievements of midwives and their contribution to improving sexual, reproductive, maternal and newborn health outcomes

Nourish the support system amongst midwives

• Have a celebratory event where midwives can meet each other and exchange knowledge on what practices and approaches enable them to practise midwifery most effectively.

Collaborate with other health professionals

• Bring together stakeholders in health or gender equality to collectively shine a spotlight on the invaluable work of midwives.

• Organise a social event – either formal or informal – with a collegial atmosphere, where midwives can be celebrated by a diverse group of advocates in support of their work.

• You could also show a video about midwives or reproductive health services to encourage deeper thought about midwifery amongst attendees, or host a roundtable with discussion about the importance of midwifery services. Here is the ICM video about the work of midwives – please share widely.
Motivate policymakers to implement change by lobbying for adequate midwifery resources and recognition of the unique professional role of midwives.

Increase the number of midwives

• Arrange visits to secondary schools to talk about midwifery as a career and in the long-term recruit new students. Arrange meetings with government officials to discuss retention strategies.

Achieve a policy change

• Invite government officials to a panel discussion and address the necessary changes.

• Share the findings from different reports e.g. Midwives’ Voices, Midwives’ Realities, the State of the World’s Midwifery report, Lancet Series on Midwifery or any other local/national report on midwifery services that might be available in your country.

• Invite relevant government officials to visit your place of work so that they share in the achievements of midwives whilst learning how best to support midwives in overcoming the challenges.

• Advocate for decision-makers to encourage an enabling environment for midwives to practice.
Planning and delivering your IDM event

UNSURE HOW TO PLAN YOUR IDM EVENT? HERE ARE 6 STEPS TO HELP IT TO BE A SUCCESS!

Step 1: PLANNING
- Set your objectives and be clear on what you want your activity to achieve.
- Decide your main audience: mothers and families, doctors, policy makers, students, fellow midwives etc.
- Define your key messages for the day by utilising the messaging within this resource pack.
- Start planning early! Select your event organising committee by remembering that passion and team-work makes a difference. The more participants supporting this event, the lighter the workload is for any one individual.
- Identify and assign tasks
- Set a realistic timeline for when each stage of preparation will be done.

Step 2: CHOOSE AN ACTIVITY
- Decide which activity or event will best enable you to achieve your objective.
- Keep the event relevant to your audience. Be creative, easily accessible, transparent and don’t forget: keep it fun and simple!

Step 3: PICK A LOCATION
- Decide where your event or activity is going to be.
- Decide what time and if not 5 May, then also what day.
- Book the location with the relevant authorities, if necessary. Ensure you have all required permits.
Step 4: CREATE THE PROGRAM
• Decide what topics you will address, and make sure that the program supports the key messages.
• Determine the order of activities.
• Set a timeframe for each activity and each speaker.
• Invite and brief speakers.
• Recruit additional staff such as ushers, photographers etc.

Step 5: PUBLICISE YOUR EVENT
• Start informing your audience well in advance and increase frequency as the event gets closer.
• Send out invitations to your target audience members.
• Promote your event through your social media channels, newsletters, website, posters and other channels.
• Use traditional media to spread the word and invite selected journalists to your event.

Step 6: EVALUATE AND FOLLOW-UP
• Evaluate the success of your event and how effectively you achieved your objectives.
• Collect the media coverage, save and share with your network to maintain the ‘buzz’ around your event.
• Contact the journalist(s) and thank them for their time.
• Gather the participant data and send them a personal thank you note.
• Identify any follow-up steps that can help you strengthen support for midwives and midwifery, for example: arrange a meeting with government officials who attended the event, establish a virtual support group for midwives or mothers, build a profile by publishing a subsequent article in a magazine or newspaper.
• Write down lessons learned and share with your organising committee for next year.
Suggestions for events:

SCHOOL VISITS

JOURNALISTS BRIEFINGS
(press conference, field visits, media interviews i.e. Radio or TV marathons)

GUIDED TOURS AT THE PLACE OF YOUR WORK

BREAKFAST MEETINGS

KARAOKE

CONCERT

HEALTH FAIR

WALKS

MARATHONS

WORKSHOPS, CONFERENCES, SYMPOSIUMS

MARKET STALLS

PICNICS

FLASH MOB

SOCIAL MEDIA CAMPAIGN
Engaging with the media can amplify your message and visibility greatly. It is, however, not always easy to get media to write about what you are doing as there is a lot of competition for publicity. Journalists will decide whether to cover your story based on whether they think it will be interesting to their readers or viewers, and whether it is important in the local context.

Send a media advisory two weeks before the event and contact relevant journalists a week before the event. ICM will share a press release five days before the day. Aim to convince the journalist by providing the facts that will help them make a positive decision:

- What activity or event are you organising?
- What makes it interesting for their readers or viewers?
- Why is it important or unique?
- Who is attending or invited?
- When and where will it take place?

Also include:

- A short quotation highlighting a human perspective and showcasing why the event/day is important and interesting. This can be from a local midwife or mother. If you can find a celebrity or significant civic leader to provide a supportive quote, all the better.
- A short explanation of the International Day of the Midwife and your own organisation.
- Contact details in case someone would like to request further information.
International Day of the Midwife, May 5

What you are doing
Where is it taking place
When (date and time)
Short quotation from someone relevant to the story
Contact details (name and phone number)

Note For Editors:

The International Day of the Midwife is celebrated on 5th May each year to highlight the important role midwives play in the health of mothers, children and their families.

Over 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth. The majority of these deaths would be prevented if there were enough qualified and adequately resourced midwives available around the world. Midwives are skilled to provide up to 87% of childbirth-related services, making them the ideal health professional to support women through the maternity continuum of care.

The World Health Organisation, several United Nations agencies and other international bodies have identified midwives as the key in reducing maternal and newborn deaths and disabilities globally. With midwives yielding a sixteen-fold return on investment, the ripple effect of improved health outcomes is significant. Midwives save lives.
Four top tips for your press release

1. TARGET YOUR MEDIA
Based on what media your target audience is following, decide whether you’re going for newspaper, blog, local radio or TV. Find out what kind of stories they like. Phone them and ask which journalist could cover this issue, their deadlines, and contact details. Give them a brief outline of your planned event.

2. SHORT AND SWEET
Your press release should be short and to the point – no more than a page long and without any superfluous information. Include the most important information in the heading and in the beginning of the body. Leave the less critical details to the end.

3. KEEP IT IN THE EMAIL
If you are sending an email, put the press release in the body of the email. Add an informative and interesting title to the email subject line. Opening attachments require an extra click, and you should aim to make life as easy as possible for journalists.

4. FOLLOW UP
Phone the news desk or the journalist you sent the email to. Ask if they received it and if they need any more information. Be prepared to very briefly explain why your activity is important and interesting for their audience.
Key Messages

Based on the objectives and audience of your IDM activity, the message you decide to share is one of the most important things to consider. Whether you want to inform, discuss, promote or advocate, key messages are the messages you want your audience to react to and remember.

Key messages should be clear and concise so that any audience member can find them easy to understand and remember. A key message may stand alone, but it can be reinforced by supporting messages that provide further evidence to reinforce the core point.

The presentation of your key messages is determined by your event, for example: On a social media campaign, your message might be a slogan or hashtag that can be copied by anyone else and shared on their media; or at a social event, it can be the theme of a short introductory video played to the attendees.

To ensure consistency and increase the power of your message, key messages should be used in all the materials around your activity, such as press releases, statements, speeches, fact sheets, and other documents and visibility materials such as banners, T-shirts, caps, umbrellas etc.

The theme of the International Day of the Midwife in 2018 is: “Midwives leading the way with quality care”

Below is a set of sample key messages and supporting points that convey the key ideas related to the theme. You can use them or tailor them to your local environment and audience as you see fit.

MIDWIVES LEADING THE WAY WITH QUALITY CARE

• High quality midwifery care for every woman and newborn
• Midwives lead the way in high quality, respectful maternity care
• Midwife led care: the first choice for all women
• The International Confederation of Midwives: 132 Midwives Associations, 113 countries, 500,000 midwives, countless lives saved during pregnancy
and childbirth

• Proud to be a Midwife. Proud to lead the way for quality maternity care.

ADDING LOCALLY-RELEVANT FACTS AND FIGURES WILL INCREASE THE POWER OF YOUR MESSAGING.

FACTS AND FIGURES

Useful sources for additional information and country level facts and figures

The International Confederation of Midwives website

Midwives’ Voices, Midwives’ Realities Report

WHO: Global Health Observatory data

The State of the World Midwifery Report 2014 (SoWMY)

The State of the World’s Midwifery: Analysis of the Sexual, Reproductive, Maternal, Newborn and Adolescent Health Workforce in East and Southern Africa

The Lancet Series on Midwifery

The World Bank: Health Data

ICM Strategy 2017–2020

The Ministry of Health in your country

Contact UNFPA and UNICEF representatives in your country
When used effectively, different social media channels can help you reach more people and spread the word about your IDM activities and messages. Facebook, Instagram and Twitter can be used in many ways to engage your audience and increase the visibility of your events. Below are some examples of how these channels can be utilised. Remember to also see the sections on IDM artwork and suggested social media posts for practical ideas and examples on how to communicate about the theme of the day.

- For IDM-themed photos and message visuals that you can use on your own social media, download ICM graphics for free [here](#).
- For inspiration around what to post on your social media, see the section on key messages and suggested social media posts pages of this resource pack.

**Facebook**

This social media tool is ideal to inform your stakeholders about IDM in a more personal way. It is interactive in that you can post information and invite discussion, whilst creating guidelines for others on how they can support you and your cause. You can interact with your ‘Friends’ – the people who have selected your posts to show up in their feed – by posting on your page. People mostly use Facebook to connect exclusively with people they already know.

**USE FACEBOOK TO:**

- Change your profile photo and cover photo to IDM theme photos
- Post your key messages
- Share the IDM message visuals
- Create an event
- Invite your fans to attend this event
- Upload photos of your event
- Engage with your fans by asking questions
- Share and like ICM’s posts about the day from www.facebook.com/InternationalConfederationofMidwives
This social media tool is shorter, faster, less personal and more professional, in comparison to Facebook. Because it is less interactive, many people will use hashtags (words or phrases beginning with #) so that their words can be cross-referenced with people discussing the same thing.

For IDM 2018, we will be posting the following hashtags: #IDM2018, #Midwives, #Midwifery, and more! You can also retweet posts from other people to share their opinions with your ‘Followers’ – the people who have selected your posts to show up in their feed. People mostly use Twitter to interact with people they know or people who are interested in the same topics as they are.

**USE TWITTER TO:***

- Post your key messages using the hashtags #IDM2018, #Midwives and #Midwifery
- Share the IDM message visuals
- Change your profile photo and header photo to IDM theme photos
- Announce your event
- Share live updates and photos from your event or activity
- Post links to IDM articles and coverage
- See, retweet, comment and like what others are saying about #IDM2018
- Retweet ICM’s tweets from the account @world_midwives
Instagram

Instagram is a platform with a focus on mostly visual images rather than detailed text. Its focus is more on personal and inspirational content, rather than professional information. Share high-quality photos and short videos with an inspirational or educational touch. Be sure to add a variety of hashtags (explained in the Twitter section) that are relevant to your target group. Use both specific words and more general tags to make your content available to a broader audience. ‘Followers’ – the people who have selected your posts to show up in their feed – will usually be either people you know or people interested in the same topics as you.

USE INSTAGRAM TO:

• Promote your event in advance through engaging photos
• Share some high-quality photos and videos from your event or activity
• Request your followers to engage with your posts, e.g. by asking questions relevant to the IDM theme
• Post your key messages using the hashtags #IDM2018, #Midwives and #Midwifery
• Share IDM messages and visuals
• Change your profile photo to an IDM theme photo

Blog posts

Blog posts are short articles or editorials that you can write and publish online. They are particularly effective for telling a more personal story, as they are more narrative than a report. You can write using your own perspective with personal pronouns such as “I” or “we”, or you can use a more general perspective with a focus on your Midwives’ Association.

This year, ICM are asking midwives to send us blog posts that we can share on our website about your experiences as a midwife, your IDM celebrations and any messages you’d like to share with the world that can create support for midwives in your country. Send in short pieces (max. 500 words) with high quality photos to us at communications@internationalmidwives.org either in the lead-up to or immediately following IDM. We are accepting blog posts until the 12th of May 2018.
START YOUR BLOG POST BY WRITING:

- Where and when your event took place
- What your objective was and what you achieved
- A favorite moment during your practice as a midwife or at your IDM event
- A “lesson learned” for next year
Suggested Social Media Posts

Not sure what to say for IDM? Use these handy prepared messages on your social media and spread the word of midwives leading the way through quality care!

Hashtags: #IDM2018 #Midwives #Midwifery #SDGs #ReproHealth #MidwivesSaveLives

Mentions: @world_midwives @50khappyBdays @ICM_president @FrankaCadee

Twitter/Instagram

• Today is International Day of the Midwife. Let’s unite to ensure as experts we deliver on midwives and midwifery, quality advice to stakeholders #IDM2018

• #Midwives Leading with Quality Care! Join us in celebrating International Day of the Midwife #IDM2018

• Celebrating the International Day of the Midwife by (insert your activity) #IDM2018

• Happy International Day of the Midwife! #IDM2018

• #Midwife-led care is a vital solution to challenges of providing high quality #maternal & #newborn care for all women & #newborns in all countries #IDM2018

• Over 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth. The majority of these deaths would be prevented if there were enough qualified and adequately resourced midwives available around the world. #IDM2018

• Midwives are skilled to provide up to 87% of childbirth-related services, making them the ideal health professional to support women through the maternity continuum of care. #IDM2018
• When empowered & authorised with all essential basic lifesaving competencies, #midwives can help avert over 2/3 of all #maternaldeaths #IDM2018

• #Midwives are key healthcare facilitators in helping achieve #SDGs #IDM2018

• If all women had access to a midwife’s care, 56% of maternal #newborn deaths could be prevented. Increase access to #midwives #IDM2018

• The tireless work of midwives is also a crucial step towards targets set in achieving SDGs 3 and 5 beyond 2030

• Implementing quality midwifery services could prevent about TWO THIRDS of women’s and newborns’ death globally #IDM2018

• #Midwives are good ambassadors to help achieve SDGs, we must value and support them #leadingwithcare

• High-quality midwifery care for women and newborns saves lives and contributes to healthy families and more productive communities #IDM2018

• Quality midwifery care is respectful, focused on needs of women and their newborns, with safe care provided by a compassionate midwife #IDM2018

• Regulated and educated midwives deliver safe, effective, timely and efficient health care to mothers and their newborns #IDM2018

• Midwife led care, the first choice for all women #IDM2018

• ICM believes that midwife led care is the most appropriate model of care for childbearing women #IDM2018

• Midwives can help achieve SDG3 by providing quality care to women of reproductive age and their families #IDM2018

• Quality of care is a key component of the right to health & the route to equity and dignity for women and children #IDM2018

• Midwives advance women’s and girls’ rights by providing the right sexual reproductive health information and counselling so they can make informed choices. #SRHR
• Midwives the most versatile health professional – they provide high-quality care in both medical (such as hospitals) and community (home) contexts

• Midwives are key to ensuring universal access to voluntary family planning and spacing. This could help prevent 87 million unintended pregnancies and reduce the rate of unsafe abortions globally.

• ICM aims to keep delivering effective midwifery leadership and expertise informed by midwives from all over the world! #IDM2018

• Support midwives to make a difference by ensuring they are respected, paid, resourced, integrated into the health system, and safe.

Facebook/Instagram

• Today is International Day of the Midwife – “Midwives Leading with Quality Care”. It’s time to demand an enabling environment through which midwives can provide quality midwifery leadership and services. Read our 2017-2020 Strategy here.

• Midwives leading with quality care means:
  • Providing women-centred reproductive health services
  • Providing support and services to all women anywhere without discrimination of any kind
  • Ensuring effective communication with women so that they receive care with respect and preservation of their dignity, provided with emotional support that is sensitive to their needs and strengthens the woman’s capability.

• Over 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth. The majority of these deaths would be prevented if there were enough qualified and adequately resourced midwives available around the world. Midwives are skilled to provide up to 87% of pregnancy-related services, making them the ideal health professional to support women through the maternity continuum of care.

• Midwives are at the heart of Quality, Equity and Dignity in healthcare provision. Governments must invest in midwives in alignment with ICM
standards, so women can have access to more midwives, more women-focused care and fewer adverse outcomes from pregnancy and childbirth!

• We must celebrate the leadership and quality care that midwives contribute to the miracle of birth. Midwives are the key advocates and supporters of women during pregnancy and childbirth – which is why the World Health Organisation encourages every childbearing woman to see a midwife at least 4 times during her pregnancy!

• Healthcare systems must enable responsive and accessible quality midwifery service delivery. Midwives can and must inform policies related to the composition, development and distribution of the health workforce in all countries to reflect the diverse needs of the women who benefit from their care.

• “Midwifery is a vital solution to the challenges of providing high-quality maternal and newborn care for all women and newborn infants, in all countries” - #Lancetmidwifery @ http://www.thelancet.com/series/midwifery

• Just as we are all committed to the highest quality care for all women, newborns and their families, so must we be united in our fervor to ensure that the midwifery workforce is supported by quality education, regulation, and safe working conditions.

• Midwives serve as one of the foundations for achieving the United Nations Sustainable Development Goals. They provide hands-on, interactive and compassionate care that improves health and save lives.

• Midwives lead with quality care in a number of ways, such as: offering support and assistance to survivors of gender-based violence; providing reproductive health services to adolescents who are often denied access to these services at great cost to their health and human rights; and campaigning against unnecessary medical interventions. Midwives play a key role in the empowerment of women so we can build more equitable and sustainable societies.

• Midwives provide women and their families with education concerning immediate and future health considerations, including planning and spacing of future pregnancies.
• Midwives are essential to providing quality, respectful maternal and newborn care. They can prevent and manage many complications of pregnancy and birth and play a crucial role in ending preventable child and maternal deaths.

• The returns on investment in midwives is huge. When empowered and authorised with all essential basic life-saving competencies, midwives can help avert over two-thirds of all maternal deaths.

• Providing vital support and comfort during pregnancy and in the crucial hours after birth, midwives are the ideal health professional to provide expert advice on nutrition and breastfeeding, especially in line with timing the critical first feed.

• Midwives develop a partnership with women in which there is a mutual exchange of ideas, solutions and support. Midwives do not dictate to women – they are with them, every step (and contraction!) of the way.

• Leading by example: Midwives provide a wide range of assistance in humanitarian emergencies. They train and supervise community health workers to provide health information and promote safer practices and are frequently needed in settings with limited resources.

• Midwives play a unique role in promoting the health of women and childbearing families. These include:
  • Partnership with women to promote self-care and the health of mothers, infants, and families;
  • Promotion of human dignity for women as people with non-negotiable human rights;
  • Advocacy for women so that their voices can create influence and their health care choices can be respected;
  • Supporting cultural sensitivity, including working with women and health care providers to overcome cultural practices that harm women and babies;
  • Promoting positive health and disease prevention by affirming pregnancy and childbirth as a normal life event; and
  • Championing of normal physiologic labour and birth to enhance best outcomes for mothers and infants.

• A midwife’s role as advocate for evidence-based midwifery practice is valuable in advancing public health policy regarding women’s health and maternal and child health care.
• Investment in midwives is essential to ensure high-quality midwifery care is available to all women and their newborns – not only to reduce unnecessary interventions and preventable maternal and neonatal deaths, but to improve and protect their health outcomes on a global scale and achieve the United Nations SDGs.

• ICM’s work impacts on all 17 goals with a particular focus on SDG 3 – Good Health and Wellbeing and SDG 5 – Gender Equality. ICM recognises the strategic importance of advocating for midwives to work in the community where women live to encourage equitable access to quality midwifery services. If we are to achieve Universal Health Coverage, the access of any woman in any setting to midwives is of paramount importance.

• Midwives are autonomous health professionals who can care directly for women and their newborns, but also ensure the timely identification of women who would benefit from consultation at the next level of care. Midwives are key in ensuring women can be referred for specialist attention when needed.
“Midwives leading the way with quality care”
A4 Posters

International Day of the Midwife
5th May 2018
Midwives Leading the Way with Quality Care

Facebook / Twitter Covers

International Day of the Midwife
5th May 2018
References

The International Confederation of Midwives website

Healthy Newborn Network, 2014

The State of the World Midwifery Report 2014 (SoWMY)

The Lancet Series on Midwifery

The World Bank: Health Data

The Ministry of Health in your country

Midwifery Advocacy Toolkit: http://www.bitly.com/MidwifeAdvocacy

Contact and UNICEF representatives in your country UNFPA and UNICEF representatives in your country
Thank you for your participation in #IDM2018... Together, we can lead the way even further for women, newborns and their families to receive quality care!
International Confederation of Midwives
Laan van Meerdervoort 70
2517 AN The Hague
The Netherlands

Telephone: +31 (0) 70 3060520