

International Confederation of Midwives  
The Hague, The Netherlands

## Annual Report 2017



**International  
Confederation  
of Midwives**

Strengthening Midwifery Globally

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## ICM Vision

The International Confederation of Midwives (ICM) envisions a world where every childbearing woman has access to a midwife's care for herself and her newborn.

## ICM Mission

To strengthen member associations and to advance the profession of midwifery globally by promoting autonomous midwives as the most appropriate caregivers for childbearing women and in keeping birth normal, in order to enhance the reproductive health of women, and the health of their newborn and their families.

# Message from the President

Dear Members, Midwives, Partners and Friends,

With the success of the 2017 Triennial Council and Congress we have created a strong foundation on which to build and shape the new triennium for ICM. As I settle into my first year as President, it is exciting to see the opportunities before us, to grow our organisation, drive forward the midwifery profession and create a bigger and more visible impact for our members, and for mothers and babies the world over.

January 2017 saw a change in Chief Executive. Frances Ganges resigned after after 3 ½ years years of service. ICM is grateful to Frances for her hard work and commitment to ICM and in particular for her focus on strengthening the team at Head Office.

Dr Sally Pairman was appointed as our new Chief Executive effective 16th January 2017. Sally brings to ICM more than 33 years of leadership, project management, strategy development, management and implementation, midwifery education and regulation, curriculum development, accreditation and evaluation. She also brings strong skills in advocacy and diplomacy when making the case for midwifery, whether it be for professional autonomy, pay equity, funding or for regulatory structures.

The ICM Council elected ICM's new Board during the Council meeting held prior to the Congress in Toronto in June 2017. This Board, under the direction of the ICM Council will provide governance leadership for the 2017-2020 triennium. Frances Day-Stirk's term as President came to an end at the June Council meeting and we thank her for her many years of dedicated work on behalf of ICM and for the part she has played in raising the profile of Midwives and of ICM.

Throughout the remainder of 2017 we worked on our 2017 – 2020 Strategy, which we launched in early 2018. Developed through extensive consultation with our Members, Council and our Board, ICM's Strategic Directions have at their core our promise to demand and deliver Quality, Equity and Leadership - not only for midwives, but the women, newborns, families and communities who benefit from midwifery care. The successful implementation of our strategy will be achieved via the delivery of robust programmes and advocacy.

We look back with delight on the 31st Triennial Congress, held in Toronto. Attended by over 4,000 midwives, partners, stakeholders in midwifery, and civil society organisations. Congress was a lightning rod for education, information-sharing, networking and strategisation of the role that midwives will play over the coming years in the sexual, reproductive, maternal and newborn health space.

ICM is managing and delivering many projects in collaboration with funding partners such as The Bill and Melinda Gates Foundation, Johnson and Johnson, UNFPA, Sanofi Espoir Foundation, MacArthur Foundation and Laerdal Global Health, all of which are described later in this report.

We recognise the necessity of ICM to not only demand better access for women to competent midwives and women-centred childbirth services, but to also deliver expertise, resources, leadership and support to our Member Associations, partners and stakeholders that underpin the development of these midwife-led and women-centred maternity services in all settings. This duality of both rights and responsibilities is the nexus of our strategic goals for this triennium.

We must lead in advocating for our unique midwifery expertise to stakeholders at global, regional and local levels. We must support women to attain their sexual and reproductive rights. We must ensure equity of representation in all spaces and all conversations that pertain to women, midwives, and their unique partnership during the childbirth continuum. And we must demand regulation, education, and enabling environment and support of midwives to ensure quality of care for women, their newborns, their families and their communities.

I'm excited to see the momentum we have created both continue and grow. As we look ahead to 2018, we can expect ICM to create bolder objectives, reinforce and bolster partnerships, and seek audacious impact at all levels of health.

It is an honour and privilege to work alongside you.

Warm regards,

**Franka Cadée, President**

# 1. Introduction

This report provides an overview of the main activities undertaken during 2017 by the International Confederation of Midwives (ICM). It forms a backdrop to the annual financial report which follows.

## 1.1 Overview

The International Confederation of Midwives (ICM) supports, represents and works to strengthen professional associations of midwives throughout the world. There are currently 132 Midwives Associations, representing 113 countries across every continent. ICM was previously organised into four regions but in June 2017 the Council decided to move to six regions, three of which also have sub-regions, to align with the World Health Organisation. The six regions are:

1. Africa (Anglophone and Francophone)
2. Americas (North America & Caribbean and Latin America)
3. Western Pacific
4. Eastern Mediterranean
5. South East Asia
6. Europe (Northern, Central and Southern)

Together these associations represent more than 500,000 midwives globally. ICM is a non-governmental organisation (NGO) and represents midwives and midwifery worldwide to achieve common goals in the care of mothers and newborn infants. ICM accomplishes most of its work through our members and in close collaboration with global organisations, such as the World Health Organisation (WHO), United Nations Population Fund (UNFPA) and other UN Agencies; healthcare professional associations such as the International Federation of Gynaecology and Obstetrics (FIGO), International Pediatric Association (IPA), and the International Council of Nurses (ICN); government and non-governmental organisations, and civil society groups.

## 1.2 Governance

ICM is governed by an international Council, the decision-making body of the organisation, which sets strategic direction for ICM at each Triennial Council Meeting. The ICM Council is made up of two delegates from each Member Association (MA) and the Board. The Board comprises an Executive Committee (President, Vice-President, Treasurer) and regional representatives from the six ICM regions (including sub-regions) and a total of 13 members. The ICM Council elects the Executive Committee while regional Board members are elected by the MAs in each region and endorsed by the Council. Members are appointed for a three-year period.

The President, Vice-President and Treasurer (Executive Committee) work closely with the Chief Executive to achieve the strategic directions approved by Council and prioritised by the Board. The Board provides oversight of business development

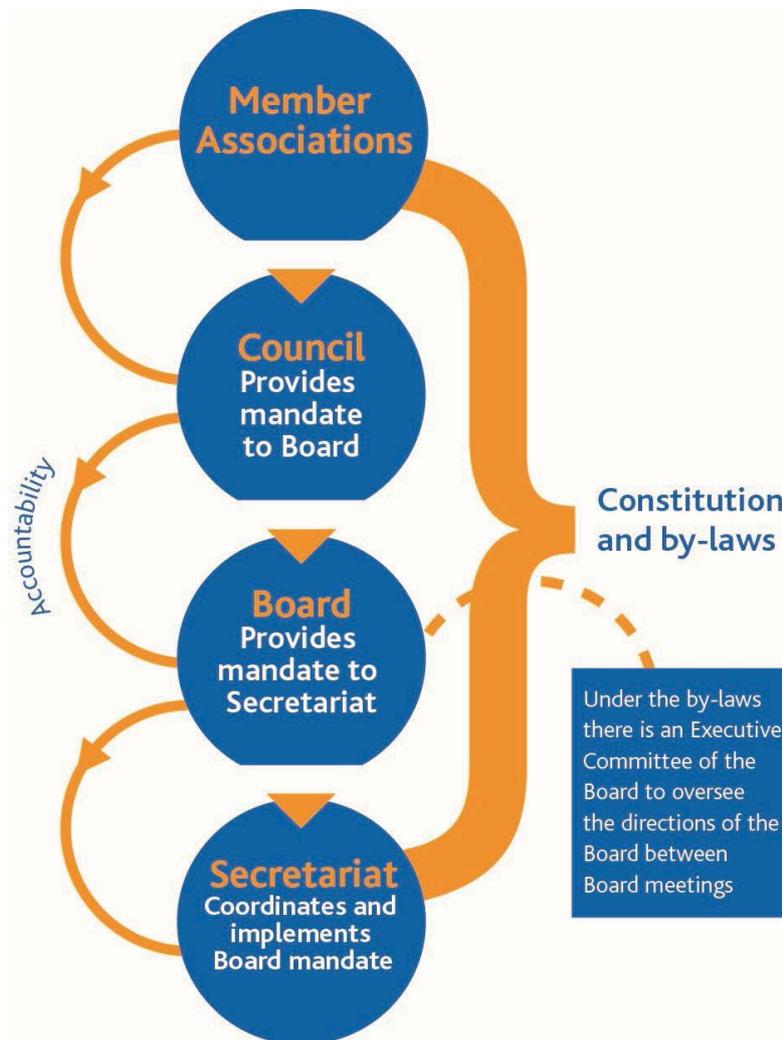
including liaison with global and regional partners, resource mobilisation and planning.

The June ICM Council meeting saw the end of the term of the 2014 – 2017 Board members and the beginning of a new triennium for our new Board for 2017 – 2020. Departing Board members included ICM President, Frances Day-Stirk (May 2008 – June 2017; in roles as Board member, Vice-President and President), Vice-President, Address Malata (2014 – 2017), and regional Board members Sue Bree (Asia-Pacific 2011 – 2017), Laurence Monteiro (Africa 2011 – 2017) and Irene De La Torre (Americas 2013 – 2017; appointed mid-triennium). Outgoing regional Board member, Mary Kirk (Asia-Pacific 2011 – 2017) was elected as Vice President for the 2017 – 2020 Triennium. We are grateful for the commitment and energy of the 2014 – 2017 Board and we thank them for their significant contributions, individually and together as a Board, to improving childbirth services for mothers and their newborns and to strengthening midwives and the midwifery profession.

ICM Board from June 2017		
President:	Franka Cadée	Netherlands Elected June 2017
Vice President:	Mary Kirk	Australia Elected June 2017; regional Board member 2011 – 2017 (two triennia)
Treasurer:	Ingela Wiklund	Sweden Elected June 2017; interim Treasurer April 2016 – June 2017; regional Board member June 2011 – June 2017
Francophone Africa:	Fatoumata S Maiga Dicko	Mali From June 2017
Anglophone Africa:	Jemima Dennis-Antwi	Ghana Regional Board member June 2014 – 2017 Re-appointed June 2017
Latin America:	Sandra Oyarzo Torres	Chile Regional Board member June 2014 – June 2017 Re-appointed June 2017
North America and Caribbean	Emmanuelle Hébert	Canada From June 2017
Western Pacific:	Hatsumi Taniguchi	Japan From June 2017

South-East Asia:	Emi Nurjasmi Indomo	Indonesia From June 2017
Eastern Mediterranean:	Rafat Jan	Pakistan Regional Board member June 2014 – June 2017 Re-appointed June 2017
Northern Europe:	Trude Thommesen	Norway From June 2017
Central Europe:	Serena Debonnet	Belgium Regional Board member June 2014 – June 2017 Re-appointed June 2017
Southern Europe:	Rita Borg-Xuereb	Malta Regional Board member June 2014 – June 2017 Re-appointed June 2017

### 1.3 Organisational structure



### 1.3.2 Management

In 2017, the staff at ICM Head Office in The Hague included:

- Chief Executive – Sally Pairman
- Lead Midwife Advisor – Ann Yates (from November 2017)
- Senior Technical Midwife Advisor – Nester Moyo (retired November 2017)
- Technical Midwife Advisors
  - Patricia Titulaer (resigned July 2017)
  - Lilliane Ingabire (based in Rwanda from November 2017)
  - Janet Lewis (until December 2017)
  - Pashtoon Zyaee (until December 2017)
  - Florence West (from November 2017)
- Project Coordinator (Midwife) – Martha Bokosi (based in Malawi from June 2017)
- Communications Officer – Sawiche Wamunza
- Membership Coordinator – Charlotte Renard
- Advocacy Coordinator – Scarlett Hawkins (from April 2017)
- Council Administrator – Donnica Henry Frijlink
- Executive Office Administrator - Melinda Dudas
- Financial Manager (Consultant) - Hans van Dongen
- Project Officer – Shantanu Garg
- Congress Manager – Malcolm MacMillan until June 2017; C-IN since June 2017 as ICM's Congress Management Team

## 2. Core Activities

### 2.1 Membership

ICM continued with its overall remit to “strengthen midwifery globally” by working closely with its Member Associations. ICM also engaged and assisted non-member associations, including aspiring members and groups of midwives working to formally establish an association.

NEW MEMBERS IN 2017	
Czech Union of Midwives	Full
Société Congolaise de Pratique de Sage-Femme	Full
Arab State Midwifery Network	Affiliate
Independent Midwives Association of Romania	Full

The following associations ended membership with ICM in 2017.

- League of Midwives in Russia (terminated by ICM for non-payment of fees)
- Association of Radical Midwives UK (resignation)
- The Independent Midwives Association in the UK (resignation)

### 2.2 International Day of the Midwife – 5th May (IDM)

The theme for the 2017 International Day of the Midwife was ‘Midwives, Mothers and Families: Partners for Life! – highlighting the importance of midwives working in partnership to support women make better decisions about what they need to have a safe and fulfilling birth. The Chief Executive, Sally Pairman, officially closed the Virtual International Day of the Midwives (VIDM) conference, discussing the importance of midwife-women partnership across all levels i.e. woman and midwife together, service providers, educators, students, political partners of women-oriented groups, ICM global partnerships and influencers etc.

Many of our Member Associations organised events, held rallies, meetings, and joined in the “I believe in partnership” campaign to mark the day. For example, Tanzania awarded five of the best performing midwives across the country in a celebration graced by the Tanzanian Vice President Hon. Samia Suluhu Hassan. The Midwives Association in Argentina launched a photo contest which was related to this year’s theme, while in Gabon the day was marked from 2-6 May, during which time midwives conducted several outreach services including free consultation on nutrition, HIV and AIDS testing and how to detect signs of danger during pregnancy. Many celebrations took place worldwide.

ICM co-hosted Twitter chat with Jhpiego and Seed Global Health with 17 other agencies participating - Global Health Corps, FHI 360, Global Health @ State, Johnson & Johnson, Girls' Globe, Kupona Foundation, U. of Michigan Nursing, LMG for Health (USAID), Avagen, FCI at MSH, Demographic & Health Service Initiative, American Academy of Pediatrics, Global Moms Challenge, Global Health Council, Center for Health and Gender Equity, UN's Every Woman Every Child, Frontline Health Workers' Coalition, and several individuals joined the chat.

Members also participated in the IDM advocacy activity, "I believe in Partnership." Midwives were invited and encouraged to share their views, stories, photos and videos to showcase their partnership with women and their families. We received inspiring insights from our Goodwill Ambassador H.E. Toyin Saraki through a video message, which was shared in all our information platforms. The President, Chief Executive, staff members and some members of the public also shared their video messages talking about the importance of partnership between midwives, women and their families. These videos, photos, views and stories were shared from April and throughout the month of May, resulting in approximately 100,000 Twitter impressions and over 70,000 people reached through Facebook.

ICM used IDM to launch a new film titled "A midwife Like ME", which was produced in collaboration with Medical Aid Films. The film shows how dedicated and skilled midwives can help women have the best experience before, during and after child birth, encouraging them to make their own informed decisions around normal birth practice.

ICM President, Frances Day-Stirk and Senior Midwife Advisor, Nestor Moyo shared their views in a story series hosted by Jhpiego to celebrate the vital role of midwives.

ICM Partner, the World Alliance for Breastfeeding Action (WABA) issued a letter of support to ICM endorsing the theme and emphasising the importance of midwives as influencers in a new mother's intention and decision to breastfeed. WABA highlighted their collaboration with ICM Young Midwifery Leaders (YMLs) as advocates and change makers on breastfeeding practices in their countries. Another partner, UNFPA, marked the day with a statement from the Executive Director – Dr Babatunde Osotimehin urging all governments and development partners to join in supporting midwives so more women survive and they, their families and communities thrive. White Ribbon Alliance, Johnson and Johnson and FIGO also issued statements on the day.

### 2.3 Regional Conferences

At its annual meeting held prior to the ICM Triennial Congress in June 2017, the Council resolved to take back management of regional conferences to ensure consistency and quality in delivery of the regional conferences and to expand revenue generation opportunities for ICM. Regional conferences will now be managed from Head Office, commencing in 2018.

## 2.4 ICM Triennial Congress and High-level Meeting, June 2017

ICM's Triennial Congress, hosted in Toronto, Canada, brought together 4,200 midwives from around the world to celebrate the progress made in ICM's mandate to strengthen midwifery globally and create better sexual, reproductive, maternal and newborn health (SRMNH) outcomes.

The Congress featured a series of events, workshops and demonstrations in support of midwives and the women and families who benefit from their care, including a March for More Midwives through Downtown Toronto.

On the side of the Congress ICM held a high-level meeting of partners with the theme 'Leading the Way for Midwives'. Speakers included Her Excellency Toyin Saraki and Former President of Tanzania Jakaya Kikwete with donors and partners from around the world attending including the Bill and Melinda Gates Foundation, GIZ, UNFPA, MacArthur Foundation, Laerdal Global Health, Johnson and Johnson and others to discuss the need for increased investment and commitment to midwifery from global leaders and funding partners.

The Toronto Congress in June 2017 broke all records for the number of midwives attending from a record number of countries. One of the largest delegations of over 400 midwives from the host country is a great tribute to the work of CAM (the Canadian Midwives Association). We had a record number of abstract submissions which led to the largest display of posters (500) and oral presentations (700+) of all ICM congresses. It was an incredible event and another proud moment for ICM, the Board, and all our supporters, sponsors and partners.

Our attention turns now to Bali for the next ICM Congress in 2020. The new Congress logo has been approved by the ICM Board, with the overarching theme 'Midwives of the world: Delivering the future'. The Scientific Professional Programme Committee has provisionally set out the sub-themes and within twelve months they will announce the timetable for abstract submissions on the following:

- Midwives **protect** the future through up to date competencies
- Midwives **invest** in the future through women and family-centered quality care.
- Midwives **advocate** for the future through effective empowerment
- Midwives **secure** the future through strong regulatory mechanisms

The new congress website at [www.midwives2020.org](http://www.midwives2020.org) was activated at the end of the Toronto congress.

## 2.5 Communication

### 2.5.1 Journals

ICM published two editions of the ICM journal, the International Journal of Childbirth (IJC), in 2017. This quarterly peer-reviewed journal has been published under the guidance of two midwife editors and solicits research, commentary and articles related to midwifery and maternal and newborn health from authors globally. As part of their member benefits, copies are sent to Member Associations. Subscriptions are available for those who wish to receive the journal. In the first quarter, the ICJ was accepted for inclusion in the Emerging Sources Citations Index (ESCI), which is an additional database within Clarivate Analytics, formerly Thomson Reuters Web of Science. ESCI includes high-quality, peer-reviewed publications of regional importance and in emerging scientific fields. Despite significant efforts from the publisher and the editors the Journal has struggled to solicit sufficient high-quality articles to fill four issues and it has not increased its subscription base, thereby requiring funding from ICM. The Board decided in mid-2017 to discontinue the Journal when the contract with the publishers and editors came to an end in December 2017.

ICM continued to contribute to the Japanese Nurse Association Kango journal, in which we cover the President's and Board member's activities during each quarter. In the fourth quarter, ICM also contributed an article on Midwifery Education Accreditation Programme (MEAP) to LINKS – the official publication of the Global Network of World Health Organisation Collaborating Centre's for Nursing and Midwifery Development.

### 2.5.2 ICM Newsletter, website and social media

ICM continues to enhance the availability of online information and resources on the website, including partner and stakeholder links and resources. Recognising the limitation of some member associations in accessing electronic information, ICM endeavours to also make many resources available in print.

In 2017, it was decided that the newsletter should come out monthly instead of quarterly. Thirteen issues of the ICM newsletter were published and distributed to member associations and global partners. The newsletter highlights the activities of ICM, its leadership and members. Current and past issues of the newsletter are available on the ICM website.

## 2.6 ICM Standing Committees and United Nations Representatives

Below is a summary of the activities of each standing committee and what was delivered in 2017. All standing committees are advisory to the Board.

## 2.6.1 Education Standing Committee (ESC)

The ICM Education Standing Committee promotes the international harmonisation of midwifery education. It supports the development and expansion of high quality and effective undergraduate and post graduate midwifery education programmes and oversees the production of all resources required to support the implementation of educational standards internationally.

Key Activities 2017:

1. Inclusion in the selection of applications for ICM Education awards in conjunction with the ICM Head Office
2. Activities in collaboration with ICM Board and Head Office – oversight two projects:
  - a. the ICM Competencies review project
  - b. the research on uptake of ICM Global Standards for Midwifery Education
3. Participation in all meetings of the ICM Scientific Professional and Programme Committee
4. Attendance and participation in global education activities
5. Workshops at ICM Triennial Congress, Toronto, 2017
6. Publications and Presentations

ICM Education Standing Committee members 2017-2020 Co-Chairs*: Dr Melissa D Avery, Dr Mieke Embo (SPCC member Bali Congress), Dr Michelle Newton Board member liaisons: Rita Borg-Xuereb and Trude Thommesen	
NAME	AFFILIATION/ REGION
<b>AFRICA REGION</b>	
<b>Anglophone Africa</b>	
Getanda Amas	Kenya/ University
Namukombe Ekong Elizabeth	Uganda/ University
Subah Marion	Jhpiego/Liberia office
Van Der Walt Christa	Independent/ South Africa
<b>Francophone Africa</b>	
/	Vacancy

REGION of the AMERICAS	
N. America & Caribbean	
Avery Melissa*	USA/ University Minneapolis
Camacho Carr Katherine	USA/ University
Ellis Cathy	Canada/ University of British Columbia, Vancouver
Nelson Carol	USA/ MANA
Skinner-Rollock Marcia	Trinidad & Tobago
Latin America	
Schneck Camilla	Brazil/Federal University of Rio Grande do Sul
EUROPE	
Northern Europe	
Marshall Jayne	UK/ University
Cluett Elizabeth	UK/ University
Way Sue	UK/ University Bournemouth
Pluymaekers Margriet	The Netherlands/ University of Rotterdam
Dalsgard Annette	Denmark/ University
Central Europe	
Brendel Karin	Switzerland/ University
Castiaux Geneviève	Belgium/ University college
Embo Mieke*	Belgium/ University College & University
Lange Ute	Germany/ University
Mivsek Polona Ana	Slovenia/ University University of Ljubljana-Faculty of Health Sciences; Midwifery Department

Southern Europe	
Borg Xuereb Rita	Malta/ University
Western Pacific	
Butt Janice	Australia
Newton Michelle*	Australia/ University
McAra- Couper Judith	New Zealand/ University
Eastern Mediterranean Region	
/	Vacancy
South-East Asia	
Merlin Mary James	India

The following committee members completed their terms in 2017: Mary Barger (Co-Chair), Kim Campbell, Michelle Butler, Angelo Morese, Ans Lubyen (Co-Chair), Kuldip Bharj, Jane Sandall, Tina Harris, Joeri Vermeulen, Andrea Stiefel, Gloria Seguranyes, Susanne Simon, Marianne Niewemhuijze, Atf Gherissi, Elgonder Bekker, Joanne Grey, Susan McDonald (Co-Chair), Manju Chugani, Tokiko Oishi and Pauline Glover. ICM thanks the outgoing members for their tremendous work during their time on the Education Standing Committee.

### 2.6.2 Regulation Standing Committee (RegSC)

The ICM Research Standing Committee and its internal Research Advisory Network (RAN) provide ICM's member associations with up-to-date information on all aspects of midwifery practice, education, and service to ensure consistency at a global level. It plays a key role in the development of the ICM Triennial Congress Scientific Programme. Key Activities 2017:

1. Participation in all meetings of the ICM Scientific Professional and Programme Committee
2. Inclusion in the selection of applications for ICM research awards in conjunction with the ICM Head Office.
3. Facilitated research workshops at the Triennial Congress
4. Consultation on any projects and proposals pertaining to or requiring a research component
5. Publications and Presentations
6. Workshops at ICM Triennial Congress, Toronto, 2017

**ICM Research Standing Committee members 2017-2020**  
 Co-Chairs: Dr Deborah Davis (SPCC member Bali Congress), Dr Lesley Dixon  
 Board liaisons: Dr Jemima Dennis-Antwi and Hatsumi Taniguchi

NAME	AFFILIATION/ REGION
<b>AFRICA REGION</b>	
Anglophone Africa	
Vacancy	
Francophone Africa	
Vacancy	
<b>REGION of the AMERICAS</b>	
N. America & Caribbean	
Darling Liz	Canada
Kane Low Lisa	USA
Latin America	
Vacancy	
<b>EUROPE</b>	
Northern Europe	
Crowther Dr Susan	United Kingdom
Church Sarah	United Kingdom
McNeill Jenny	United Kingdom
Central Europe	
Vacancy	
Southern Europe	
Vacancy	
<b>WESTERN PACIFIC</b>	

Fenwick Dr Jenny	Australia
Steen Mary	Australia
Davis Dr Deborah	Australia
Dixon Dr Lesley	New Zealand
<b>EASTERN MEDITERRANEAN REGION</b>	
Vacancy	
<b>SOUTH-EAST ASIA</b>	
Vacancy	

The following committee members completed their terms in 2017: Kerri Schuling (co-Chair), Hora Soltani (co-Chair), Beverly O'Brien, Elaine Dietsch, Jayne Marshall, Judith Chamisa, Judith McAra-Couper, Karin Minnie, Carole Nelson. ICM thanks the outgoing members for their valuable work during their time on the Research Standing Committee.

### 2.6.3 Regulation Standing Committee (RegSC)

The ICM Regulation Standing Committee develops and supports regulatory systems to ensure consistency in midwifery practice and adherence with appropriate educational standards. This includes the registration and licensing of midwives and accountability of midwives and accountability of midwives to social and governmental standards.

Key Activities 2017:

1. Participation in all meetings of the ICM Scientific Professional and Programme Committee
2. Consultation on projects and proposals pertaining to regulation
3. Activities in collaboration with ICM Board and Head Office
4. Publications and Presentations
5. Workshops at ICM Triennial Congress, Toronto, 2017

The 2014-2017 RegSC members include:  
 Co-Chairs: Karen Guilliland (SPCC member Bali Congress), Sue Bree  
 Board liaisons: Mary Kirk and Emi Nurjasmi Indomo

NAME	AFFILIATION/ REGION
<b>AFRICA REGION</b>	
Anglophone Africa	
Vacancy	
Francophone Africa	
Vacancy	
<b>REGION of the AMERICAS</b>	
N. America & Caribbean	
Kris Robinson	Canada
Latin America	
Vacancy	
<b>EUROPE</b>	
Northern Europe	
Jessica Read	United Kingdom
Central Europe	
Lisa Welcland	Germany
Marianne Benoit Truong Cahn	France
Southern Europe	
Vitor Varela	Portugal
<b>WESTERN PACIFIC</b>	
Karen Guilliland	New Zealand
Sue Bree	New Zealand

EASTERN MEDITERRANEAN REGION	
Vacancy	
SOUTH-EAST ASIA	
Vacancy	

The following committee members completed their terms in 2017: Sally Pairman (co-Chair), Louise Silverton (co-Chair), Yolande Johnson, Veronica Darko, Mirian Solis, Anne Morrison and Judy Ng Wai Ying. ICM thanks the outgoing members for their beneficial work during their time on the Regulation Standing Committee.

ICM has called for nominations from its regions to fill the vacancies on the standing committees. In the latter part of 2017 the Board updated the Terms of Reference for these committees.

#### 2.6.4 ICM Scientific Professional and Programme Committee (SPPC)

The Scientific Professional and Programme Committee advises the Board on all matters related to the Scientific Professional programme of the Triennial Congresses. It is responsible for planning the programme and ensuring its quality. Its role in this context is the navigation and assessment of abstract submissions; determination of conference sub-themes; and communications and relationship management of reviewers, academics, and keynote speakers.

##### Key Activities 2017

1. Participation in all meetings of the ICM Scientific Professional and Programme Committee
2. Planning the programme for the 2017 Triennial Congress

A new SPPC was appointed in June 2017 and this group will take responsibility for the scientific programme at the Bali 2020 Congress.

The 2017-2020 SPPC members include:	
Co-Chair:	Marian van Huis (E)
Co-Chair:	Debra Lewis (A)
ICM Chief Executive:	Sally Pairman
ICM ESC Chair:	Mieke Embo (E)
ICM RSC Chair:	Deborah Davis (WP)
ICM Reg SC Chair:	Karen Guilliland (WP)
Host Association Representative	Andari Wuri Astuti (Bali, SEA)
Co-opted member	Atf Gherissi (EM)

The following committee members completed their terms in 2017: Frances Ganges, Ans Luyben, Kerri Schuiling, and Vicki van Wagner.

ICM thanks the outgoing SPPC for their tremendous work in putting together a very successful scientific programme for the Toronto 2017 Congress and for the smooth running of the concurrent sessions. This congress saw the biggest scientific programme to date and the quality of presentations was high, marking another milestone for ICM as it strengthens the midwifery profession globally.

**2.6.5 ICM Finance and Risk Committee (FARC)**

The Finance and Risk Committee reviews, advises, develops and evaluates financial, audit and resource management activities for Board consideration related to the ICM Business Plan. The Committee meets twice a year and the Treasurer may call additional meetings, if necessary.

**Key Activities 2017**

- 1. Two meetings with Executive Committee

The 2017-2020 FARC members:	
Chair:	Ingela Wiklund (Treasurer)
External member	Shariq Khan
External member	Canan Uluman
Board member	Mike Fawcett
Host Association Representative	Mary Kirk, Vice-President
ICM Chief Executive:	Sally Pairman
ICM Finance Manager	Hans van Dongen

**2.6.6 ICM United Nations Representatives**

The following midwives were appointed by the ICM Council in June 2017 as ICM Accredited Representatives to the United Nations (New York and Geneva). The Representatives, who were nominated by their Member Associations, officially represent ICM at UN meetings throughout the triennium.

Representative Name	Member Association
Geneva	
Patricia Perrenoud	Swiss Federation of Midwives
Lisa Welcland	German Association of Midwives
New York	
Joyce Hyatt	American College of Nurse-Midwives
Vicki Hedley	Midwives Alliance of North America

## 3. Strategic Directions 2017 – 2020

The ICM Strategy 2017 - 2020 is available on the ICM website. It lays out the strategic direction for this period under the broad themes of Quality, Equity and Dignity. The Strategic Directions were agreed at the Council Meeting in Toronto June 2017 and the Board then took them forward into the development of the Strategy.

### Quality

ICM will maintain its high-quality work and continue to build a reputation of expertise and excellence. Quality midwifery care is respectful, focused on the needs of women and their newborns, with safe care provided by skilled, knowledgeable and compassionate midwives. ICM will guide all midwives to provide quality and respectful care and to uphold the human rights of childbearing women. A disabling work environment creates barriers to quality midwifery care. Midwives have the right to work within an enabling environment to provide quality care for women, newborns and their families. This means that midwives are recognised, valued, educated and regulated to global standards, working in supportive health services in which they have equal access to safe and respectful working environments with sufficient resources for them to do their work effectively and to practise to their full scope. ICM will work with its Member Associations to build greater advocacy capacity in-country to extend the influence of midwives within national policy discussions and development, with the ultimate outcome of achieving quality midwife-led and women-centred maternity services.

### Strategic Objectives

ICM will:

1. **Demand** an enabling environment through which midwives can provide quality midwifery services.
2. **Deliver** global standards, resources and tools for education, regulation and association to build the capacity, competence and professionalism of midwives.
3. **Deliver** as the experts on midwives and midwifery, quality advice to stakeholders.

### Equity

ICM operates with equity at its core. Through its members, ICM draws on a geographically, culturally and socially diverse set of perspectives to fulfill our mission to Strengthen Midwifery Globally. This rich diversity is fundamental to the work and output of ICM. A commitment to equity will embody our work and guide us in identifying creative solutions to issues.

Strategic Objectives

ICM will:

1. **Demand** equitable access for midwives to midwifery education, regulation and continuing professional development.

2. **Demand** equitable access to midwife-led midwifery services for women.
3. **Deliver** equitable access to services and facilitate equitable opportunities for participation in ICM for Member Associations.

## Leadership

ICM is bold and brave in promoting the best outcomes for women and their newborns and in advocating for midwives and midwife-led services. As an organisation we demonstrate a strong and stable direction that is flexible in the dynamic SRMNCAH environment. We are proactive and engaged on behalf of our members, and ensure Member Associations are supported to advocate for women and midwives in their own countries.

## Strategic Objectives

ICM will:

1. Demand participation of midwives at the highest level of policy and decision making at global, regional and local levels.
2. Deliver effective midwifery leadership and expertise.

# 4. Projects, Programmes and Partnerships

## 4.1 Expanding Quality Midwifery Services

### ***In partnership with the Bill and Melinda Gates Foundation***

In 2017 ICM completed its final year of delivery of the Expanding Quality Midwifery Services Programme funded by BMGF. The focus of this program was on the following:

- Implementation of Midwifery Services Framework (MSF)
- Development of a Global Midwifery Education Accreditation Programme

### ***Midwifery Services Framework***

The Midwifery Services Framework (MSF) is a collaborative analytical tool to be used by governments for the planning, strengthening and developing midwifery services in their countries to enhance the health outcomes for women, newborns and families through a strong, quality midwifery workforce. MSF enables planners to critically examine all the composite aspects of the health care system covering the breadth and depth of the issues involved.

The successful implementation of the MSF in six countries over 2015 – 2017 clearly signals that the MSF can work. Results varied between countries, but all achieved significant, tangible results. A second grant is being sought from 2018 to enable the ICM to return to the six frontrunner countries to formally assess, through surveys and

From this review the ICM will generate a model of success for the MSF, identifying the factors and resources required to achieve success. It will also convene a workshop with experienced MSF facilitators and partners to revise the MSF process/tool to ensure it supports documentation of a national midwifery baseline, monitors progress and adjusts, measures success and evaluates impact.

### ***Development of a Global Midwifery Education Accreditation Programme***

The World Health Organization (WHO) acknowledges the need for more midwives, stating that more midwives are needed in order to improve maternal and newborn survival. While the number of practising midwives needs to be increased, it is also important to ensure that the education of midwives is of the highest quality and meets international standards.

The provision of high quality midwifery education has a tremendous impact, not only on workforce performance and the quality of services provided, but also on the lives of women, their newborns and their families.

In 2017 Swiss TPH, in collaboration with ICM, developed the “Midwifery Education Accreditation Programme (MEAP)”, to serve as a benchmark for midwifery educational programmes that aim to meet international standards. MEAP will offer accreditation approval based on an independent assessment of an institute’s midwifery educational programme(s) to determine the extent to which it meets ICM standards. MEAP will not only serve as a quality label but will enable consistency of midwifery education processes and graduate outcomes. MEAP will help strengthen existing midwifery educational programmes globally and to provide a process for benchmarking against the global standards developed by ICM. It will also help to identify best practices and gaps, allowing donors and implementers to provide targeted, effective and sustainable support for high-quality midwifery education.

A second grant is being sought from the Gates Foundation from 2018 to enable the ICM to disseminate information about the MEAP, to commence implementation and roll-out and to evaluate the MEAP after two years of implementation.

## 4.2 10,000/50,000 Happy Birthdays Campaign

### ***In partnership with Laerdal Global Health***

We were proud to see the success of 10,000 Happy Birthdays programme undertaken in Malawi and Zambia from 2015 – March 2017. The project was reported at ICM Congress in Toronto with a panel discussion including midwives from both countries. ICM will

The success of the 10,000 Happy Birthdays programme undertaken in Malawi and Zambia undertaken has led to a commitment from our partners Laerdal Global Health to expand this programme into other countries with the ambitious target of 50,000 happy birthdays

between January 2018 and March 2020.

The goal of the Happy Birthday programme is to contribute to saving more lives at birth, reducing morbidity and to ensuring a better birth experience for women and their families by strengthening midwives' competencies. ICM supports the midwives associations in the Happy Birthday countries to train midwives and midwifery students in life saving skills using the simulation-based Helping Mothers Survive (Jhpiego) and Helping Babies Survive (American Academy of Pediatrics) training modules.

Plans for the 50,000 Happy Birthdays programme commenced in 2017 with calls to Midwives Associations wishing to participate. There were more than 30 applications from countries submitting proposals for inclusion into the 50,000 Happy Birthdays programme. From a shortlist of six countries (Ethiopia, Rwanda, Tanzania, Uganda, Nepal, South Africa) three (Ethiopia, Rwanda and Tanzania) were selected for the programme.

### 4.3 Strengthening Midwifery Education in French-Speaking Africa

#### ***In partnership with Sanofi Espoir Foundation***

In 2017 ICM continued to work with Sanofi in delivering a programme aimed at strengthening midwifery education in three French-Speaking African countries, Comoros, Madagascar and Côte d'Ivoire. The key activities focus on strengthening education programmes including preparing educators in competency-based education methodologies; curriculum review; and preparing preceptors for the clinical practice areas. Midwifery education institutions are being supported to meet the demands of a competency-based curriculum and to build the capacity of the practice sites to support the effective education of midwives. Mentoring systems will be initiated to support educators and preceptors in these new ways of teaching.

The project contributes to the production of competent midwives who will then provide quality midwifery services and thus increase women's access to quality midwifery services. This project is due for completion in September 2018.

### 4.4 Strengthening Midwifery Globally

#### ***In partnership with Federal Ministry (Germany) for Economic Cooperation and Development (GIZ)***

Recognising the importance of ICM's work and the need for an effective Secretariat, GIZ provided funds to strengthen the infrastructure at ICM Head Office in The Hague over the course of 2017. The GIZ grant funded the capacity building of the ICM Head Office Team and supported research into the uptake of the ICM Global Midwifery Education Standards. It also enabled ICM to recruit a Resource Mobilisation consultant who supported the review and implementation of the ICM Resource Mobilisation Strategy including fundraising activities. The increased capacity afforded by these

these funds enabled the successful application for over \$2 million dollars in funding with over \$200,000 secured by the end of 2017.

## 4.5 Strengthening Midwifery in French-Speaking Africa

### ***In partnership with UNFPA***

2017 saw the finalisation of the Strengthening Midwifery in French-Speaking Africa project run in partnership with UNFPA. The aims of this 5-year programme were to address the situation in this sub-region through capacity building activities leading to creation of a critical mass of leaders and resource persons in midwifery, the creation and strengthening of midwives associations and development and improvement of midwifery education and regulation. Participants came from 10 countries - Benin, Burkina Faso, Cameroon, Guinea-Conakry, Ivory Coast, Mali, Mauritania, Morocco, Senegal, and Tunisia.

The 2017 Annual Work Plan (AWP) of the ICM/UNFPA project planned a number of activities to address these needs of the midwives' associations in the French-Speaking African region. These activities focused on:

- developing skills of educators in competency-based education;
- developing skills of midwifery leaders, including mentorship skills
- strengthening midwives associations using ICM's gap-analysis methodologies

## 4.6 Strengthening Midwifery in Mexico

### ***In partnership with the MacArthur Foundation***

This programme contributed to the strengthening of midwifery in Mexico through the collaborative engagement of the Mexico Midwifery Association (AMP) and international bodies that promote midwifery. Specifically, the project facilitated the participation of up to 10 stakeholders and 30 midwives from Mexico at the ICM Triennial Congress in Toronto in June 2017. In addition to attending the Congress, general sessions, breakout sessions and strategic meetings were scheduled in Toronto with key organisations that are working on issues relevant to midwifery in Mexico. Upon return to Mexico, delegates worked on a dissemination plan to present their experience at the annual AMP forum.

This project aligned stakeholders and midwives with the ICM Education, Regulation and Association standards and recommendations, created alliances within the Mexican midwifery movement, and connected Mexican midwives and stakeholders with global midwives and activists seeking to similarly improve access, cultural competence, and the availability and quality of midwifery services worldwide. It aligned closely with strategies of the government of Mexico to increase the availability of midwives across the country, whilst improving their integration into the health system. A follow-up project is planned for 2018.

## 4.7 Young Midwifery Leaders (YML) Programme

### ***In partnership with Johnson and Johnson***

This programme develops the leadership skills of 11 YMLs from Africa, the Americas and Asia to make meaningful improvement in their societies and country. A two-day in-person workshop took place at ICM's 31st Triennial Congress in June 2017, with all YMLS participating in side events and partner panels. Through the remainder of 2017, the YMLs have worked on implementing their projects in their countries. A no-cost extension was applied for at the end of 2017 to conclude the programme officially in May 2018.

## 4.8 Education Award

### ***In partnership with Johnson and Johnson***

The ICM Education Award was awarded at the 31st Triennial Congress in Toronto, Canada to two midwives who have created innovative educational programs and original, easily reproducible ways of basic (pre-service) and/or post graduate (in-service) midwifery education. The 2017 recipients were [Alex James \(Tanzania\)](#) and [Mumtihanna Muchlis \(Indonesia\)](#).

## 4.9 Research Award

### ***In partnership with Johnson and Johnson***

The ICM Research Award was awarded to four midwives at the 31st Triennial Congress in Toronto, Canada who have taken an active role in conducting research or dissemination thereof through conferences and other channels. The Award promotes midwifery research that enhances and documents evidence-based midwifery practice and to further develop midwifery research capacity. The 2017 recipients were German [Alejandro Araya Recabal \(Chile\)](#), [Michaela Michel-Schuldt \(Germany\)](#), [Karamatou Bangbola \(Benin\)](#) and [Laxmi Tamang \(Nepal\)](#).

## 4.10 Marie Goubran Agent of Change Award

### ***In partnership with Johnson and Johnson***

The Marie Goubran Agent of Change Award is awarded on an annual basis to a midwife from a low- or mid-resource country who, in their capacity as a midwife, acts as a catalyst for change in healthy baby development in the antenatal and postnatal period and the first few weeks of life. It was awarded to two midwives at the 31st Triennial Congress in Toronto, Canada – one for 2016, and one for 2017. The recipients were [Yoana Stancheva \(Bulgaria\)](#) and [Kiran Mubeen \(Pakistan\)](#).

## 5. Advocacy, Technical Advice and Representation

During the course of 2017, ICM was invited to engage in a number of global, regional and national activities. The ICM Board and its Standing Committees, Head Office staff and consultants represented the Confederation in technical consultations; Midwives' Associations (MA), partner and stakeholder meetings and activities. Selected activities are highlighted in this section.

### 5.1 World Health Assembly, May 2017

ICM's Chief Executive Sally Pairman, Vice President Address Malata and United Nations representative Patricia Perrenoud, attended the World Health Assembly (WHA) in Geneva to connect with partners and donors, investigate opportunities for collaboration and assess how ICM can amplify its engagement with WHA.

ICM was able to establish new relationships and re-engage with existing partners. Vice President Malata presented an intervention from the floor on the subject of the Global Strategy for Women's, Children's and Adolescent Health.

### 5.2 United Nations General Assembly (UNGA), September 2017

Represented by ICM President Franka Cadée, Chief Executive Sally Pairman, Advocacy Manager Scarlett Hawkins and United Nations representatives Joyce Hyatt and Vicki Hedley, ICM attended several side meetings at the United Nations General Assembly this year where partnership opportunities with stakeholders in SRMNH for the Triennium were developed and synergies between midwives and other health providers (such as obstetricians) were identified.

ICM Chief Executive, Sally Pairman, participated in the Partnership for Maternal, Newborn and Child Health (PMNCH) and Office of the United Nations High Commissioner for Human Rights (OHCHR) Working Group Consultation on Health and Human Rights, with health workers established as human rights defenders. ICM President Franka Cadée spoke on the long-acting reversible contraceptives webinar, hosted by Evidence2Action.

### 5.3 World Self Medication General Assembly, October 2017

ICM Chief Executive Sally Pairman delivered remarks as a panelist at the World Self Medication General Assembly on the importance of midwives as primary health care providers to promote self-care and health-seeking behaviour in women and their families.

## 5.4 Joint Advocacy and Global Statements

ICM issued a statement and joined Maternal and Reproductive Health partners to support and endorse the United Nations Foundation in its opposition to the United States' Global Gag Rule which is detrimental to the rights, health and well-being of women and girls in developing countries around the world. In the statement, ICM applauded Dutch Minister for Foreign Trade and Development Cooperation, Lilianne Ploumen, for initiating an international strategy to mitigate the impact of the Global Gag Rule.

In the first quarter ICM, WRA and WHO co-hosted the USA launch of the Midwives' Voices', Midwives' Realities Report (published 2016) at the Wilson Center in Washington DC. This important report highlights the voices and realities of midwives working to bring quality, respectful care for women, newborns, families and communities and brings to the fore the many common barriers faced by midwives in all parts of the world, no matter what the resources, in effectively practising as midwives.

## 5.5 Technical Advice

In 2017 ICM provided consultation on a number of global midwifery programmes:

- ICM staff (Martha Bokosi and Liliane Ingabire) worked with the Canadian Association of Midwives on the project Midwives Saves Lives by providing technical expertise, support, and advisory services.
- Engender Health - ICM identified a consultant (Judith McAra-Couper) who supported the review of curriculum for Family Welfare Visitors in Bangladesh.
- ICM staff (Pashtoon Zyaee) supported the Royal College of Midwives with a Midwifery Association Capacity Assessment workshop on Bangladesh
- Lisa Welcland (German Midwives Association) represented ICM at the World Health Organisation's Department of Public Health, Environmental and Social Determinants of Health (PHE) expert meeting on children's environmental health, entitled, "The second meeting on avoidable early environmental contaminants" on 27/28 November in Geneva.
- Hannah Dahlen (Australian College of Midwives) provided comments on behalf of ICM on the WHO recommendations for the revision of the definition of maternal deaths
- Ank de Jong (Dutch Midwives Association) was appointed by ICM as its representative on the WHO Maternal Deaths Surveillance and Response Technical Working Group. Marianne Nieuwenhuijze (Dutch Midwives \ Association) acted as substitute for one meeting.
- Frances Day-Stirk followed by Franka Cadée have represented ICM on the WHO Taskforce reviewing the definition of Skilled Birth Attendant.
- Prof Dr Mechthild M. Gross, (Hebamme, Head of Midwifery Research and Education Unit, Department of Obstetrics, Gynaecology and Reproductive Medicine, Hannover Medical School represented ICM as a technical consultant

on the WHO Guidelines on Intrapartum Care for a positive childbirth and on Non-clinical Intervention to reduce unnecessary caesarean sections.

- Dr Sally Tracy (Professor Midwifery, Sydney University, Australia) represented ICM at the WHO online consultation on use of tranexamic acid for the treatment of postpartum haemorrhage (PPH).

## 5.6 Other Representation

- Frances Day-Stirk (President until June 2017) and Sally Pairman (Chief Executive) represented ICM at the International Council of Nurses Congress in Barcelona in June.
- Jemima Araba Dennis-Antwi (Board member) is ICM's representative on the WHO Collaborating Centres for Nursing and Midwifery Executive Board for the 2017 – 2020 triennium, taking over from Address Malata who represented ICM from June 2014 – June 2017.
- Sally Pairman (Chief Executive) presented at the 2017 World Self Medication Industry (WSMI) General Assembly (GA), 18 & 19 October 2017, in Sydney, Australia.
- Sandra Torres Oyarzo (Board member) represented ICM at the Chilean Association of Midwives, 7th International Congress in Concepción in October 2017.
- Sally Pairman (Chief Executive) presented at the Fourth Global Forum on Human Resources for Health in Dublin in November 2017.
- Jemima Araba Dennis-Antwi (Board member) represented ICM at the South Sudan Nurses and Midwives Association Conference on Nursing and midwifery in November 2017.
- Franka Cadée (President) represented ICM at the Midwives Section of the Cyprus Nurses and Midwives Association Congress in November 2017.

## 5.7 Partnerships/Collaboration

### 5.7.1 Direct Relief

Direct Relief has collaborated with ICM to develop an interactive map that provides show comprehensive data about midwifery education, association and regulation around the globe. The map also details country statistics on rates of maternal and neonatal outcomes. The interactive map was launched during the 31st ICM Triennial Congress in Toronto and is hosted on the ICM website. Further development of the map is planned for 2018.

### 5.7.2 SayItForward

ICM was delighted to be selected as a beneficiary organisation for [SayItForward.org](http://SayItForward.org), an organisation that celebrates the strength, determination and triumphs of girls and women on their path to empowerment, and very grateful for the \$10,000 donation it received in 2017.

### 5.7.3 Laerdal Global Health

Franka Cadée (President), Sally Pairman (Chief Executive) and Florence West (Midwife Advisor) were delighted to be invited to visit Laerdal Global health in Stavanger, Norway, in December 2017 to discuss the planned 50,000 Happy Birthdays project.

### 5.7.4 The Partnership for Maternal and Newborn Health (PMNCH)

Franka Cadée and Sally Pairman represented ICM at the PMNCH Board meeting in Malawi in December 2017. They also met with the Midwives Association of Malawi.



International Confederation of Midwives  
La Confédération internationale des sages-femmes  
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