

Resource Pack

#IDM2016



International
Confederation
of Midwives

Strengthening Midwifery Globally



**International Day
of the Midwife 2016**

Women and Newborns: The Heart of Midwifery



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Introduction

Dear Midwives,

Every year, millions of women and newborns around the world are cared for by skilled midwives. Every day, thousands of babies are born, mothers are taken care of and lives are saved – by midwives.

Every May 5th, we dedicate one day to remind the world of these everyday achievements. On the International Day of the Midwife, we celebrate the successes of midwives and focus on recognizing the importance of midwifery. It is also a day to reiterate and call attention to the improvements still needed to ensure that all women have access to a qualified midwife.

This year the theme of the International Day of the Midwife is “Women and Newborns: The Heart of Midwifery”. To a midwife, what is more important than making sure that each woman and newborn has access to the best possible care before, during and after pregnancy and childbirth? And to a woman who is pregnant or giving birth, is there a better partnership than one with a skilled midwife? This is something that every woman must have access to.

The women and newborns of the world need midwives now and in the future. Midwives have a key role to play as the global community strives to achieve the Sustainable Development Goals of reducing maternal and newborn mortality and ensuring universal access to healthcare services. To ensure that there are enough qualified midwives to care for all women and newborns, countries must continue to increase investments in the education of midwives and growing the midwifery workforce.

This resource pack has been created to support you in organizing your activities and events related to the International Day of the Midwife. It includes guidance on planning your event, its objectives and messages, as well as tips and visual materials for increasing awareness through traditional and social media platforms. We hope this will be useful as you prepare to celebrate this year’s International Day of the Midwife.

Thank you for your continued efforts in increasing awareness of the role of midwives and advocating for increasing access to evidence-based, quality care focused on the needs and desires of women and their families. The 2016 International Day of the Midwife is a great opportunity for midwives, midwives’ associations, partners, friends and families around the world to focus on the very best outcomes for all women and their newborns. They are the reason why we are midwives—women and newborn are indeed the heart of midwifery.

**Yours sincerely,
Frances Ganges
ICM Chief Executive**

Objectives



On May 5th midwives, midwives' associations and supporters of midwives and midwifery globally celebrate the International Day of the Midwife with their own keynote activities.

YOUR ACTIVITY SHOULD MEET ONE (OR ALL) OF THE KEY OBJECTIVES OF THE DAY:

- » Inform everyone with an interest in health and justice that **midwives are crucial to reducing maternal and neonatal mortality**
- » **Celebrate the achievements of midwives and progress made** in improving maternal and neonatal care and midwifery services
- » **Motivate policymakers and decision makers to implement change** by lobbying for adequate midwifery resources and recognition of the unique professional role of midwives.

When preparing your activity, start by defining your objective.

What do you want to achieve in the long term?

Who are the groups of people you need to reach to achieve this objective?

What messages are most relevant locally?

Based on the objective, target groups and messages, decide what kind of activity would best work to create interest among the audience you want to impact and communicate the objective to them. Below are some examples of objectives and connected activities.

Sample objectives and activities

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

Inform the general public about midwives

- » Organize a rally, flash mob, walk, marathon or other high visibility event.
- » Create a social media campaign and encourage your fans and followers to participate by sharing their own experiences of midwifery care.

Increase awareness of midwifery services

- » Offer free antenatal, postnatal or other reproductive health services to familiarize women with midwifery services.
- » Invite policy makers to visit midwifery services and give them insight into the daily life of a midwife.

Improve coverage of midwifery issues in media

- » Invite journalists for a briefing/training session including a tour of a midwifery practice/maternity ward.
- » Connect journalists with mothers who have partnered with a midwife throughout their pregnancy and childbirth.



Sample objectives and activities

Celebrate the achievements of midwives and progress made in improving maternal and neonatal care and midwifery services

Nourish the support system amongst midwives

- » Have a celebratory event where midwives can meet each other and learn about each other's challenges and achievements and share coping mechanisms to support each other.

Strengthen collaboration with other professionals

- » Organize a coffee break and create a good atmosphere. You decide how formal or informal your event should be. You could also show a film or have a round table on midwifery services.

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

Increase the number of midwives

- » Arrange visits to secondary schools to talk about midwifery as a career and in the long term recruit new students. Arrange meeting with government officials to discuss retention strategies. Make sure to use SoWMy as an advocacy tool.

Achieve a policy change

- » Invite government officials to a panel discussion and address the necessary changes.

Key messages



Key messages are the most important things you wish to communicate about a subject.

Whether you want to inform, discuss, promote or advocate, key messages are the messages you want your audience to remember and react to.

Key messages should be easy to say, understand and remember.

They should be clear, concise, bite-sized chunks of information that may stand alone, but can be backed up by supporting messages that provide further evidence to reinforce the core point.

To ensure consistency and increase the power of your message, **key messages should be used in all the materials around your activity**, such as press releases, statements, speeches, fact sheets, and other documents and visibility materials.

The theme of the International Day of the Midwife in 2016 is **Women and newborns: The heart of midwifery**.

Below is a **set of key messages and supporting points** that convey the key ideas related to the theme. You can use these messages and tailor them to your local environment and your audience as you see fit. **Adding locally relevant facts and figures that support your objectives will increase the power of your messaging.**

WOMEN AND NEWBORNS: THE HEART OF MIDWIFERY

Midwives care for women and newborns with skill and compassion	The best partnership for a pregnant woman is with a qualified midwife
Every woman should have access to a midwife	Invest in improving the education and increasing the number of midwives



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Midwives care for women and newborns with skill and compassion

- » Midwives are uniquely positioned to provide **respectful, high quality care** that places women and newborns in the centre. This professional care is a significant contribution to healthy families and thriving communities.
- » Midwives save lives and promote the health and wellbeing of women and newborns across the entire reproductive, maternal and newborn health continuum. **Midwives educated to international standards can provide 87% of the essential care needed for women and newborns.**
- » **Midwives have a key role** to play as the global community strives to achieve the **Sustainable Development Goals** of reducing maternal and newborn mortality and ensuring universal access to healthcare services.

The best partnership for a pregnant woman is with a qualified midwife

- » **A qualified midwife can provide the best partnership for a woman during pregnancy and childbirth.**
- » It has been shown that **women who have access to a midwife** experience less preterm births, less interventions during labour, shorter hospital stays, breastfeed more often and longer, use contraception and space births more often.
- » Extending this partnership to all pregnant women would save millions of lives each year. **If all women delivered with a midwife in a facility capable of providing basic emergency care, it is estimated that 56% of maternal, fetal, and newborn deaths could be prevented.**ⁱⁱ

Every woman should have access to a midwife

- » **Every woman deserves access to the high quality, skilled care provided by an educated and qualified midwife.** All women and newborns should have the best possible chance of surviving and thriving throughout pregnancy and childbirth.
- » The proven benefits of having care provided by a midwife are many, yet millions of women go through pregnancy and birth without a midwife or other professional care. This needs to change.
- » **Inequality in access to care persists:** in developing countries, less than 60% of women have access to a midwife when giving birth. In the least developed countries this figure is only 34%.ⁱⁱⁱ



WOMEN AND NEWBORNS: THE HEART OF MIDWIFERY

Midwives care for women and newborns with skill and compassion	The best partnership for a pregnant woman is with a qualified midwife
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Invest in improving the education and increasing the number of midwives

- » Countries must continue to increase investments in the education of midwives and growing the midwifery workforce. It is the only way to ensure that there are enough qualified midwives to care for all women and newborns.
- » **Currently only 22% of countries have enough midwives to provide the needed care.** Investing in midwifery education could yield a 16-fold return on investment in terms of lives saved and costs of caesarean sections avoided.
- » Women and newborns of the world need midwives now and in the future. **Every year, approximately 289,000 women die from preventable causes related to pregnancy and childbirth.**^{iv} And every year, more than 2.6 million babies are stillborn. Most of these deaths could be prevented.^v
- » Nearly all newborn and maternal deaths (98% and 99% respectively) occur in **developing countries** where pregnant women and newborn babies lack access to health care services – before, during, and after delivery.^{vi}

USEFUL SOURCES FOR ADDITIONAL INFORMATION AND COUNTRY LEVEL FACTS AND FIGURES:

[WHO: Global Health Observatory data](#)

[The State of the World Midwifery Report 2014 \(SoWMy\)](#)

[The World Bank: Health Data](#)

[The MDG Indicators](#)

Visit the Ministry of Health's website in your country

Contact [UNFPA](#) and [UNICEF](#) representatives in your country

Planning



Here are 6 steps to help you plan your event for the International Day of the Midwife:

STEP 1: PLANNING

- » **Set your objectives** and be clear on what you want your activity to achieve.
- » **Decide who your main audience is:** mothers and families, doctors, policy makers, students and etc.
- » **Define your key messages** for the day, utilizing the messaging outlined in this resource pack.
- » **Select your event organizing committee**, the more the merrier and the smaller the workload for one individual.
- » **Identify and assign tasks.**

STEP 2: CHOOSE AN ACTIVITY

- » Decide **which activity or event will best support the achievement of your objective.**
- » **Keep it relevant** for your audience.
- » Be creative, easily accessible, transparent and don't forget: **keep it fun!**

STEP 3: PICK A LOCATION

- » **Decide where** your event or activity is going to be.
- » **Decide what time** and possibly **what day.**
- » **Book the location** if necessary.
- » Ensure you have all **necessary permits.**

STEP 4: CREATE THE PROGRAM

- » Decide **what topics** you will address, and make sure that the **program supports the key messages of the day.**
- » Determine the **order of activities.**
- » **Set a timeframe** for each activity and each speaker.
- » **Invite and brief speakers.**
- » **Recruit additional staff** such as ushers, photographers etc.

STEP 5: PUBLICIZE YOUR EVENT

- » **Start informing your audience well in advance** and increase frequency as the event gets closer.
- » **Send out an invitation** to your target audience.
- » **Promote your event** through your social media channels, newsletters, website, posters and other channels.
- » **Use traditional media** to spread the word and invite selected journalists to your event.

STEP 6: EVALUATE AND FOLLOW-UP

- » **Evaluate the success** of your event and whether you achieved your objectives.
- » **Collect the media coverage**, save and share with your network.
- » **Contact the journalist(s)** and thank them for their work.
- » **Gather the participant data** and send them a personal thank you note.
- » **Identify follow-up steps** such as next meeting with government officials, establishing (virtual) support groups for midwives or mothers, next article in a particular magazine or newspaper.
- » **Write down lessons learned** and share with your organizing committee for next year.

Suggestions for events:

- | | |
|----------------------|-----------------------|
| School visits | Marathons |
| Journalist briefings | Workshops |
| Guided tours | Conferences |
| Coffee event | Market stalls |
| Free antenatal care | Picnics |
| Karaoke | Flash mob |
| Concert | Social media campaign |
| Health Fair | ...Etc. etc. etc. |
| Walks | |



Working with the Media

Engaging with the media can amplify your message and visibility greatly. It is, however, not always easy to get media to write about what you are doing as there is a lot of competition for publicity. Journalists will decide whether to cover your story based on whether they think it will be interesting to their readers or viewers, and whether it is important in the local context.

Send a **press release email** two weeks before the event and **contact relevant journalists** a week before the event. Aim to convince the journalist by providing the facts that will help them make a positive decision:

- » **What activity or event are you organizing?**
- » **What makes it interesting for their readers or viewers?**
- » **Why is it important?**
- » **Who is attending or invited?**
- » **When and where will it take place?**

Also include:

- » **A short quotation highlighting a human perspective and showcasing why the event/day is important and interesting.** This can be from a local midwife or mother. If you can get a celebrity to be quoted, or a significant civic leader with a powerful and positive image, all the better.
- » **A short explanation** of the International Day of the Midwife and your own organization.
- » **Contact details** for further information.

Four top tips for your press release



1)

TARGET YOUR MEDIA

Based on **what media your target audience is following**, decide whether you're going for newspaper, blog, local radio or TV. Find out what kind of stories they like. Phone them and ask which journalist could cover this issue, their deadlines, and contact details. Give them a brief outline of your planned event.

2)

SHORT AND SWEET

Your press release should be short and to the point. No more than a page long. Include the most important information in the heading and in the beginning of the body text. Leave the less critical details to the end, and do not include information that isn't necessary.

3)

KEEP IT IN THE EMAIL

If you're sending an email, put the press release in the body of the email. Add an informative and interesting title to the email subject line. Opening attachments require an extra click, and you should aim to make life as easy as possible for the journalist.

4)

FOLLOW UP

Phone the news desk or the journalist you sent the email to. Ask if they received it and if they need any more information. Be prepared to very briefly explain why your activity is important and interesting for their audience.



Utilizing social media



When used in the right way, **different social media channels can help you reach more people and spread the word about your IDM activities and messages.** Facebook, Instagram and Twitter can be used in many ways to engage your audience and increase the visibility of your events. Below are some examples of how these channels can be utilized. Remember to also see the sections on IDM artwork and suggested social media posts for practical ideas and examples on how to communicate about the theme of the day.

- » For **IDM theme photos and message visuals**, see the artwork section.
- » For **inspiration and ideas for your posts and messaging**, see the section on key messages and suggested social media posts.



Facebook

This social media tool is **ideal to inform your fans in a more personal way about your IDM activities.** It is like a workshop where you have invited the participants and know that they support you and your cause.

USE FACEBOOK TO:

- » change your profile photo and cover photo to **IDM theme photos**
- » post your **key messages**
- » **share** the IDM message visuals
- » create an **event**
- » **invite your fans** to attend this event
- » **upload photos** of your event
- » **engage with your fans** by asking questions
- » **share and like ICM's posts** about the day

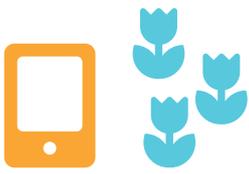


Twitter

This social media tool is **shorter, faster, less personal and more professional compared to Facebook.** Think of it as a dinner party where you sometimes produce your own opinions, but often also agree with what others are saying or comment on an ongoing discussion.

USE TWITTER TO:

- » post your key messages using the hashtags **#IDM2016**, **#midwives** and **#midwifery**
- » share the IDM message visuals
- » change your profile photo and header photo to **IDM theme photos**
- » **announce** your event
- » share **live updates and photos** from your event or activity
- » **post links** to IDM articles and coverage
- » **see, retweet, comment and like** what others are saying about #IDM2016
- » retweet ICM's tweets (@world_midwives)



Instagram

Instagram is a platform all about visually pleasing content, with a focus on personal and inspiring rather than professional content. Share high quality photos and short videos with an inspirational or educational touch. Be sure to add a variety of hashtags relevant to your target group, using both very specific words and more general tags, such as positive words, to make your content available to a broader audience.

USE INSTAGRAM TO:

- » **promote your event in advance** through engaging photos
- » **share a few high quality photos** from your event or activity
- » **request your followers to engage with your posts**, e.g. by asking questions relevant to the IDM theme
- » use the hashtags **#IDM2016**, **#midwives** and **#midwifery** and **add your own inspiring hashtags**
- » share the **IDM message visuals**
- » **change your profile photo** to an IDM theme photo



Blog posts

Blog posts are short notes you can write and publish online. They are particularly good if you want to tell a more personal story.

This year we are again looking for blog posts that we can share on the ICM website. Send in short reports (max. 500 words) about your IDM event to be published on the ICM blog.

START YOUR BLOG POST BY WRITING:

- » **Where and when** your event took place
- » **What your objective was** and **what you achieved**
- » A **favourite moment** at your IDM event
- » A **“lesson learned”** for next year

A blog post is more narrative than a report, more like a friendly chat with your colleague. You can write using your own perspective with personal pronouns such as “I” or “we” or you can use a more general perspective and write in the name of your organization.

Your article should be **no longer than 500 words** and should be sent to ICM as soon as possible after the IDM but not later than the **12th of May**.

Please send it to: info@internationalmidwives.org

Suggested social media posts

Include the hashtag #IDM2016 in your social media posts so we can get as many people as possible talking about the International Day of the Midwife 2016. This will also enable everyone to easily follow the discussion on social media.

MAIN HASHTAG: #IDM2016

ADDITIONAL HASHTAGS: #midwives #midwifery #MaternalHealth #EveryNewborn

On the following page are some suggestions for your social media content.

If you can't think of anything else, you can always retweet some of the **@world_midwives** or **#IDM2016** tweets!





Suggested social media posts

TWITTER

1. Women and newborns = the heart of midwifery. Join us in celebrating International Day of the Midwife! #IDM2016 #MaternalHealth #EveryNewborn
2. Happy International Day of the Midwife! #IDM2016 #midwifery #globalhealth
3. Celebrate the power and potential of #midwives on 5th May – the International Day of the Midwife #IDM2016 with @world_midwives
4. Women and newborns are the heart of #midwifery - May 5 is International Day of the Midwife #IDM2016
5. Today is International Day of the Midwife. Honour the lifesaving work of #midwives with us! #IDM2016
6. Celebrating the International Day of the Midwife by *(insert your activity)* #IDM2016
7. To a #midwife, what is more important than ensuring that each woman and newborn receives the best possible care? #IDM2016
8. Midwives care for women and newborns with skill and compassion. #IDM2016 is about celebrating the everyday achievements of #midwifery
9. #Midwives educated to international standards can provide 87% of the essential care needed for women and newborns.
10. Midwives have a key role to play in the #GlobalGoals of reducing maternal and newborn mortality. Today is for celebrating this! #IDM2016
11. To a woman who is #pregnant or giving birth, is there a better partnership than one with a skilled #midwife? #IDM2016
12. A qualified midwife can provide the best partnership for a woman during #pregnancy and #childbirth. Celebrate #IDM2016 today!
13. The world needs #midwives. If all pregnant women had a midwife, millions of lives would be saved each year. #MaternalHealth #IDM2016
14. If all women delivered with an educated midwife, 56% of maternal and newborn deaths could be prevented. Increase access to #midwives!
15. Women and newborns: the heart of #midwifery. On #IDM2016 we ask countries to improve education and increase this lifesaving workforce!
16. Every woman deserves to survive and thrive. Every woman deserves access to a skilled midwife. #MaternalHealth #IDM2016
17. The proven benefits of a midwife are many, yet millions of women go through pregnancy and birth without one. Let's change this! #IDM2016
18. Globally millions of women give birth without a midwife. This isn't right. Invest in #midwives! #IDM2016
19. Women and newborns of the world need #midwives now and in the future. Investing in midwives is investing in women and babies. #IDM2016
20. Only 22% of countries have enough #midwives to provide the needed care. Countries must continue to grow the workforce. #IDM2016
21. Nearly all maternal and newborn deaths occur in developing countries. Most could be prevented. More #midwives are needed! #IDM2016
22. The world needs #midwives now more than ever. Improve education and increase the workforce for better #MaternalHealth





FACEBOOK

1. Every woman deserves access to the high quality, skilled care provided by an educated and qualified midwife. All women and newborns should have the best possible chance of surviving and thriving throughout pregnancy and childbirth. Like if you agree!
2. Happy International Day of the Midwife! Join us in celebrating the many ways women and newborns are at the heart of midwifery!
3. Every year, millions of women and newborns around the world are cared for by skilled midwives. Every day, thousands of babies are born, mothers are taken care of, lives are saved – by midwives. Today we celebrate International Day of the Midwife to remind the world of these important everyday achievements!
4. Happy International Day of the Midwife! Join us in honouring the successes of midwives and recognizing the importance of midwifery.
5. If all pregnant women had a midwife, millions of lives would be saved each year. Right now, only 22% of countries have enough midwives to provide the needed care for mothers and babies. This needs to change!
6. Today is International Day of the Midwife. It's time to think of the millions of women going through pregnancy and giving birth without access to a midwife's skilled care. What would you say to the people that are making decisions about investing in midwifery?
7. Midwives are uniquely positioned to provide respectful, high quality care that places women and newborns in the centre. Today is dedicated to focusing on this professional care - a significant contribution to healthy families and thriving communities!
8. Midwives save lives and promote the health and wellbeing of women and newborns across the entire reproductive, maternal and newborn health continuum. To a midwife, what is more important than making sure that each woman and newborn has access to the best possible care before, during and after pregnancy and childbirth?
9. To a woman who is pregnant or giving birth, is there a better partnership than one with a skilled midwife? Let's make sure there are enough qualified midwives to care for all women and newborns - the International Day of the Midwife is a perfect day to take action!
10. What's the only way to ensure that there are enough qualified midwives to care for all women and newborns? Investing in the education of midwives and growing the midwifery workforce. On International Day of the Midwife, join us in making sure this happens!
11. If all women delivered with a midwife in a facility capable of providing basic emergency care, it is estimated that 56% of maternal, fetal, and newborn deaths could be prevented. Today is International Day of the Midwife, share if you think the world needs more midwives!
12. "Midwives and health workers: The unsung heroines of maternal health" – Time for global action!

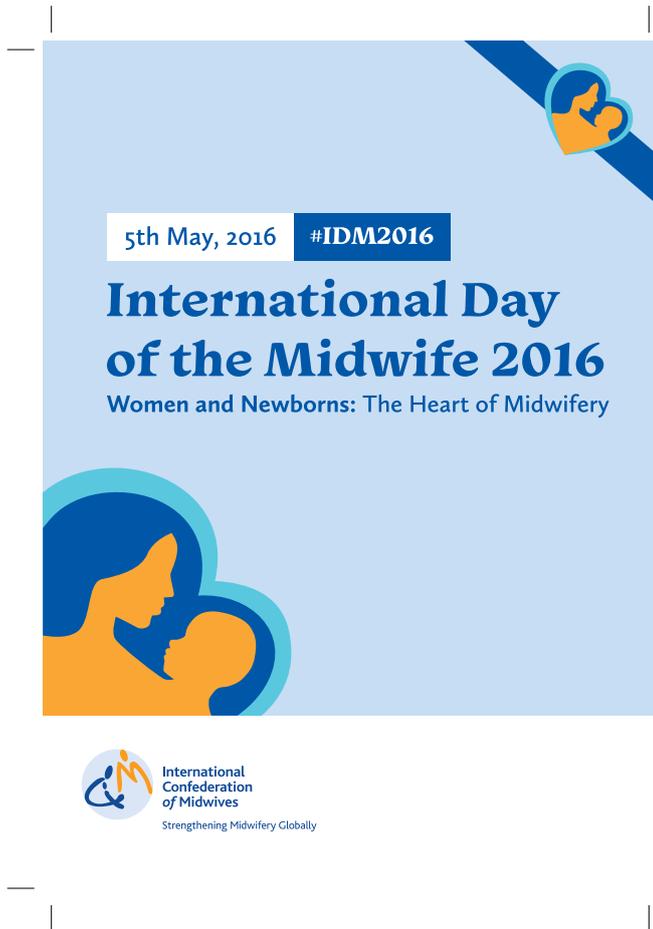


IDM artwork

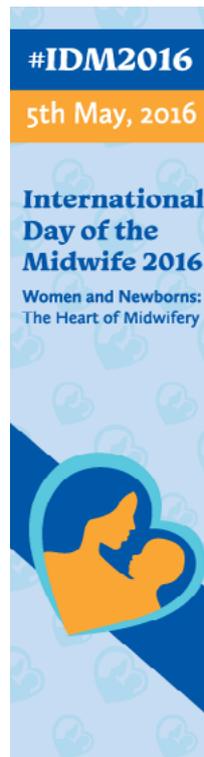


You can download all IDM artwork on the ICM website [HERE](#):

A4 POSTER



SKYSCRAPER



SOCIAL MEDIA PROFILE PHOTOS



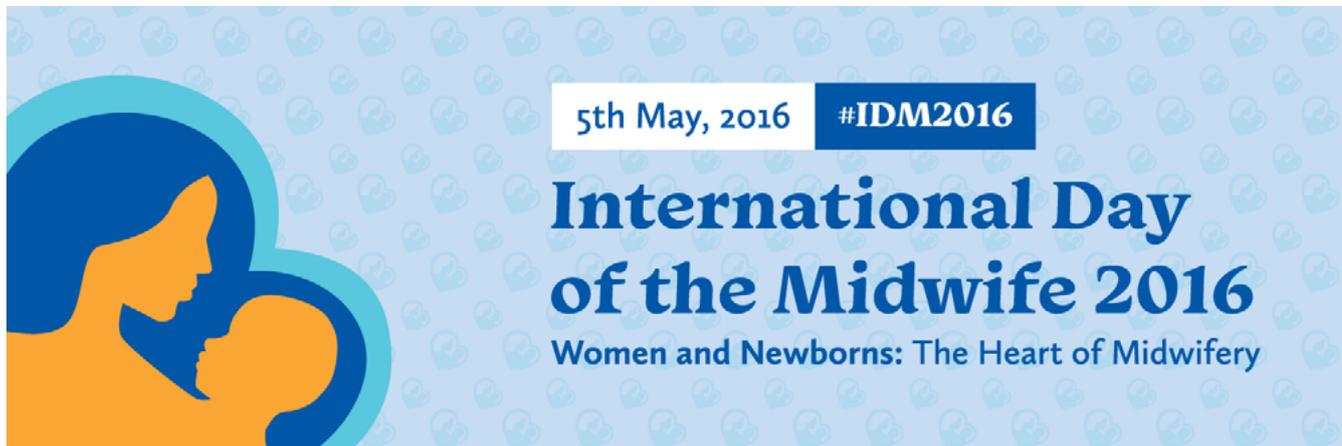
COVER PHOTO - FACEBOOK



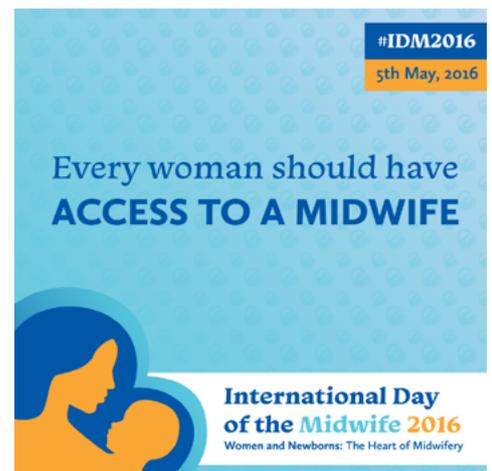
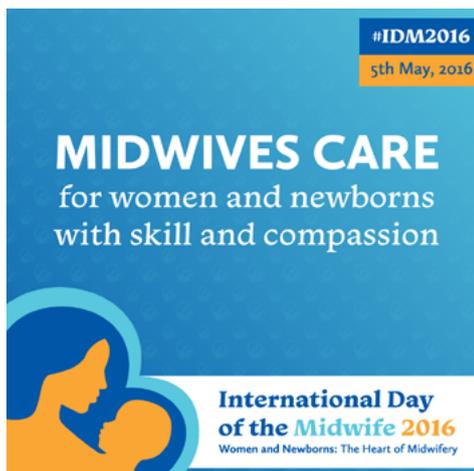
LEADERBOARD



COVER PHOTO - TWITTER



SHAREABLE SOCIAL IMAGES



REFERENCES

- i-ii UNFPA. *State of the World's Midwifery Report: A Universal Pathway. A Woman's Right to Health*. 2014
- iii PMNCH Factsheet: *Maternal Mortality*, 2011
- iv WHO, UNICEF, UNFPA, The World Bank, *Trends in Maternal Mortality: 1990 to 2013*
- v *Healthy Newborn Network*, 2014
- vi *Save the Children, State of the World's Mothers Report*, 2013

**Thank you for
your participation
in #IDM2016!**



**International Day
of the Midwife 2016**
Women and Newborns: The Heart of Midwifery

WWW.INTERNATIONALMIDWIVES.ORG