



CELEBRATING #IDM AMIDST COVID-19

Many governments around the world have banned or discouraged large gatherings in an effort to stop the spread of the Covid-19 virus. Given that International Day of the Midwife is often characterized by large community events, we wanted to outline alternative ways to mark #IDM2020 if the virus continues to persist.

Here are a few suggestions you and your organisation can adopt to celebrate IDM on May 5, 2020:

- **Reach out to women's groups:** The theme for this year's IDM2020 — *Midwives with women: celebrate, demonstrate, mobilise, unite - our time is NOW* — demonstrates the need for women from all professional backgrounds to stand in solidarity with midwives. For this reason, we encourage you and your association to connect with any health or women's organisations within your network and encourage them to share IDM assets on May 5th. Assets such as Facebook and Twitter posts and banners can be found in the [#IDM2020 Toolkit](#)
- **#IThank Campaign:** The day will be a time to celebrate the work of midwives with a social media campaign, #IThank. Ask women to recognise the midwife who supported them through birth by naming their midwife on social media and using the hashtag, #IThank{NAMEYOURMIDWIFE}
- **Develop a social media campaign:** If you haven't already begun your #IDM2020 social campaign, you still have lots of time to make an impact through popular platforms like Instagram, Facebook, and Twitter. Here are a few simple steps you can take to begin your campaign

Change your Facebook and Twitter banners to the ones we've provided on the last page of [our IDM Toolkit](#) and reach out to your members to ask them to do the same on their personal accounts

Share the #IDM2020 Instagram graphic (also found on the last page of [the Toolkit](#)) on your account and discuss how you and your association plan on marking #IDM2020

On the day of #IDM2020, share the various graphics on your social platforms and ask your audience to reshare the graphics, along with an explanation of why midwives and midwifery are essential to health care systems around the world



- **During #IDM2020, consider creating a video** featuring a key member of your organisation explaining an issue impacting midwives in your community, city, or country. This can be done with the camera function on most smartphones and uploaded to YouTube when completed. When sharing the video to Facebook, WhatsApp, or other social platforms, ask your network to reshare the video as a way of bringing increased attention to the issue you're highlighting. [Here's](#) a video of ICM's President, Franka Cadée kicking off #YearOfTheMidwife. Consider creating a like-minded video!
- **Reach out to media:** Interviews with local media can be conducted over the phone. [In this advocacy toolkit](#), we provide comprehensive instructions on how to reach out to media and discuss the circumstances of midwifery in your community. Media are often looking for midwife-related stories to cover on IDM and will most-likely welcome the connection with your organisation
- **Host a webinar:** In the weeks leading up to #IDM2020, reach out to your network (members, partner organisations, nursing associations, other health care practitioners) and schedule a time frame on May 5, 2020 to host a webinar session on the state of midwifery in your community, city or country. Popular webinar platforms include:
 - [Click Meeting](#)
 - [Google Hangouts](#)
 - [Zoom](#)
 - [Webex](#)

We want to remind you that information regarding the management of Covid-19 and pregnancy can be found in [this news post](#) on our website.

Happy planning and happy #YearOfTheMidwife!