



**International  
Confederation  
of Midwives**

Strengthening Midwifery Globally

## **CALL FOR APPLICATIONS**

### **MIDWIFE TOUCH AMBASSADOR RECOGNITION AWARD**

Johnson & Johnson Consumer Inc. (JJCI) and the International Confederation of Midwives are requesting applications for the Midwife Touch Ambassador Recognition Award.

The Midwife Touch Ambassador Recognition Award will be given to midwives who have participated in, embraced, and activated their learning from a Johnson & Johnson Consumer Inc. (JJCI) sponsored Touch Ambassador workshop held at one of the following conferences:

- **2018 ICM Regional Congress for Eastern Mediterranean, Southeast Asia & Western Pacific Regions (Dubai)** – 1 Grand Prize, 2 Runner Up Prizes
- **2018 ICM Regional Congress for the Americas (Paraguay)** – 1 Grand Prize, 2 Runner Up Prizes
- **2019 ICM Africa Regional Conference (Namibia)** – 1 Grand Prize, 2 Runner Up Prizes

#### **What you can win:**

##### **Grand Prize Winners:**

- Grand Prize Winners will receive an allowance that will go towards their travel, registration, accommodation among other expenses to the ICM 2020 Congress in Bali Indonesia.
- Grand Prize Winners will also have their submissions shared as part of the official Congress programme.
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##### **Runners Up Winners:**

- Runners Up Winners will be given an allowance for Congress registration.

##### **Grand Prize Winners and Runners Up:**

- Grand Prize Winners and Runners Up will be recognised at the 32<sup>nd</sup> Triennial Congress in Bali Indonesia in June 2020.

**Interested? Now see if you fit the eligibility criteria before you apply!**

### **Eligibility criteria:**

Applicants must meet the following criteria in order to be considered for the ICM Midwife Touch Ambassador Recognition Award:

1. Midwives must have attended and completed a Touch Ambassador Workshop at one of the four referenced midwife conferences.
2. Midwives must be planning to attend the 32<sup>nd</sup> Triennial Congress of the International Confederation of Midwives (Indonesia, June 21-25, 2020)
3. Midwives must be willing and commit to participate as an assistant in at least one of the FIRST TOUCH workshops planned for the 32<sup>nd</sup> Triennial Congress of the International Confederation of Midwives (Indonesia, June 21-25, 2020)
4. Midwives must use the monetary portion of the award to offset their attendance at the 32<sup>nd</sup> Triennial Congress of the International Confederation of Midwives (Indonesia, June 21-25, 2020) where they will be formally recognised in person
5. Midwives must have opted-in/opt-in to receive Touch Ambassador Workshop related communications
6. Midwives must be able to demonstrate, document and share with ICM how they are effectively spreading their newfound knowledge at the country, community or health facility level through the Midwife Touch Ambassador Recognition award submission process (see below for guidelines of application).

**Are you eligible? If you are, keep reading and see what you need to submit to enter the competition!**

### **Submission guidelines:**

For this award, ICM and JJCI want to know how you put your learnings as a Midwife Touch Ambassador into action, beyond the original workshop, some examples of how are:

- educating other midwives or parents on the power of Touch and massage to foster health newborn development;
- sharing information on the benefits of massage on your own social media accounts (Facebook, Instagram or Twitter).

**📌 Hold on a second before you start writing! 📌**



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## Submission format

The submission format for this award is unique.

For this award, we are looking for submissions that are creative, fun, stimulating and engaging – so a plain application letter won't do!

Let your creativity flow and tell us how you have effectively spread the Touch Ambassador Workshop learnings.

Here are some examples of the submission types we are looking for:

- Short film 🎬
- An opinion article about the importance of touch massage. 🗣️
- Music video 🎤🎸
- Performance art piece for example a play 🎭
- Social media campaign with the hashtag #FirstTouch and #PowerofTouch
- Photography 📷

Your submission must demonstrate:

- The beneficiaries: who you have shared your learnings with
- The action: what did you do to spread your learnings
- The numbers: how many people did you reach
- A story: tell us an impactful story
- And of course, fun: make sure it is fun and you have fun with it!

## When and how to apply

Apply for the Midwife Touch Ambassador Recognition Award by emailing your submission to **([touch@internationalmidwives.org](mailto:touch@internationalmidwives.org))**

For questions regarding the application process, please contact us via [info@internationalmidwives.org](mailto:info@internationalmidwives.org) and write Midwife Touch Ambassador Workshop

All documents should be in pdf or jpeg format. Videos can be sent through WeTransfer.

The award winners will be announced by **31<sup>st</sup> December 2019**.