

# YEAR OF THE MIDWIFE

CELEBRATE  
DEMONSTRATE  
MOBILISE  
UNITE

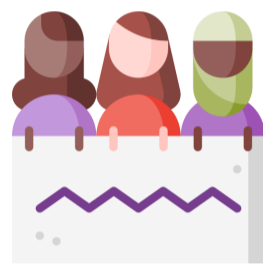


# THEME

The International Year of the Midwife is focusing on **celebrating** the work of midwives globally. **Demonstrating** through evidence the impact of midwives and the case for investing in midwives. **Mobilising** midwives, midwives' associations, women's groups and the wider global community to advocate for midwife-led care. **Uniting** midwives and women towards a common goal of gender equality.



CELEBRATE



DEMONSTRATE



MOBILISE



UNITE





# KEY RESOURCES

## KEY MESSAGES

- International Year of the Midwife provides the opportunity to advocate for the strengthening of midwives and the midwifery profession globally.
- Building a strong partnership between women and midwives is key to delivering quality maternity care that is based on respectful care.
- Care from a competent and qualified midwife during pregnancy, birth and the postnatal period is a human right for women and newborns everywhere.
- Midwives deserve enabling environments to deliver quality care worldwide.
- Midwives unite with women to protect and progress women's rights globally.

## JANUARY

To begin 2020, we want you to share your photos on social media of the first babies born into the hands of midwives and add the hashtag **#Midwives2020**. **Let's celebrate human life and midwives delivering the future.** We will select the best photos to share to the world on the ICM social media platforms and the monthly newsletter.

## JANUARY - JUNE

Know an amazing midwife who is making waves in your country? Tell us about them and send a short description of **what impact they have made in your country, the name of the midwife and a high quality photo to us** at [communications@internationalmidwives.org](mailto:communications@internationalmidwives.org). We want to celebrate midwifery leadership all year long!

## MARCH

We will be co-hosting events at the Commission on the Status of Women and celebrating the 25th anniversary of the Beijing Declaration and Platform for Action. Celebrate the progress in gender equality in the last 25 years and tell us what gender changes you would like to see in your country. Tag all your comments with the hashtag **#WithWomen**.

## MAY

The ICM leadership will be going to the World Health Assembly to advocate for midwives globally. Do you have something you wish to say to the WHO Director General? Post a video of what you as a midwife demand from global health leadership. Remember to tag **@worldmidwives** on Instagram, Facebook, Twitter or LinkedIn and add **#Midwives2020**.



### 5 MAY: IDM 2020

This year the IDM theme will be: Midwives with women: Celebrate. Demonstrate. Mobilise. Unite – our time is NOW! The day will be a time to celebrate the work of midwives with a social media campaign #IThank. 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. We encourage midwives to ask women to use the word 'midwife' in their birth notices and communications.

### JUNE 21 - 25

The ICM Triennial Congress will bring together approximately 5,000 midwives from across the world. Will you be there? Yes or no, you can discuss and debate the importance of strengthening midwifery globally. Remember to use the official Congress hashtag **#Midwives2020** and tag us **@WorldMidwives!**

### JUNE 21 - 25

Two reports will be launched at the ICM Congress in Bali demonstrating the impact of midwives and the investment case for midwives.

### SEPTEMBER

At the United Nations General Assembly, we will be hosting a side event to celebrate midwives globally. We will share your videos and stories from the year to our partners and global stakeholders. Join in on the fun and follow the action on the ICM Twitter and Facebook. Have something you want to say to the global leadership? Tweet us your comments about why the partnership between women and midwives is crucial for quality care. Remember to tag us and use the hashtag **#Midwives2020**.



# CREATE YOUR OWN ADVOCACY MESSAGES

How will you celebrate the International Year of the Midwife? Whether you are hosting an event, attending the ICM triennial Congress or or engaging on social media – we encourage you to use the year to advocate for women’s rights, a stronger partnership between midwives and women, midwife-led care and an enabling environment for all midwives.

- If gender equality was achieved, the world would be [\[insert your message here\]](#) #WithWomen.
- The partnership between #midwives and #women is essential. I stand #WithWomen because [\[insert your message here\]](#).
- An enabling environment is [\[insert your thoughts here\]](#).
- #Midwives2020Midwife-led care is a human right because [\[insert your message here\]](#) #Midwives2020.



# CELEBRATE



ICM will celebrate midwives globally by:

- Sharing photos of the first babies born throughout January.
- Highlighting the accomplishments of midwives around the world.

## 1 TAKE ACTION

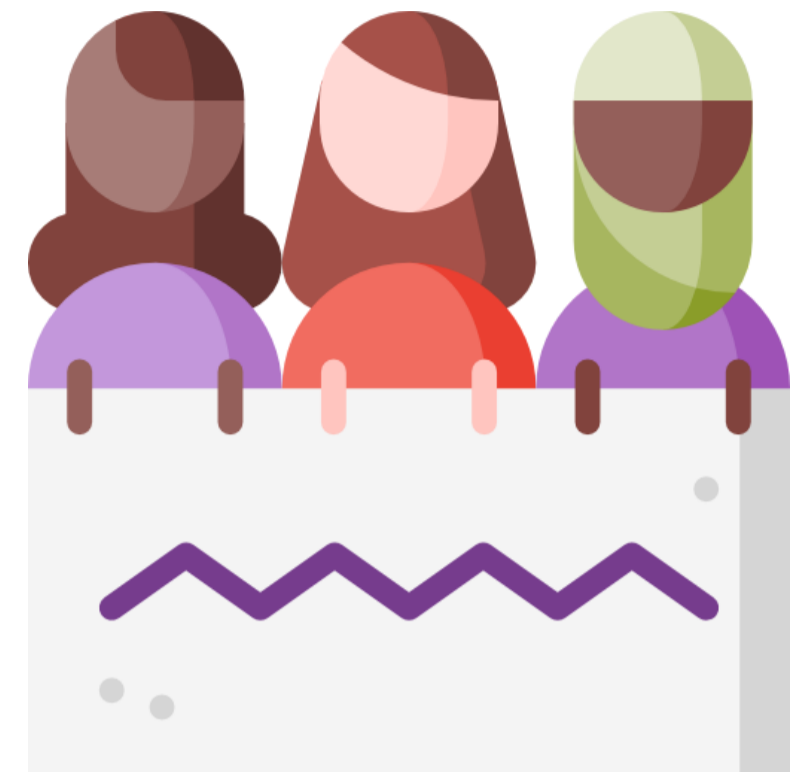
- Celebrate midwives and host an event in your community.
- Organise a rally, flash mob, march, public performance, marathon or other high-visibility event to celebrate.
- Contact your local newspaper and radio and tell them about the work you are doing as midwives.
- Create a social media campaign and encourage midwives in your community to share their achievements.

## 2 SAMPLE MESSAGES

- I love being a midwife because [\(insert what you love about your job\)](#). #Midwives2020
- Celebrating the work of midwives globally. #Midwives2020
- Midwives are vital to all health systems. #Midwives2020
- I am a midwife and I matter. #Midwives2020
- Every midwife is a valuable part of the community, country and health system. #Midwives2020
- Being a midwife is my true calling. #Midwives2020

# DEMONSTRATE

ICM will demonstrate the impact and the investment case for midwives by:



- Launching two reports in June 2020 on the investment and impact of midwives.

## 1 TAKE ACTION

We will announce the launch of the two reports once they are published in June. Keep your eyes on the ICM social media platform and the website.

In the meantime, you can use statistics from several past reports:

Midwives' Voices Midwives'

Realities report:

<https://bit.ly/2sS1O6Q>

Lancet Midwifery Series:

<https://www.thelancet.com/series/midwifery>

Strengthening quality midwifery education for Universal Health Coverage 2030: Framework for action:

[https://www.who.int/maternal\\_child\\_adolescent/topics/quality-of-care/midwifery/strengthening-midwifery-education/en/](https://www.who.int/maternal_child_adolescent/topics/quality-of-care/midwifery/strengthening-midwifery-education/en/)

## 2 SAMPLE MESSAGES

- It is time to address stark under-investment in midwifery education to transform the quality of maternal and newborn health.  
#Midwives2020
- Access to quality midwifery care can avert 80% of maternal and newborn deaths and stillbirth.  
#Midwives2020
- Midwifery is a key solution to the challenge of providing universal and quality maternal and newborn care required to meet the SDG goals.  
#Midwives2020
- Midwives are vital for quality care. #Midwives2020



# MOBILISE



ICM will mobilise midwives, associations, stakeholders and women to become advocates by:

- Hosting the 32nd Triennial Congress in Bali.
- Delivering advocacy workshops.
- Organising meetings with partners and stakeholders to drive change for midwives globally.

## 1 TAKE ACTION

- Get in touch with local women's groups and organise a meeting.
- Involve midwifery students in your midwifery association and political actions.
- Write a letter to your political representative asking for commitments for the next 10 years for midwives.
- Visit your local political representative and tell them about the role of midwives and what changes are needed in your country to improve midwifery services for women and newborns.

## 2 SAMPLE MESSAGES

- Midwives demanding enabling environments to provide a continuum of quality care. #Midwives2020
- Midwives rights are human rights. #Midwives2020
- Calling my government (tag your government) to resource and support midwives to do their jobs. #Midwives2020
- Midwife-led care should be the first choice for women. #Midwives2020
- Midwives care for women throughout pregnancy, labour, birth and after birth. #Midwives2020
- Midwives have a right to safe, respectful, well-resourced working environments. #Midwives2020

# UNITE

ICM will unite midwives and women towards a common goal for gender equality by:

- Engaging women's groups as key stakeholders.
- Harnessing partnership between women and midwives.
- Launching a global campaign to unify women and midwives.



## 1 TAKE ACTION

- Are you working as a midwife but called a nurse? Change your name badge to 'midwife' and raise the profile of your profession.
- Contact your local women's groups and tell them about your role and your midwifery association and ask to speak at one of their meetings, or invite them to one of yours.
- Organise a campaign with your local women's group
- Ask the women you care for to use the word 'midwife' in their birth notices and communications.

## 2 SAMPLE MESSAGES

- #IThank my midwife ([enter the name](#)) #Midwives2020
- #Midwives united with #Women. #Midwives2020
- I am a #midwife and I am a champion of women's and girls rights. #Midwives2020
- #Midwives, mobilise and educate women on their rights to make informed choices about their bodies. #Midwives2020
- Midwives stand for women's rights to care from competent midwifery. #Midwives2020
- Midwives with women, women with midwives. #Midwives2020
- #Midwives, strengthen your partnership with women and women's group to accelerate maternal and newborn health, and gender equality. #SDGs #Midwives2020
- #Midwives support women's rights to decide. #Midwives2020

## HASHTAGS

**Main hashtags:**  
**#Midwives2020**  
**#WithWomen**

**Other hashtags:**  
**#MidwivesUnitedWithWomen**  
**#MidwivesVoices**  
**#MyBodyMyChoice**  
**#SRHR**

## TWITTER

**@WorldMidwives**

## FACEBOOK

**@InternationalConfederation  
ofMidwives**

## INSTAGRAM

**@WorldMidwives**

## YOUTUBE

**@WorldMidwives**

## LINKEDIN

**@international-confederation-of-  
midwives-icm**



**International  
Confederation  
of Midwives**

Strengthening Midwifery Globally

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**INTERNATIONALEMIDWIVES.ORG**

