

WOMEN SUPPORTING WOMEN

A guideline for women's groups interested in activating around #IDM2020

First off, what it is #IDM2020?

International Day of the Midwife began in 1951 out of a global need to recognise the life-saving work performed by midwives around the world and to bring more attention to maternal and newborn health issues. Today, the event is observed each year on May 5 by more than 50 nations and co-ordinated by the International Confederation of Midwives in partnership with its member organisations.

2020 also happens to be International Year of the Midwife meaning IDM will have the added platform of global recognition throughout the year. The theme for both IDM and International Year of the Midwife is Midwives with women: celebrate, demonstrate, mobilize, unite – our time is NOW!

What is the International Confederation of Midwives?

The International Confederation of Midwives (ICM) supports, represents and works to strengthen professional associations of midwives throughout the world. There are currently 140 Member Associations, representing 121 countries across every continent.

Together these associations represent over 1 million midwives globally. Click to view the distribution of the Midwives' Associations.

How can you get involved?

This year's theme for IDM and International Day of the Midwife says it all — we want to encourage women and women's groups advocating for any causes related to women's issues to activate around #IDM2020. Your efforts to highlight midwifery on May 5 don't have to be complicated or involve a ton of preparation. **Here are a few easy ways to support midwives during this year's IDM:**

- Get involved with our social media campaign by making use of our social media messaging. View our #IDM2020 toolkit [here](#).
- Write a blog or social media post highlighting the intersection between maternal health and the work you're involved with as an individual or organization.
- Reach out to a midwife in your community and arrange for them to come and speak to your membership, staff, or students. View a complete list of our associations and corresponding contact information [here](#).
- Find out if any #IDM2020 events are happening in your city by reaching out to your local midwifery organization and learning about how you can get involved. Once again, [here's](#) the link to our member associations.
- Stay tuned to ICM's social channels on May 5th and reshare our content on your channels.



International
Confederation
of Midwives



communications@internationalmidwives.org



www.internationalmidwives.org



facebook.com/InternationalConfederationofMidwives



[@world_midwives](https://www.instagram.com/world_midwives)



[@world_midwives](https://twitter.com/world_midwives)