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This toolkit was funded by and developed in partnership with UNFPA
1. INTRODUCTION

Dear Midwives and Midwifery Advocates,

The International Confederation of Midwives (ICM) is proud to celebrate this year’s International Day of the Midwife (IDM) on 5th May 2021 under the theme of “Follow the Data: Invest in Midwives.” We look forward to coming together as a global midwife community to advocate for investment in quality midwifery care around the world, improving sexual, reproductive, maternal, newborn, child and adolescent health in the process.

As we join midwives from around the world to reflect on the progress made by our profession, this year’s theme is timely because IDM will coincide with the launch of the State of the World’s Midwifery (SoWMy) Report 2021. Co-led by UNFPA, WHO and ICM, SoWMy 2021 provides an updated evidence base and detailed analysis on the impact of midwives on maternal and newborn health outcomes and the return on investment in midwives. Through this lens, ICM will lead ongoing and growing efforts to centre midwives as fundamental to improving quality maternal and newborn care, ending preventable maternal and newborn deaths and achieving SDG 3.1 (reduce the global maternal mortality ratio to less than 70 per 100 000 live births by 2030).

As we celebrate IDM in 2021, we would like to call on midwives, women, partners and midwifery advocates globally to hold governments, decision-makers, and policymakers accountable for following the SoWMy data and investing in midwives. As the data shows, investment in midwives is a cost-effective approach to improving health outcomes for mothers and babies and reducing maternal and neonatal mortality and stillbirth. Midwife-led models of care result in excellent maternal and neonatal outcomes and quality care.

Below you will find our 2021 IDM advocacy pack to help you plan your own celebration of the impact of midwives globally and the need for increased investment. It contains:

- our objectives
- key messages
- tips for planning your (virtual) event or activities
- instructions on how you can utilise social media to your advantage
- links to downloadable content for you and your association’s use, in English, French and Spanish

We invite you to share this resource pack with stakeholders in your country so that more people can mobilise for midwives in 2021 than ever before.

Midwives are the key to achieving the ambitious sustainable development goals and provision of quality care, essential to meeting the sexual and reproductive health needs of women and adolescents, and fundamental to saving the lives of women and newborns.

Thank you for your service and commitment.

Franka Cadée
ICM President

Sally Pairman
ICM Chief Executive
This year on 5th May, International Day of the Midwife (IDM) coincides with the launch of the State of the World's Midwifery (SoWMy) Report 2021. Co-led by ICM, UNFPA, and WHO, SoWMy 2021 brings the latest evidence on the critical importance of investing in quality midwifery care to the forefront of global health discussions.

For that reason, our theme for IDM this year is Follow the Data: Invest in Midwives. Led by this data, ICM, alongside its members and partners, will spearhead global, regional and national efforts to engage stakeholders, shift policy and ensure better sexual, reproductive, maternal, newborn, child and adolescent health outcomes globally.

This data further demonstrates to the global community that midwives are fundamental to ending preventable maternal and newborn deaths and achieving SDG 3.1 (reduce the global maternal mortality ratio to less than 70 per 100,000 live births by 2030).

There is no more time to waste. The evidence is clear, and against the backdrop of a global pandemic that has seen many midwives and birthing women lose their lives and their rights - we're calling on midwives, women, partners and midwifery advocates globally to come together. It is time to hold donors, governments and policymakers accountable for following the data and investing in midwives.

To ensure midwives and our midwives' associations are able to incorporate the evidence from the SoWMy 2021 report into their IDM celebrations and communications, we have broken down the key messages and advocacy issues into an easy-to-read and easy-to-share format.

However you decide to celebrate IDM, we hope this resource supports your efforts to advocate for midwives and their life-saving, life-promoting work.

2. THIS YEAR’S THEME

The theme of the International Day of the Midwife in 2021 is Follow the Data: Invest in Midwives. Before we dive into this year’s key messages, we will first go over what data is and the importance of Midwives’ Associations using data in their advocacy efforts.

So, what is data?

Data is defined as “information, especially facts or numbers, collected to be examined and considered and used to help decision-making.” However, raw data alone is not very useful to Midwives’ Associations. Influencing policymakers and changing behaviour requires extracting information from data, filtering this information so that it serves a purpose, and then transforming this information into meaningful, impactful stories.
Why is it important for Midwives’ Associations to use data in their advocacy efforts?

Data and evidence are extremely important to make your advocacy more compelling and persuasive. Data and evidence are fundamental to making informed decisions when:

• Choosing a problem to work on
• Identifying solutions to the problem
• Setting SMART goals

For that reason, the SOWMY report is a critical tool with which to engage governments, donors and policymakers to inform their decision making about how to use funding and resources effectively.

Data collection and analysis supports many stages of the advocacy process and can be particularly useful when:

• Identify and selecting advocacy issues and objectives
• Crafting messages
• Expanding your base of supporters
• Influencing policymakers

4. KEY MESSAGES

While we know that data can support our advocacy, it is not always easy to pinpoint how to find and use the data effectively. To help Midwives’ Associations understand and make use of the SoWMy 2021 report findings in your IDM celebrations and beyond, this section covers our key messages.

How you choose to follow the data and advocate for greater investment in midwives will depend on your local context, objectives and audience for your IDM activity. The message(s) you decide to share will be 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.

Below is a set of sample key messages that draw on the findings of the SoWMy 2021 report and convey the key ideas related to the theme — Follow the Data: Invest in Midwives. You can use them or tailor them to your local environment and audience as you see fit.
KEY MESSAGES

General
• The evidence is in: investing in midwives saves lives, improves health and strengthens health systems.
• Increased investment in midwives could save up to 4.3 million lives every year by averting 67% of maternal deaths, 64% of neonatal deaths, and 65% of stillbirths.
• We are experiencing a global shortage of 900,000 midwives. Of the midwives we do have, substantial barriers are preventing them from achieving their full potential.
• To close the gap by 2030, 1.3 million new SRMNAH workers (mostly midwives and mostly in Africa) are needed in the next 10 years. Currently we are experiencing a global shortage of 900,000 midwives.
• There is a global needs-based shortage of 900,000 midwives. There is a shortage of all types of SRMNAH workers, but the largest shortage is of midwives.
• The midwife shortage cannot be filled by other occupations because there are global shortages of these other occupations too. More midwives would not only give more women, adolescents and newborns access to their unique skills, but would also free up doctors and nurses to focus on other health needs.
• The rate of progress in building the SRMNAH workforce is not improving at the rate required to meet SDG 3, and the gap between high- and low-income countries is projected to widen.

Lives saved
• Increasing coverage of midwife-delivered interventions (health interventions that can be delivered in their entirety by midwives) by 25% every 5 years could avert 41% of maternal deaths, 39% of neonatal deaths, and 26% of stillbirths by 2035. That’s 2.2 million deaths averted per year.
• A modest increase in coverage of midwife-delivered interventions – 10% every 5 years – could avert 22% of maternal deaths, 23% of neonatal deaths, and 14% of stillbirths, equating to 1.3 million deaths averted per year.
• Universal (95%) coverage of midwife-delivered interventions would avert 67% of maternal deaths, 64% of neonatal deaths, and 65% of stillbirths, allowing 4.3 million lives to be saved annually by 2035.
• The impact of midwives — 4.3 million lives saved. Every single year.

Improved health
• It’s not just a matter of life or death. Midwives can improve health, too.
• Midwives could provide up to 90% of essential sexual, reproductive, maternal, newborn, and adolescent health care across the lifespan. Despite this, they currently account for less than 10% of the global SRMNAH care workforce.
• Investing in midwives leads to healthier families, more productive communities, and more robust health systems.

COVID-19
• Midwives are critical – even and especially during a global pandemic.
• COVID-19 has dramatically impacted all aspects of health systems, including sexual, reproductive, maternal, newborn, and adolescent health care. Service disruption risks eroding hard-fought gains in health outcomes and increasing unintended pregnancies, sexually transmitted infections, unsafe abortions and increased health risks for mothers, newborns and adolescents.
• COVID-19 has worsened the existing global shortage of midwives.
• Midwives can provide care for women, children and adolescents outside of health facilities and near where they live, which is particularly important now amid the pandemic since this can prevent medical services from being overrun.
• Homebirths protect women and families from exposure to COVID inside health facilities. Midwives working in communities can provide care to women where they live.
• We must avoid drafting midwives into the COVID response in health care facilities. Deploying midwives from midwifery to nursing services to provide care to general patients with COVID-19 takes them away from their essential role with women and makes the midwife shortage even worse.

Cost-effective solution
• To achieve their full life-saving, health-improving, system-strengthening potential, midwives must be well educated, adequately trained, and appropriately regulated. They must also work in an environment that enables them to be effective – which includes working as part of a supportive, multi-disciplinary team and with appropriate resources.
• Investment in midwives needs to include investing not only in their numbers but also in their education, ongoing training, regulation, and working environment.
• SOWMY tells us that only 4 out of 73 countries report an adequate workforce to respond effectively to the needs of women and newborns. We must invest in midwives today.
• The good news is that the benefits of an adequate health workforce outweigh these costs and that investment in midwives has multiplier effects on the broader economy.
• Investments in midwives is a direct route – and one of the most cost-effective strategies – to achieving full sexual and reproductive health coverage and reproductive freedom for women and all who give birth.
Gender equity

- 93% of midwives are women. In total, women comprise more than 70% of the global health workforce.
- Midwives are being hindered from providing a full range of care; sexism is to blame.
- As a result of harmful and outdated gender norms, midwifery and the role of caring for women and newborns is widely undervalued across society.
- Often, midwives’ voices are excluded or ignored during decision-making, leading to vast gender gaps in leadership and pay.
- Every day, midwives suffer from gender-based abuse and harassment on the job. They deserve better – policies, pay and protections.
- Gender transformative policies are needed to challenge the underlying causes of gender inequality and end gender discrimination in the health sector.
- Women comprise more than 70% of the health workforce. Gender inequality affects the status of midwives, most of whom are women, and their recruitment, mobility, career development and pay rates.
- Gender discrimination and a devaluation of women in the health sector are evidenced by a lack of investment in training and the professionalisation of midwifery practice.
- Midwives are central figures in the fight for the rights of women, children and communities. All too often, they are deprived of their own rights: to rest and self-care, to decent work and pay, and protection from discrimination.

Leadership

- Only 1 out of every 4 health leadership roles is held by a woman, despite the fact that 80 percent of the global health workforce is made up of nurses and midwives, nearly all of whom are women. To move towards gender equity in health, we need more midwives in leadership positions now.
- Midwives save lives and provide critical SRHR services every day, yet their voices are not being heard. In a new report, 11 percent of countries surveyed reported ZERO midwives in leadership positions. Almost half reported no midwife leader in the Ministry of Health. And across Europe, only 15% of countries have midwifery leadership at the national level.

Decent work/Freedom from discrimination and harassment

- Every day, midwives suffer from gender-based abuse and harassment on the job. They deserve better – policies, pay and protections.
Human rights

- Investments in midwives is a direct route – and one of the most cost-effective strategies – to achieving full sexual and reproductive health coverage and reproductive freedom for women and all who give birth.
- Midwives are central figures in the fight for the rights of women, children and communities. All too often, they are deprived of their own rights: to rest and self-care, to decent work and pay, and protection from discrimination.

Adding locally relevant facts and figures will increase the power of your messaging.

Please note that alongside the broader topline messages– the SoWMy report has country profiles for certain countries around the world with specific data relevant to your country. Visit https://www.unfpa.org/sowmy on the day for this data and use it in your messaging!

Here are some other useful sources for additional information and country-level facts and figures from SoWMy 2021

- The Lancet Global Health | Impact of Midwives Study
- UNFPA | Infographic on Impact of Midwives Study

5. UTILISING SOCIAL MEDIA

Social media is a powerful tool for reaching a broader audience and sharing your IDM activities and messages. Facebook, Instagram and Twitter can be used in many ways to engage your audience and increase your events’ visibility. Below are some examples of how these channels can be utilised.

**TIP:** 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 IDM theme.

- 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**

Facebook is ideal for informing your members and other 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 social media graphics
- Create an event and invite your community to attend your event
- Host a Facebook live event
- Engage with potential attendees about your IDM activities and messages
- Share and like ICM’s posts about the day from www.facebook.com/InternationalConfederationofMidwives

**Twitter**

Twitter attracts a mixed audience; unlike Facebook and Instagram that are more personal platform, it is a great place for engaging with the media and policymakers who are discussing current issues. Hashtags are vital in ensuring the right people follow your conversation. 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, you should use #IDM2021, #SoWMy and #Midwives to ensure that your posts and tweets are seen by those engaging with the day’s events and topics.

**USE TWITTER TO:**

- Post your key messages using the hashtags #IDM2021, #SoWMy and #Midwives
- Share the IDM social media graphics
- Change your profile photo and header photo to IDM theme photos
- Promote your event
- Share live tweets and photos from your event or activity
- Post links to IDM articles and coverage
- Share the SoWMy report
- See, retweet, comment and like what others are saying about #IDM2021 & #SoWMy
- Retweet ICM’s tweets from the account @world_midwives

**Instagram**

Instagram is a platform with a focus on visual images. 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 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 and graphics
- Share some photos and video clips from your event or activity
- Engage your followers with posts that ask questions, e.g. by asking questions relevant to the IDM theme
- Share the IDM social media graphics
- Post your key messages using the hashtags #IDM2021, #SoWMy and #Midwives

**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.

**6. SUGGESTED SOCIAL MEDIA POSTS**

Not sure what to say for IDM? Use the handy sample social media messages below and spread the word to policymakers and decision-makers to follow the data and invest in midwives. You can use the key messages section to create tailored messages that align with your associations advocacy priorities.

**Hashtag:** #IDM2021, #SoWMy and #Midwives

**Mentions:** @world_midwives

**Sample Social Media Messages**

- Today is International Day of the Midwife, and the evidence is in: investing in #midwives saves lives, improves health and strengthens health systems. #IDM2021 #SoWMy
- The evidence is in — increased investment in #midwives could save up to 4.3 million lives every year by averting 64% of neonatal deaths. UNFPA.pa/SoWMy #IDM2021 #SoWMy
- The global shortage of #midwives is costing lives. Follow the data: invest in midwives by removing the barriers preventing them from achieving their full potential. #IDM2021 #SoWMy
- More #midwives would not only give more women, adolescents and newborns access to their unique skills, but it would also free up doctors and nurses to focus on other health needs. #IDM2021 #SoWMy
Increasing coverage of midwife-delivered interventions by 25% every 5 years could avert 41% of maternal deaths, 39% of neonatal deaths, and 26% of stillbirths by 2035. That’s 2.2 million deaths averted per year. UNFPA.pa/SoWMy #IDM2021 #SoWMy

#Midwives could deliver up to 90% of essential sexual, reproductive, maternal, newborn, and adolescent health care across the lifespan. Despite this, they currently account for less than 10% of the global SRMNAH care workforce. UNFPA.pa/SoWMy #IDM2021 #SoWMy

COVID-19 has worsened the existing global shortage of midwives, and this is costing lives. Follow the data: invest in #midwives. #IDM2021 #SoWMy

To achieve our full life-saving, health-improving, system-strengthening potential, #midwives must be well educated, adequately trained, and appropriately regulated. #IDM2021 #SoWMy

Investing in midwives = investing in women! #DidYouKnow: 93% of #midwives are women, and in total, women comprise more than 70% of the global health workforce. UNFPA.pa/SoWMy #IDM2021 #SoWMy

The time for change is now! As a result of harmful and outdated gender norms, midwifery and the role of caring for women and newborns is widely undervalued across society. #IDM2021 #SoWMy

Only 1 out of every 4 health leadership roles is held by a woman, despite the fact that 80 percent of the global health workforce is made up of nurses and midwives, and nearly all are women. To move towards gender equity in health, we need more midwives in leadership positions now. @wraglobal Learn more UNFPA.pa/SoWMy #IDM2021 #SoWMy #Midwives

Midwives save lives and provide critical SRHR services every day, yet their voices are not being heard. In a new report, 11 percent of countries surveyed reported ZERO midwives in leadership positions. Almost half reported no midwife leader in the Ministry of Health. And across Europe, only 15% of countries have midwifery leadership at the national level. @wraglobal Learn more UNFPA.pa/SoWMy #IDM2021 #SoWMy #Midwives

Every day, midwives suffer from gender-based abuse and harassment on the job. They deserve better – policies, pay and protections. @wraglobal Learn more UNFPA.pa/SoWMy #IDM2021 #SoWMy #Midwives

Investing in midwives can accelerate the human rights agenda. Midwives are one of the most cost-effective strategies – to achieving full sexual and reproductive health coverage and reproductive freedom for women and all who give birth. @wraglobal Learn more UNFPA.pa/SoWMy #IDM2021 #SoWMy #Midwives

Midwives are central figures in the fight for the rights of women, children and communities. All too often, they are deprived of their own rights: to rest and self-care, to decent work and pay, and protection from discrimination. @wraglobal Learn more UNFPA.pa/SoWMy #IDM2021 #SoWMy #Midwives
8. ACTIVITY PLANNING

Though IDM celebrations and activities will largely be virtual this year, there are still so many ways to engage and celebrate the amazing work of midwives.

When planning your IDM activities or celebrations, start by giving some thought to:

**WHAT** do you hope to achieve? Look at the key messages from SoWMy listed above in the key and think about how you could align them with any long-term goals you are striving for.

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

**Which** messages from SoWMy 2021 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.

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<tr>
<th>Objective</th>
<th>Activity</th>
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| Increase attention to the urgent need for investment in quality midwifery care and highlight the SoWMy data and key messages and/or country profiles at the national, regional and global levels to advance this agenda | • Start a podcast or reach out to existing podcasts to feature as a guest and talk about your experience as a midwife  
• Engage with midwifery advocates in your country  
• Organise a virtual Q&A event open to the public to ask questions about the role of midwives  
• Bring together stakeholders in health or gender equality for a virtual meeting to shine a spotlight on the invaluable work of midwives and midwifery services  
• Create informational videos about midwifery services that can be shared on social media  
• Share stories about midwifery issues in your country with ICM to amplify (email us at communications@internationalmidwives.org)  
• Invest time and resources into increasing your digital and social media following and engagement |
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<tr>
<th>Objective</th>
<th>Activity</th>
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| Increase the number of midwives                                          | • Reach out to local radio stations to pitch a story and feature as a guest  
• Connect journalists with mothers who have partnered with a midwife throughout their pregnancy and childbirth |
| Achieve a policy change                                                  | • Arrive at local radio stations to pitch a story and feature as a guest  
• Connect journalists with mothers who have partnered with a midwife throughout their pregnancy and childbirth |
| Prioritise investment in data/evidence                                   | • Arrive at local radio stations to pitch a story and feature as a guest  
• Connect journalists with mothers who have partnered with a midwife throughout their pregnancy and childbirth |
| Call on governments and donors to increase political commitment          | • Arrange virtual talks at local secondary schools to discuss options for midwifery as a career and, in the long-term, recruit new students  
• Arrange meetings with government officials to discuss retention strategies |
| and financial investment in quality midwifery care                      | • Arrange virtual talks at local secondary schools to discuss options for midwifery as a career and, in the long-term, recruit new students  
• Arrange meetings with government officials to discuss retention strategies |
| Increase the number of midwives                                          | • Arrange virtual talks at local secondary schools to discuss options for midwifery as a career and, in the long-term, recruit new students  
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| Achieve a policy change                                                  | • Arrange virtual talks at local secondary schools to discuss options for midwifery as a career and, in the long-term, recruit new students  
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| Prioritise investment in data/evidence                                   | • Arrange virtual talks at local secondary schools to discuss options for midwifery as a career and, in the long-term, recruit new students  
• Arrange meetings with government officials to discuss retention strategies |

**After the SoWMy 2021 report has been released and governments begin to take action, showcase country commitments to midwifery programs and supportive policies, and stories of success/impact to improve quality and access to SRMNCAH and care**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
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| Track progress on country commitments to midwifery                       | • Arrange meetings with government officials to discuss progress on country commitments to midwifery  
• Sign up for the ICM newsletter; we will be sharing announcements on country commitments to midwifery (here) |
| Share success stories                                                    | • Arrange meetings with government officials to discuss progress on country commitments to midwifery  
• Sign up for the ICM newsletter; we will be sharing announcements on country commitments to midwifery (here) |

**Provide midwives, women and other key stakeholders with resources to employ the SoWMy data throughout global and regional advocacy efforts and campaigns**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
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| Ensure midwives utilise the latest evidence                              | • Share success stories from your country with ICM to amplify (email us at communications@internationalmidwives.org)  
• Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| Celebrate the achievements of midwives and their contribution to the     | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| COVID-19 response and constant efforts to improve sexual, reproductive, |
| maternal and newborn health outcomes                                      | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| Nourish the support system amongst midwives                             | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| Collaborate with other health professionals                              | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |

**Celebrate the achievements of midwives and their contribution to the COVID-19 response and constant efforts to improve sexual, reproductive, maternal and newborn health outcomes**

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<th>Objective</th>
<th>Activity</th>
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| Celeberate the achievements of midwives and their contribution to        | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| the COVID-19 response and constant efforts to improve sexual, reproductive, |
| maternal and newborn health outcomes                                      | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| Provide midwives, women and other key stakeholders with resources to     | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| employ the SoWMy data throughout global and regional advocacy efforts    | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |
| and campaigns                                                             | • Organise meetings with your members to discuss the SoWMy findings and their significance in your country  
• Share SoWMy resources from ICM with your members |

**Collaborate with other health professionals**

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<tr>
<th>Objective</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Organise a virtual meeting with other health professionals in your country to discuss the SoWMy findings and how an investment in midwives would also benefit them</td>
<td>• Organise a virtual meeting with other health professionals in your country to discuss the SoWMy findings and how an investment in midwives would also benefit them</td>
</tr>
</tbody>
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**Celebrate the achievements of midwives and their contribution to the COVID-19 response and constant efforts to improve sexual, reproductive, maternal and newborn health outcomes**
9. PLANNING AND DELIVERING YOUR (VIRTUAL) IDM EVENT

IDM is the perfect opportunity to host national events with key partners to focus on midwives. However, SoWMy is more than a moment; it is a critical resource that we will be working closely with our members and partners in the coming year to bring to the attention of national stakeholders. If you are planning an event, let us know how we can help.

Whether your association is planning an in-person activity or you are organising a virtual celebration, there are so many creative ways to mark IDM this year. If you want to host an IDM 2021 event that really stands out — here are six key steps to get you started and ensure success!

**STEP 1: PLANNING**

- **Determine your objectives** and get specific on what you would like your activity to achieve.
- **Decide your target audience** fellow midwives, women and families, policymakers, student midwives, midwifery advocates, other healthcare professionals etc.
- **Outline your key messages** for IDM by making use of the messaging within this resource pack.
- **Plan out the main aspects of your event**; even if you are organising a virtual event, planning and executing a successful virtual event takes a good amount of preparation to ensure that everything runs smoothly.
- **Identify and assign tasks** for your event based on your skill sets and confirm that the planning committee is aware of the time commitment needed.
- **Set a realistic timeline** for when each stage of preparation will need to be completed.

**STEP 2: CHOOSE AN ACTIVITY**

- Select an activity or event that will help you to achieve your objective. We’ve compiled a list of ideas for IDM activities and events in the section above to give you some inspiration.
- Whatever you decide to do to mark the day, make sure to keep the event relevant to your audience. Be creative, easily accessible, and celebrate and amplify midwives’ impact.

**STEP 3: PICK A PLATFORM/LOCATION TO HOST YOUR EVENT/ACTIVITY**

- If you are organising a virtual event, start by deciding what platform you will use. Will you use video conference software like Zoom, Google Meet or Microsoft Teams? **TIP:** If you are planning a more informal IDM celebration, consider hosting your event on social media, utilising Facebook Live or Instagram Live or a Live Twitter Chat to offer a break from the virtual meeting fatigue many are experiencing.
- For a virtual meeting, set up the event link or registration page well in advance so that you can share it with potential attendees in your promotion.

**STEP 4: DETERMINE THE AGENDA**

- Start by deciding what topic(s) you will address and ensure that the event content supports the key messages.
- Make a list of speakers that you would like to speak at the event. **TIP:** Be strategic; depending on your chosen event/activity objective, it is a good opportunity to engage government officials, policymakers, donors, midwifery advocates, women’s groups etc.
- Invite and brief speakers
- Plan the order for the event and allocate time for each activity and each speaker.
- If you are hosting a virtual event, confirm 1-2 members who can provide technical support on the day of the event.

**STEP 5: PROMOTE YOUR EVENT**

- Use your communication channels (website, newsletter, social media, WhatsApp and word of mouth) to start promoting the event and informing potential attendees well in advance. As the event gets closer, increase the frequency of your communications.
- Send out invitations to your target audience members.
- Use traditional media to spread the word and invite selected local media outlets to attend your event. **TIP:** Check out the ICM Advocacy Toolkit for our media advisory template and more tips for midwives working with.

**STEP 6: EVALUATE AND FOLLOW-UP**

- Evaluate the success of your event and how effectively you achieved your objectives.
- If you decide to record your event, you can upload it to YouTube afterwards for those who couldn’t attend to watch in their own time. **TIP:** You will most likely get some strong soundbites from speakers at the event — use the event recording to make short clips and quotes that you can share on social media after the event.
- Gather the attendee emails and send them a thank you note for attending.
- Identify any follow-up steps that can help you strengthen support and engagement with midwives, midwifery and the SoWMy 2021 report in your country, such as arranging a meeting with government officials who attended the event, establishing a virtual support group for midwives or mothers, and building a profile by publishing a subsequent article in a magazine or newspaper.

- If you are planning an in-person engagement, find a suitable location and make sure that you research any local COVID-19 regulations on gatherings to ensure that your event complies with any laws or guidelines.
- Decide what time and if not 5th May, then also what day.
10. REFERENCES
The International Confederation of Midwives website
The State of the World’s Midwifery 2021
The Lancet Global Health, Impact of Midwives Study (2020)

Thank you for your participation in #IDM2021...
Together, we can hold decision-makers accountable for following the data on the impact of midwives and investing in midwifery-led care now and for generations to come!

#IDM2021 #SoWMy