May 5, 2022
International Day of the Midwife

ADVOCACY TOOLKIT
AND RESOURCES PACK

100 YEARS OF PROGRESS

#IDM2022  #ICM100
Contents

1. A message to our global community of midwives 03
2. This year’s theme 04
3. Resources 05
   A. Social media messages 07
   B. Social media graphics 14
   C. Communicating with media 19
   D. Communicating with women’s groups 23
4. You’re invited... celebrate IDM with ICM 27
Dear midwives and midwives’ associations,

As we prepare to celebrate #IDM2022, we’re conscious that each passing year feels more significant for midwives and midwifery than the one before it. In 2020, we celebrated the WHO-sanctioned Year of the Midwife. Last year, we collaborated with UNFPA, ICM and WHO to release a very significant piece of midwifery research, The State of the World’s Midwifery (SoWMy) 2021 Report. And this year, we celebrate the 100th anniversary of the International Confederation of Midwives. What these milestones don’t reflect is how every midwife — each of you — has contributed to the increase in awareness and representation our profession is receiving. We see it in the marches you lead, the demands you make and the women and newborns you support and protect.

In marking ICM’s centennial, our goal is to ensure our global community recognises that this anniversary is so much more than an organisational achievement. It’s about exploring our collective and individual progress and acknowledging how far we have come. From the establishment of the first midwifery schools to the appointment of the first chief midwives and to the increasing numbers of direct-entry midwifery programmes and more and more women being able to access continuity of care from a known midwife, the past 100 years have seen the most consequential achievements of our age-old profession. And while we recognise the markers of progress look radically different from one region to the next, it’s important that we save space for our collaborative efforts and what the global evidence unequivocally indicates: increased investments in midwives and midwifery have led to healthier, happier families and communities in every corner of the world. As a global workforce and as individual midwives and midwives’ associations, we must continue advancing and mobilising this evidence to ensure the next 100 years are even more monumental for midwives, women, newborns and all people.

IDM is an excellent opportunity to carry forward this advocacy work, and this toolkit provides the resources to do exactly that. While it’s important we leverage midwifery’s special day to amplify our life-promoting work and the causes we champion, it’s equally as essential to reserve time to celebrate with colleagues, women and the entire profession. To that end, we hope to see you on May 5th for a global salute to midwives, an occasion that you’ll find more information about at the end of this toolkit. Until then, we encourage you to make use of this resource, not just on IDM but throughout ICM’s centennial year.

Happy 100 years of progress and happy #IDM2022.
This year’s theme: 100 Years of Progress!

It’s our birthday and we’re celebrating all year!

One hundred years ago, the International Midwives Union (IMU) was created in Belgium. It was the forerunner of the International Confederation of Midwives (ICM) and since then, ICM has transformed into what it is today: a global non-governmental organisation representing more than 140 midwives’ associations (MAs) in more than 120 countries. Together, these associations represent over one million midwives worldwide.

In light of ICM’s 100th anniversary, we’re doing things a bit differently this year. Instead of confining the celebration of midwives and midwifery to just one day (International Day of the Midwife), we’ll be marking our centennial throughout 2022.

For our community members who subscribe to our newsletter or follow us on social media, you will have likely noticed that the marking of this milestone has already started. Many of you have joined in the fun by sharing your favourite #MidwifeMemory, and as we approach #IDM2022, the celebrations will only continue to mount. Here’s a look at how we’re marking 100 Years of Progress, on #IDM2022 and beyond:

**Acknowledge**

As we turn 100, we’re making space to reflect on our organisational history and its impact and influence on midwifery. Through this lens, we’ll explore issues related to identity, race, gender, ability and inclusion as a way of capturing the pulse of our global midwife community and growing from the diverse perspectives that inform our age-old profession. This work will be done through what we’re calling the ICM Listening and Learning Series – a collection of conversations taking place throughout our centennial, and beyond. While our plans for this series sit outside of IDM, we feel it’s important to call them out here and let our community know of the value we place on self-reflection and inclusivity.

We are also excited to share that a book detailing the story of ICM’s first 100 years will be published this year. More information about this important catalogue of midwifery and ICM over the past one hundred years will be available on #IDM2022.
Grow
A major component of our 100-year anniversary and our 2021-2023 Strategic Plan is ensuring the sustainability of ICM, thus strengthening our midwives’ associations and the entire midwifery profession. WithWomen, ICM’s newly launched charity, will support these sustainability efforts. Our goal is that our global midwife community recognises this charity as foundational to ICM’s support and growth. Around IDM, we will kick off an ambitious fundraising campaign through WithWomen, and we hope you’ll support ICM and the midwifery profession by amplifying our call for donations within your own networks.

Celebrate
This toolkit contains everything midwives and midwives’ associations need to organise their own #IDM2022 celebrations and participate in festivities at the global level. To that end, this toolkit contains an invitation to what we hope will be the largest midwife party in history, complete with a film screening, the launch of the Midwives’ Voices, Midwives’ Demands survey results and opportunities for select midwives to have their voices heard by hundreds (maybe even thousands) of fellow midwives and midwife advocates. Check out the final section of this toolkit for more details.
LAUNCHING ON #IDM2022: MIDWIVES’ VOICES, MIDWIVES’ DEMANDS

As part of the What Women Want campaign, the White Ribbon Alliance (WRA), in collaboration with ICM, has surveyed more than 50,000 midwives to better understand the experiences of midwives and the women, newborns and families they care for. The surveying was conducted in 2021 and at the beginning of this year and the results will be shared on #IDM2022. These results will become a powerful tool for our community to leverage towards the PUSH Campaign’s global advocacy agenda, as well as new and existing advocacy efforts.

For midwives who didn’t have the opportunity to complete the survey, consider having your voice heard by contributing a video to the Midwives’ Voices video playlist. Submit a short video detailing what you want most in your role as a midwife to info@whatwomenwant.org.

Within this section of our toolkit, we’ve included messages to make it easy for you to promote the results of the survey across your social media channels.

Learn more about the Midwives’ Voices, Midwives’ Demands survey here.
On #IDM2022, imagine a world where we’ve achieved the investments we deserve. #ImagineIfMidwives had:

- Equal, fair compensation
- Fair working conditions and protections
- Standardised regulation & education frameworks
- If we can dream it, we can do it. #ICM100

#ImagineIfMidwives were not oppressed by a hierarchical, patriarchal health system. How much more could we accomplish with policy that promotes #genderequality?

#Midwives in resourced leadership roles would ensure women have fair representation in health policy. #ICM100 #IDM2022.

#ImagineIfMidwives were supported to perform their full scope of practice.

Policies that allow #midwives to perform their full scope of practice strengthen primary healthcare systems and provide a pathway to universal health coverage. #ICM100 #IDM2022 #SDGAction #UHC

#ImagineIfMidwives were recognised as autonomous healthcare professionals, no longer conflated with nurses and obstetricians.

More women would receive high-quality #SRHR by the care provider most qualified to deliver these services: a #midwife. #ICM100 #IDM2022
Imagine if Midwives were supported by a regulation framework based on @world_midwives Global Standards for Midwifery Regulation. Women and other birthing people everywhere would benefit from life-enhancing, professional #midwifery care #ICM100 #IDM2022

http://ow.ly/BSaE50HMPgH

Imagine if Midwives had equal access to ongoing midwifery #education, as per @world_midwives standards & competencies. ALL families would have access to culturally relevant, professional #SRHR, and maternal health outcomes would be improved all over the world #ICM100 #IDM2022

Imagine if Midwives were recognised for what they are: a pathway to achieving the #SDGs. #SDGAction #ICM100 @UN SDG #3.1 is to reduce maternal mortality. Investing in #midwives would avert 2 thirds of maternal & newborn deaths by 2035. #PUSHForMidwives #IDM2022

Imagine if Midwives were recognised for what they are: a pathway to achieving the #SDGs. @UN #SDGAction #ICM100 #IDM2022 SDG #3.7 is to ensure universal access to sexual and reproductive healthcare services by 2030. #Midwives = high-quality, culturally relevant, local #SRHR.

Imagine if Midwives were recognised for what they are: a pathway to achieving the #SDGs. @UN #SDGAction #ICM100 SDG #3.8 is to achieve #UHC by 2030. Investing in #midwives strengthens primary healthcare systems and provides a pathway to universal health coverage #IDM2022

In 2021, @world_midwives, @UNFPA and @WHO published #SoWMy2021. The data was shocking. #ImagineIfMidwives were supported and invested in by governments all over the world:

We could save 4.3 million lives every year. #IDM2022 #ICM100 http://ow.ly/mkoJ50I7Ujq
#ImagineIfMidwives had already received the investment & support they need. The #COVID19 pandemic would not have had nearly the same impact on our healthcare systems as it has.

Investing in midwives strengthens primary healthcare. Midwives = sustainable healthcare #IDM2022 #ICM100

Women NEED #midwives for their health & wellbeing. But what do midwives need in order to be there for women & other birthing people?

@WRAglobal & @world_midwives's Midwives' Voices Midwives' Demands survey asked, and the results are in ⬇⬇ #IDM2022 #ICM100

http://ow.ly/mkoJ50I7Ujq

The results are in! Happy #IDM2022

What do #midwives all over the world want in order to continue their life-enhancing work? @WRAglobal & @world_midwives conducted the “Midwives’ Voices Midwives’ Demands” survey to find out. See the results #ICM100

http://ow.ly/mkoJ50I7Ujq

Listen up! We asked midwives around the world to raise their voices and tell us what they want and need. Over 50,000 midwives responded across 101 countries – find out what midwives want #IDM2022 #ICM100

On #IDM2022, imagine a world where we've achieved the investments we deserve. #ImagineIfMidwives had:

Equal, fair compensation
Fair working conditions and protections
Standardised regulation frameworks
Equal opportunities to local, standardised education

Our world would look so much different. But if we can dream it, we can do it. #IDM2022 #ICM100 #PUSHForMidwives

#ImagineIfMidwives were not oppressed by a hierarchical, patriarchal health system and not conflated with other professions. How much more could we accomplish with policy that promotes gender equality?

For starters, with equal pay and policies that protect midwives against gender-based abuse and harassment, midwives would be well supported and could save 4.3 million lives per year by 2035. #ICM100 #PUSHForMidwives #SDGAction #IDM2022 #SoWMy2021

#ImagineIfMidwives were supported to perform their full scope of practice. What if they were recognised as autonomous practitioners and the lead healthcare professional responsible for planning, organising and delivering care to women from the initial booking of antenatal visits through to the postnatal period?

Evidence demonstrates that in order to improve maternal and neonatal health and to meet the Sustainable Development Goals, midwife-led continuity of care is crucial. Policies that support midwives and allow them to perform their full scope of practice would strengthen primary healthcare systems all over the world and foster happier, healthier families and communities. #ICM100 #PUSHForMidwives #SDGAction #UHC #IDM2022

#ImagineIfMidwives were recognised as distinct, autonomous healthcare professionals, no longer conflated with nurses, obstetricians or other healthcare providers.

More women would receive high-quality #SRHR by the care provider most qualified to deliver these services: a #midwife. #ICM100 #IDM2022 #PUSHForMidwives
Imagine if midwives were recognised and funded for what they are: a pathway to achieving the SDGs. @UN SDGAction ICM100

Sustainable Development Goal #3.1. Fully investing in midwives would avert roughly two thirds of maternal, new-born deaths and stillbirths by 2035, saving 4.3 million lives per year. #PUSHForMidwives IDM2022

Imagine if midwives were recognised for what they are: a pathway to achieving the SDGs. @United Nations SDGAction ICM100

Sustainable Development Goal #3.8 is to achieve universal health coverage by 2030. A larger, fully enabled midwifery workforce would increase women’s, children’s and adolescents’ access to health care. That is to say: investing in midwives will strengthen the primary healthcare system and provide a pathway to universal health coverage. #PUSHForMidwives UHC IDM2022

Imagine if midwives were recognised for what they are: a pathway to achieving the SDGs. @United Nations SDGAction ICM100

Sustainable Development Goal #3.7 is to ensure universal access to sexual and reproductive health-care services by 2030. The midwife, by virtue of her education, sphere, scope of practice and unique relationship with women and their families is in an ideal position to provide the information, services and support which women need in planning their families, as well as to influence the type of services which are available to them. #PUSHForMidwives SRHR IDM2022

Imagine if midwives were supported by a regulation framework based on the @International Confederation of Midwives Global Standards for Midwifery Regulation (linked below).

The standards of midwifery practice all over the globe would be raised. Women and other birthing people everywhere would benefit from life-enhancing, professional midwifery care ICM100 IDM2022

http://ow.ly/BSaE50HMPgH
Imagine if midwives had equal access to ongoing midwifery education, according to the International Confederation of Midwives' standards & competencies.

Not only would midwives have greater career satisfaction and longevity, but ALL families would have access to culturally relevant, professional sexual and reproductive healthcare, and maternal health outcomes would be improved all over the world #ICM100 #PUSHForMidwives #IDM2022

In 2021, @world_midwives, @UNFPA and @WHO published the State of the World's Midwifery report #SoWMy2021. The data was shocking, but also hopeful.. It went like this: #ImagineIfMidwives were supported and invested in by governments all over the world. We would see the following by 2035:

4.3 million lives saved every year
1.9 million stillbirths averted every year
2 million neonatal deaths averted every year
280K maternal deaths averted every year

The #SoWMy2021 report called on governments, policymakers, regulatory authorities, educational institutions and international and civil society organisations to turn their focus to paving the way toward universal access to sexual, reproductive, maternal, newborn and adolescent health services, addressing equity at all levels and leaving no one behind. That way just isn't possible without midwives. #IDM2022 #ICM100

http://ow.ly/yfvF50HMVMM

Imagine if midwives had already received the investment and support they need when the #COVID19 pandemic hit. The virus would not have had nearly the same dire impact on our healthcare systems as it has.

A larger, fully supported midwifery workforce would increase women's, children's and adolescents' access to healthcare through midwives, decreasing the number of patients turning to hospitals and general practitioners to provide this care. This would thus alleviate strain on hospitals by opening more hospital beds to COVID-19 patients.

Investing in midwives strengthens primary healthcare systems. It's simple: Midwives = #sustainable healthcare. #IDM2022 #SDGAction #ICM100
Women NEED #midwives for their health & wellbeing. But what do midwives need in order to be there for women & other birthing people?

@White Ribbon Alliance & @International Confederation of Midwives created the ‘Midwives’ Voices, Midwives’ Demands survey and asked over 50,000 midwives across 101 countries just that — today, we’re sharing their responses.

We asked midwives around the world to raise their voices and tell us what they want and need. Over 50,000 midwives responded across 101 countries – find out what midwives want #IDM2022 #ICM100

Find out what midwives want #MVMD #IDM2022 #ICM100

http://ow.ly/mkoJ50I7Ujq

The results are in! Happy #IDM2022

What do #midwives all over the world want in order to continue their life-enhancing work? @White Ribbon Alliance & @International Confederation of Midwives conducted the “Midwives’ Voices, Midwives’ Demands” survey to find out. See the results #ICM100 #MVMD

http://ow.ly/mkoJ50I7Ujq
3. Resources

B. Social Media Graphics

DIGITAL BANNERS

Click here to download digital banners

DOWNLOAD

Facebook Cover

LinkedIn Cover

Email Footer

Web Banner

Twitter Cover Photo

Newsletter Banner

Website Thumbnail
SOCIAL MEDIA TILES

Facebook Tile

Instagram Tile

LinkedIn Tile

Twitter Tile

Click here to download social media tiles
DIGITAL GRAPHIC ASSETS

Click here to download digital graphic assets

DOWNLOAD

100 YEARS OF PROGRESS
SOCIAL MEDIA TEMPLATES

Web Banner Template

Twitter Post Template

Twitter Cover Template

LinkedIn Post Template

Click here to download social media templates

DOWNLOAD

Facebook Cover Template

Web Thumbnail Template

Newsletter Banner Template

Instagram Tile Template

Facebook Tile Template

LinkedIn Cover Template

Email Footer Template

Resources
It's easier than ever to connect with media outlets and journalists regarding the issues in our communities. Most journalists now have their email addresses listed in their Twitter bios or on previously published news articles. Ahead of 5 May 2022, we encourage you to reach out to your local media, using #IDM2022 as an opportunity to discuss issues faced by midwives, women, and other birthing people. In our Advocacy Toolkit, you’ll find in-depth guidance on communicating with media.

In the below section, we outline an alternative strategy for connecting with journalists in an age where information must be communicated as clearly and straightforward as possible. This strategy is known as the pitch letter or pitch email. It is a short and succinct outreach to a specific journalist or news outlet that tells the ‘Who’, ‘What’, ‘Where’, ‘When’ and ‘Why’ of the story you'd like the journalist or outlet to cover. Put simply, it’s an email outlining why an outlet’s audiences should care about the message you want them to amplify.

Before you begin writing your pitch email, here are tips for fostering successful media relationships:

1. TARGET YOUR MEDIA
   As a first step, take time to conduct research into your city or community’s media landscape. Who are the prominent journalists? What stories do they typically cover and on which platforms (radio, television, social media, podcast)? Is the scope of your story significant enough for mainstream media coverage, or should you consider reaching out to industry publications? Are there any feminist or maternal and newborn health publications in your region? Once you’ve answered these types of questions, you’ll have a better sense of the journalists and media outlets worth reaching out to.

2. LEVERAGE YOUR CONNECTIONS
   Media relations are always easier if you have an existing relationship to work from. If you’ve been in touch with media outlets and journalists in the past, considering leveraging those established connections when sending your #IDM2022 pitch email. You may also want to reach out to close contacts in your network to see if they have a media list they’d be willing to share with you.

3. DETERMINE YOUR REPRESENTATIVES
   Ahead of reaching out to journalists, you will want to determine the representatives within your organisation that you’d like to put forward for media interviews. The person you choose as your representative will depend on the subject matter...
of the story you’re pitching. For example, if you’re seeking media coverage about a recently completed project and its results, you will likely want the project manager to speak to media. Alternatively, if your proposed story is about a major milestone within your organisation, the President or another member of your leadership team is probably the best choice.

4. TIMING IS EVERYTHING
Depending on the type of coverage you are trying to solicit, you will want to be strategic about when you decide to press “send” on your pitch email. For example, if you’re pitching to a maternal health podcast that only publishes one episode each month, you will want to reach out to the podcast producer six to eight weeks in advance of the publishing date, as the outlet likely plans their stories weeks — if not months — in advance. Alternatively, if you are pitching a story to a daily newspaper, one week in advance of IDM2022 is probably sufficient for your initial outreach.

4. DON’T BE SHY – WE’RE HERE TO HELP
ICM has access to media relations technology that allows us to find the contact information of journalists and media outlets from around the world. If you require support in putting together a list of regionally relevant journalists to reach out to about your #IDM2022 activities, don’t hesitate to get in touch! Send us an email at communications@internationalmidwives.org.
HERE IS AN EXAMPLE OF A PITCH EMAIL, WITH INSTRUCTIONS ON HOW TO CRAFT YOUR OWN:

The subject line tells journalists what the story you’re pitching is about. An effective headline should be short and include only the most compelling details of your story. This makes the journalist want to keep reading.

Email subject line:
Thousands of midwives protest global maternal health crisis

If possible, always address your email to a specific individual. An email is much more likely to be opened and reviewed if it’s personalised.

Dear [Name of journalist]

My name is [your name] and I’m the [your job title] with [name of your employer/organisation] located in [city where your organisation is based]. I’m reaching out regarding the global maternal health crisis. Thousands of people are calling for evidence-based investments in a solution to this crisis that most governments—including our own—continually overlook: midwives and midwifery. Research from 2021 demonstrates that fully investing in midwives by 2035 would avert roughly two-thirds of maternal, newborn deaths and stillbirths, saving 4.3 million lives per year. Furthermore, newly published results from a survey of more than 50,000 midwives demonstrates that burnout and inadequate pay and working conditions are severely impacting many across the global midwifery workforce.

The first paragraph summarises the key points of your story and answers the “Five Ws” of Who, What, When, Where, and Why.

Any claims made or facts referenced within the email should be hyper-linked to supporting evidence.
On 5 May 2022, our organisation, along with midwives and midwife-allies from around the world, will mark the International Day of the Midwife (#IDM2022). In celebration of this annual event, [name of your employer/organisation] has planned a march to draw attention to the global maternal health crisis and the regionally specific challenges impacting the provision of midwifery services in [country where your organisation is based].

Details about the march are outlined below:

- **5 May 2022 @ 2pm CAT**
- **[address] in [city of event]**
- **We anticipate approximately 3,000 midwives and midwife-allies to attend the march**

Ahead of the above-outlined event, the following individuals are available to discuss our IDM activities and the specific investments the [country where your organisation is based] midwifery workforce urgently requires.

- **[name of individual], [title of individual]** — able to speak to our IDM event and our organisations ongoing efforts to centre midwives as the solution to ending preventable maternal and newborn death.
- **[name of individual], [title of individual]** — able to speak to the global challenges facing midwives and the women, newborns and families they care for.
- **[name of individual], [title of individual]** — able to speak to the role of women and women’s organisations in garnering support for midwives and their life-saving work.

Please do not hesitate to reach out to me by phone or email with any questions and to schedule interview times. I will be in touch in the next couple of days with a follow-up email.

I look forward to hearing from you.

Sincerely,

[your name]
[your job title]
[name of your employer/organisation]
[your phone number]
[your email]
3.

Resources

D. Communicating with Women’s Groups

Midwives require women’s support to address common misperceptions about who midwives are and what they do. Women and women’s groups hold the power to expand understanding of the breadth and depth of midwifery’s contributions, not only to women and families, but also to the fields of sexual and reproductive health, anti-racism and discrimination, and human rights. Reshaping how people think about midwives will support all women and support the advancement of gender equality around the world.

It is important for midwives and MAs to prioritise working in partnership with women and women’s groups and effectively integrate this into their advocacy efforts. Through this approach, women and women’s groups can help build support and inspire meaningful action for midwives as promoters and defenders of women’s health and rights.

So, what can midwives and midwives’ associations do to foster impactful relationships with women and the advocacy groups they belong to? We’ve put together a list of suggested activities to support your relationship-building on #IDM2022 and beyond:

- If you haven’t already done so, build a contact list of regional and national women’s organisations. Look for organisations that champion like-minded causes such as gender equality, pay equity, human rights, sexual and reproductive health and anti-racism. Once you have a comprehensive list, reach out and introduce yourself and your association, highlighting the ways midwifery intersects with the full spectrum of feminist advocacy agendas. We’ve created an email template to support with this outreach.
EMAIL TEMPLATE FOR OUTREACH TO WOMEN’S GROUP:

Dear [name of organisation you’re reaching out to or representative from organisation],

My name is [your name] and I am the [your job title] with the [name of your association] located in [name of city or country where your organisation is based].

I’m reaching out to introduce myself and my organisation and discuss the ways midwifery intersects with the causes your organisation champions. Most people have a narrow understanding of who midwives are and what they do. Research from 2021 demonstrates that fully investing in midwives by 2035 would avert roughly two-thirds of maternal, newborn deaths and stillbirths, saving 4.3 million lives per year. But beyond providing care and support to adolescent girls, women and other birthing people across every stage of life, midwives are front-line defenders of women's rights. They are always at the forefront of advocacy work and social change within the fields of gender equality, sexual and reproductive health, anti-racism and discrimination, and human rights.

On 5 May 2022, midwives and midwife-advocates around the world will celebrate International Day of the Midwife (#IDM2022). Given the nature of your organisation’s activism and its audience, I’m wondering if you’d be willing to join us in marking IDM and demonstrating your support for midwives and midwifery? We’ve created this social media toolkit containing several social media graphics and messages you may consider sharing.

I look forward to hearing back from you regarding #IDM2022. I hope we can stay in touch beyond this event to discuss other intersections between our mandates and future collaboration opportunities.

Sincerely,
[your name]
[your job title]
[name of your employer/organisation]
[your phone number]
[your email]
Once you’ve established a connection with a women’s organisation, consider the following follow-up actions:

- Ask them to support in marking #IDM2022 by amplifying social media messages across their own channels. You may consider sharing the digital version of this social media toolkit with women and women’s groups in your network.
- Offer free antenatal, postnatal or other reproductive health services to sensitise women to the benefits of midwifery services.
- Establish a safe space for the public to receive free cervical or breast cancer screening, family planning advice, etc.
- Organise a social event – either formal or informal – with a fun atmosphere, where midwives can come together with women and talk about the support they need.
Hey women, women’s groups and anyone who values the prosperity and health of future generations,

On 5 May 2022 – International Day of the Midwife – we are asking for your support in celebrating midwives and midwifery. Why? Because midwives have always stood by us, and it’s time we stood by them. On the occasion of ICM’s 100th anniversary, we have a request:

If you’re a woman, mum or other birthing person...

We want to hear your #MidwifeMemories! In the lead-up to and on #IDM2022, share a favourite memory about using midwifery services or about a midwife in your life. Post your memory on the social media platform of your choice (Facebook, Instagram, LinkedIn and/or Twitter) with the hashtags, #Midwife#Memories and #ICM100.

Not sure what type of memory to share? Here are some ideas:

• Tell us about a midwife in your life and a time that midwife made you feel relaxed, supported or empowered.
• If you’ve never used midwifery services but know of a midwife in your community doing great things, tell us a bit about them.
• Maybe you’re a doctor, nurse or healthcare professional that works closely with midwives – tell us how this midwife is making a difference for the women and other birthing people in your practice.

If you’re a women’s organisation...

On #IDM2022, we’re hoping you can support by sharing a social media post about how midwifery intersects with your organisation’s advocacy agendas. We encourage you to compose your own message but feel free to repost one of these:

• For political organisations: Midwives provide critical #SRHR and life-saving services, yet their voices are not being heard. 11% of countries surveyed reported ZERO midwives in leadership positions, and half have no midwife in the Ministry of Health. On #IDM2022 we #PushForMidwives #ICM100 CLICK TO TWEET

• For workers’ rights organisations: Midwives remain at the bottom of the pay equity ladder, even as they shoulder the costs of supporting women and families to bring new life into the world. On #IDM2022 we #PushForMidwives #ICM100 CLICK TO TWEET

• For anti-racism organisations: #Midwives have the potential to bridge gaps in care and reduce disparities through their role in #reprohealth, communities, and providing culturally appropriate care. On #IDM2022 we #PushForMidwives #ICM100 CLICK TO TWEET

• For gender equality organisations: Despite the incredible breadth that midwifery spans, midwives—who are predominantly women—face persistent struggles rooted in gender inequality. On #IDM2022 we #PushForMidwives #ICM100 CLICK TO TWEET

• For sexual and reproductive health organisations: When funded and supported, what group of health providers can meet 90%+ of reproductive health needs and prevent 65% of maternal and newborn deaths? #Midwives. On #IDM2022 we #PushForMidwives #ICM100 CLICK TO TWEET
4. You’re invited... celebrate IDM with ICM

Last year, we hosted the first-ever IDM Virtual Parties. They were a resounding success with midwives from around the world, who showed up and danced with colleagues from every corner of the globe. This year, we want to celebrate with our midwife community again – except bigger and better than before.

On the 5th of May 2022, at a time yet to be specified, we will invite our community to tune into our #IDM2022 virtual event. The event will engage ICM Member Associations (MAs), partners, funders and midwives and women all over the world to celebrate the 100 years of progress that ICM has achieved for the profession. In looking towards the next 100 years of midwifery, our colleagues at the White Ribbon Alliance (WRA) will join the event and provide an overview of the Midwives’ Voice, Midwives’ Demands survey results and how to leverage these results within advocacy initiatives.

The event, will be hosted by ICM President Dr. Franka Cadée and ICM Chief Executive, Dr. Sally Pairman.

Here’s the plan:
1. On the 5th of May 2022, we invite you to tune into our IDM Facebook Live event. The event will feature a screening of our IDM short film, and midwives from around the world will share their favourite midwife memory.
2. If you’re a midwife belonging to an ICM member association, consider applying to share your midwife memory during the event! All you need to do is click here and submit a short blurb detailing your midwife memory. Ahead of the event, the ICM Head Office team will select two midwives from each ICM midwife association to share their memories with the hundreds of midwives and midwife-supporters we anticipate will tune into the celebration.

Click here to set a calendar reminder to tune into IDM Facebook Live event and don’t forget to apply to share your midwife memory!

We can’t wait to celebrate with you on #IDM2022.
Thank you for your participation in #IDM2022

International Confederation of Midwives
La Confédération internationale des sages-femmes
La Confederación Interacional de Matronas

Koninginnegracht 60,
The Hague 2514 AE
The Netherlands

Telephone +31 70 3060 520
Fax +31 70 3555 651
Email info@internationalmidwives.org

www.internationalmidwives.org