



INTERNATIONAL

day of the

MIDWIFE

May 5th 2020

Midwives with women:

celebrate, demonstrate, mobilize, unite
- our time is NOW!



International
Confederation
of Midwives

IDM 2020


**Midwives with women:
celebrate, demonstrate,
mobilise, unite – our time is
NOW!**

The theme for ICM 2020 builds off the theme for the International Year of the Midwife 2020 – ***‘Celebrate. Demonstrate. Mobilise. Unite.’*** For IDM 2020, ICM will focus in more depth on how midwives and women can partner together to mobilise and unite toward a shared goal of gender equality.

As midwives, we work with women every day, as we partner with them in their care during the childbirth continuum. Midwives and women have a unique opportunity to get to know each other and to build trusting and reciprocal relationships through the continuum of pregnancy, labour, birth and the postnatal period. Through these relationships, Midwives become trusted members of families and communities.

We need to take this partnership further. Women and Midwives must unite to demand political action for a gender-equal world.





Midwives play a vital role in the gender equality movement: Everyday, midwives, in every part of the work are upholding women's rights to quality, and midwife-led care throughout the childbirth continuum. ***We are the feminist profession.***

Midwives use their voice to speak up in community discussions around female gender mutilation, child marriage, contraception, and sexual reproductive health and rights. They can and do play an active role in driving progress towards gender equality in their communities and countries. Midwives around the world ***stand with women.*** We are by their sides during their most vulnerable moments, and fight daily for the recognition of their rights to choose a normal birth under the care of a Midwife. ***But we can't fight this battle alone.***

In many communities and countries, midwives have lost their power of agency and face the same common challenges as women globally – such as lack of pay, disrespect, harassment and discrimination. These realities were highlighted in the [**Midwives' Voices and Midwives Realities Report in 2016.**](#)

We need to harness the power and momentum of the women's movement and with a united voice, demand political action. If the one million midwives represented by ICM, each partnered with one woman in advocacy, we could raise the voices of over two million women with the same message. If all our member associations partnered with women's groups in their communities, think how much further our message could reach?

Midwives and women can be allies in the global gender movement. Together we can bring focus to the issues that women face, and together we can demand changes for a gender-equal world where all our rights are respected and upheld.

On International Day of the Midwife 2020, ICM will call on Midwives to become gender champions in their communities and to become stronger partners with women, as protectors and defenders of women's rights. It's time to take action!

OBJECTIVES OF IDM

On May 5th each year, midwives, women, girls, partners and supporters of midwives and midwifery globally come together to celebrate the International Day of the Midwife with their own activities, driven by one strong, collective voice.

However you decide to celebrate, ICM encourages you to include one or all of the following key objectives in your plan to ensure the greatest possible impact on this important day:

Inform everyone with an interest or background in health and justice that midwives are crucial to reducing maternal and neonatal morbidity and mortality

Celebrate the achievements of midwives and their contribution to improving sexual, reproductive, maternal and newborn health outcomes

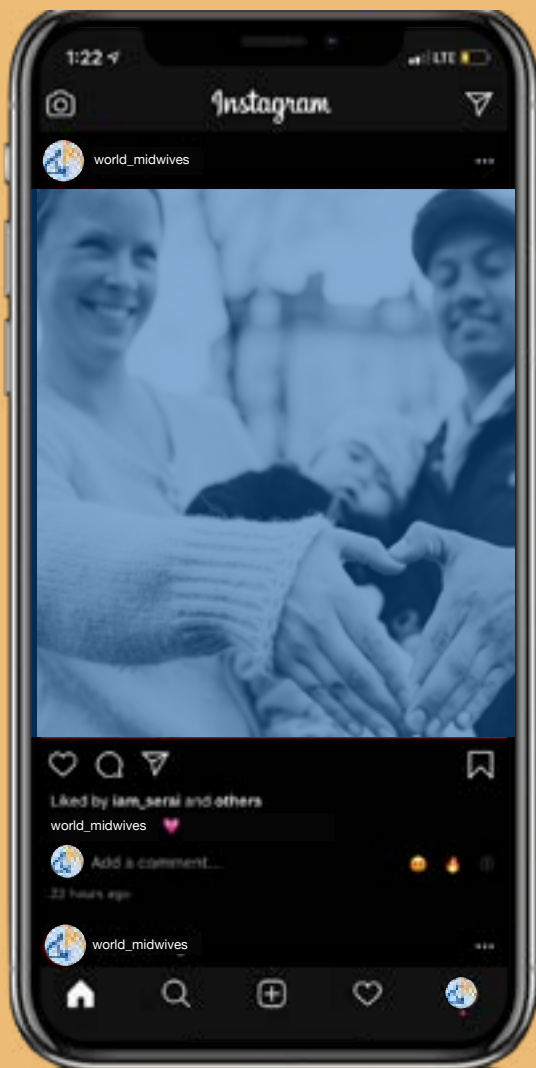
Motivate policymakers to implement change by lobbying for adequate midwifery resources and recognition of the unique professional role of midwives



HOW

This year our theme is for IDM 2020 builds off the theme for the International Year of the Midwife 2020 - 'Celebrate. Demonstrate. Mobilise. Unite.' For IDM 2020 we ask midwives and associations to focus on how you can partner with women and women's groups to mobilise and unite towards a shared goal of gender equality.

Suggested Activities



Celebrate your profession

We encourage midwives who have the title 'NURSE' to change their name badges to 'MIDWIFE' and share the photo on social media with the hashtag **#ProudMidwife**

Celebrate with the mothers in your care!

We encourage midwives to ask women to use the word 'midwife' in their birth notices and communications.

The day will be a time to celebrate the work of midwives with a social media campaign, **#IThank**. We ask women to recognise the midwife who supported them through birth by naming their midwife on social media. using **#IThank{NAMEYOURMIDWIFE}**.

Be sure to add **#Midwives2020** and **#IDM2020** to your message as well.

Connect with women's groups!

This year it is all about building the number of voices advocating for midwives. It's time to get out there and work with women's groups to build a unified movement!

- Offer free antenatal, postnatal or other reproductive health services to sensitive women to the benefit 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
 - Contact women's groups and ask to come and speak at one of their meetings about the work you're doing and the help you need.
 - Host a meeting and invite local women's groups to attend. Start to build relationships with these groups and ask them to support you.
 - Ask women to engage in the **#IThank** campaign recognizing and naming the midwife who supported them through birth.
 - Share the women's [social media toolkit](#) for them to join in the messaging on **#IDM2020**
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REACH OUT TO LOCAL MEDIA

It's easier than ever to connect with local media personalities regarding issues in our communities. Most journalists now have their email address listed in their Twitter bios or on previously published work. We encourage you to reach out to media contacts in your cities and discuss your efforts to celebrate [#IDM2020](#). Here are a couple of pointers to consider when reaching out to media:

- Use this media release template to construct a custom release based around your specific IDM event or initiative
 - If possible, target your pitches to journalists of publications that focus on health or women's issues
 - Keep your outreach as lean as possible and include on the necessary details (who, what, where, and when).
 - Consider alternative forms of coverage such as local blogs, students publications and radio shows, as well as the digital platforms of politicians and other influential people (see below section for more details)
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CONSIDER YOUR NETWORK OF INFLUENTIAL PEOPLE

In our increasingly digital world, many health professionals including midwives, rely on platforms like Instagram, Facebook, and Twitter to stay connected to family, friends, and other members of the health care community. This is true of individuals in all professions, and many of these individuals boast extremely large, captive social media followings. If these types of ‘influencers’ exist in your network, consider reaching out and asking them to post about IDM. Here’s a recommended process for that outreach: Choose what platform to reach them on: Does their Instagram bio have an email address listed or is their following concentrated on Twitter or Facebook?

Carefully select the influencer(s): When deciding who to reach out to, think about how the audience of the prospective influencer aligns with the messaging promoted by IDM — Is the individual directly involved with women’s health? Are they a politician who regularly advocates for women? Are they a makeup artist with a large following of young women and girls? Get creative and don’t be afraid to think outside the box when it comes to your outreach efforts.

Choose what platform to reach them on: Does their Instagram bio have an email address listed or is their following concentrated on Twitter or Facebook?

Compose a short message explaining your ask:

“Hi,
My name is _____ and I work for _____. I’m reaching out to see if you might be interested in sharing content on your social platforms regarding International Day of the Midwife (#IDM2020) which is coming up on May 5. This day is intended to mark the profession of midwifery on a global scale and highlight the unique challenges associated with childbearing and child delivery. If this initial ask interests you, I can send you more information about #IDM2020 and how it’s being celebrated around the world. I will also send you a photo to correspond with the post. Please let me know what your thoughts are!

Include a photo with your message: To make it easy on the individual who you’re approaching for support, send a relevant photo along with your message. This can be a photo from one of ICM’s digital channels or it can be a photo specific to your relationship with midwifery.

SOCIAL MEDIA MESSAGING

#IThank Campaign

#IDM2020 will be a time to celebrate the work of midwives with a social media campaign #IThank. We ask women to recognise the midwife who supported them through birth by naming their midwife on social media using either:

#IThank{NAMEYOURMIDWIFE}

or

#IThankMyMidwife

Be sure to add **#Midwives2020** and **#IDM2020**

IDM

2020

MESSAGES

Our message to Midwives:

- Be bold and brave and speak up for women's and girl's rights in your countries and communities.
 - Fight injustices in every space you see them, from female genital mutilation, sexual violence, harassment and unfair and unequal treatment of women and girls.
 - Strengthen your partnerships with women as a vital part of delivering quality care and ensure respectful maternity care is central to their work.
 - Educate women on their rights to informed choice about their bodies and their lives which includes pregnancy, normal childbirth and contraception.
 - Encourage women to ask healthcare professionals questions about their decisions and not to be coerced into any early medical interventions.
 - Advocate equal access to sexual and reproductive health and rights for women and girls.
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MESSAGE FOR WOMEN AND WOMEN'S GROUPS:

- Demand your rights to make informed choices about your pregnancies and childbirth.
 - Demand your right to midwife-led care
 - Highlight the work of midwives in your communities and countries as a feminist profession.
 - Campaign for respectful maternity care as the right of every woman globally.
 - Demand an enabling environment to ensure midwives can deliver quality care for pregnant women
 - Defend the rights of midwives to practice their profession as a separate profession.
 - Advocate to governments that midwife-led care should be the first choice for women.
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Sample Messages

- 1.** Happy International Day of the Midwife [#IDM2020](#). Retweet to show your support for midwives everywhere!
- 2.** Today, we're asking women to recognise the midwife who supported them through birth! Here's how: [#IThank{NAMEYOURMIDWIFE}](#) [#Midwives2020](#) & [#IDM2020](#)
- 3.** Did you know, midwives are key to ensuring universal access to voluntary family planning and spacing. This could help prevent 87 million unintended pregnancies and reduce the rate of unsafe abortions globally? [#IDM2020](#)
- 4.** Today, we call on midwives around the world to speak out in support of universal access to voluntary family planning and spacing. This could help prevent 87 million unintended pregnancies and reduce the rate of unsafe abortions globally. [#IDM2020](#)
- 5.** The profession of midwifery intersects with so many other global causes. We encourage women's organizations of all shapes, sizes and focuses to highlight the voice of midwives on their channels today. [#IDM2020](#)
- 6.** Today is International Day of the Midwife – "IDM 2020 builds off the theme for the International Year of the Midwife – 'Celebrate. Demonstrate. Mobilise. Unite.' For IDM 2020, we ask midwives and associations to focus on how they can partner with women and women's groups to mobilise and unite towards a shared goal of gender equality. [#IDM2020](#)

IDM

ART WORK



Twitter Post



Instagram Post



Facebook Banner



A4 Poster



Additional Graphics

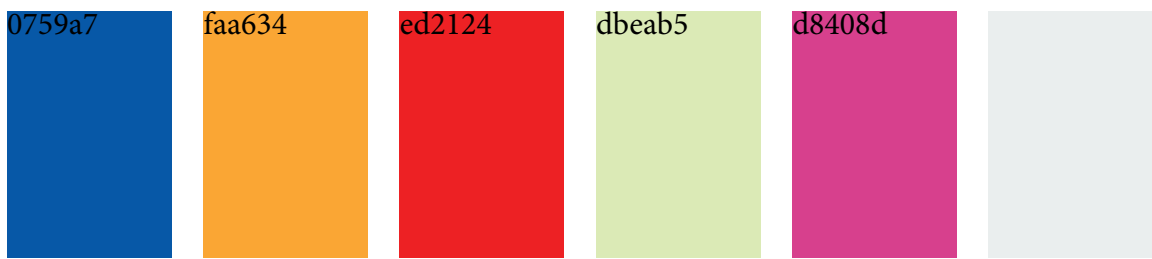




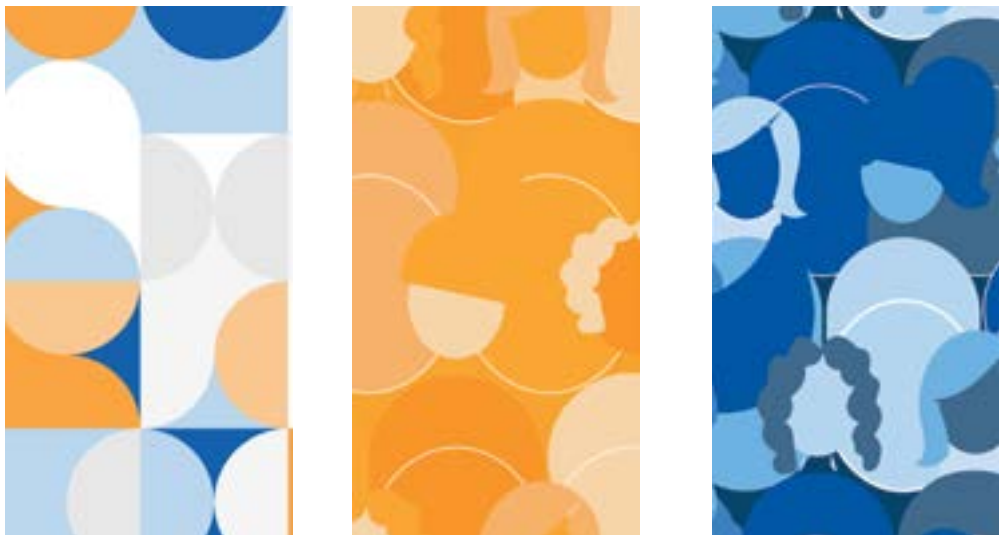
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