



International Day
of the Midwife
2019

ADVOCACY
TOOLKIT &
RESOURCE
PACK



International
Confederation
of Midwives

Strengthening Midwifery Globally



With thanks to UNFPA for their continuous support and partnership.





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Introduction

"Midwives: Defenders of Women's Rights"

Dear Midwives,

The International Confederation of Midwives (ICM) is excited to announce that our theme for International Day of the Midwife (IDM) on 5 May 2019 is: 'Midwives: Defenders of Women's Rights'. We look forward to joining all of you to celebrate and advocate for the many ways that midwives defend, protect and stand up for the rights of women, girls and midwives around the world.

This year's theme resonates with the second of ICM's three Strategic Directions, established in the 2017-2020 Strategy as Quality, Equity, Leadership. 'Midwives: Defenders of Women's Rights' is significant in highlighting the vital role that midwives play in protecting the rights of women, girls and midwives by ensuring they can exercise their full human rights, particularly their reproductive and sexual health rights in their communities and countries of practice.

We are in a time where women's and girl's rights are under fire globally. 2017 saw the reinstatement of the Global Gag Rule and 2018 saw several nations implement policies that directly dismantle the human rights and dignity of women and girls. This negative shift in global political tone has undermined the work of many individuals and organisations who have been defending and fighting for gender equality for decades.

But we will not give up. These changes have ignited millions of women, girls, men and boys to stand up and defend the rights of women and girls globally.

More women are standing for political office than any time in history. Africa is leading the way with Ethiopia recently ushering in the most gender balanced cabinet in the world, and Somalia banning Female Genital Mutilation (FGM). Iceland has made the gender pay gap illegal. Latin America is leading globally in local and parliamentary positions held by women and Bangladesh is moving forward in increasing female leadership in management roles, senior officials and legislators. There is so much



to celebrate!

In this spirit, for IDM we want to celebrate the midwives fighting patriarchy, in countries, facilities and communities worldwide. The midwives that are part of each community and neighbourhood, that have pushed back against inequality. The midwives who stand up for the rights of women to receive respectful maternity care. The midwives who offer contraception even though their societies refuse. The midwives who have supported pregnant women who are suffering from abuse and cannot return home. The midwives that say no to performing FGM. The midwives that have held perpetrators of rape and violence accountable, despite fear of the ramifications. The midwives that continue to hold the torch for gender equality and defend women and girls.

IDM is not only about midwives being defenders. It is also an opportunity to highlight the right for a midwife to practise in a safe and enabling environment. We have heard of horrific incidences in Mexico and Nigeria where midwives have been kidnapped and killed on their way to work. And these are just the cases that have captured the attention of global media. More common in many workplaces is the abuse and bullying of midwives by colleagues and the abuse of those who stand up against such behaviour. There are many more stories of abuse that go unheard and unaddressed. Midwives should be free from harm going to work, at work and in their homes.

We want to thank and celebrate you, the midwives who have continued to fight, protect and defend, women, girls and midwives' rights, no matter the circumstance and consequence. Thank you. We see you and we will celebrate your work.

Below you will find our 2019 IDM advocacy pack to assist you in planning your own celebration of midwives being the defenders of women's rights. It contains:

- our objectives
- key messages
- tips to plan your event
- a guide on working with the media
- links to downloadable content for you and your association's use, including different variations of the logos and banners for different platforms in English, French and Spanish

We invite you to share this resource pack with stakeholders in your country, so more people can mobilise for midwives in 2019 than ever before.

A luta continua, vitória é certa!

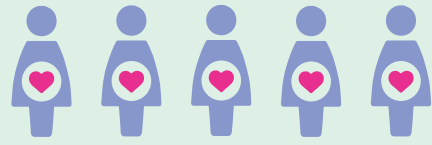
Franka Cadée
ICM President

Sally Pairman
ICM Chief Executive




#IDM2019

Objectives



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.

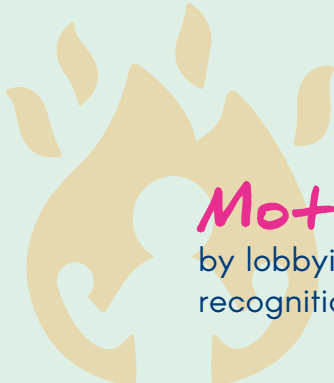
However you decide to celebrate, to ensure unity in messaging and the greatest possible impact on this important day, ICM encourages you to ensure that one or all of the following key objectives is adhered to:



Inform everyone with an interest 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

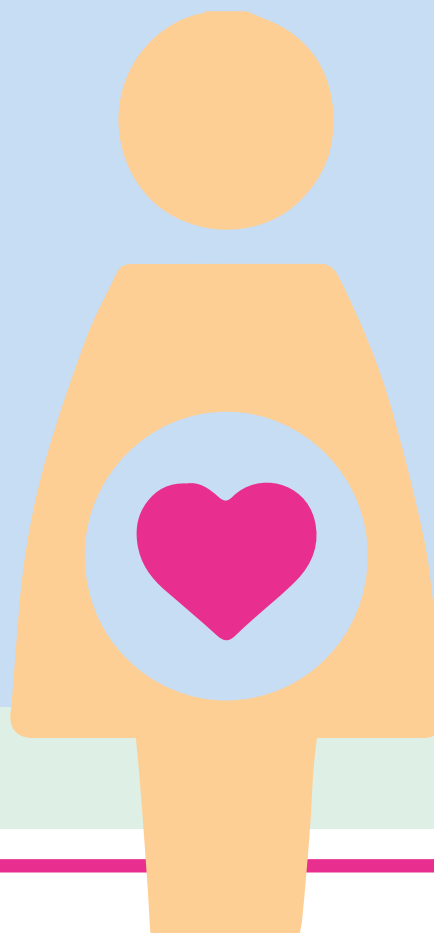
When preparing your activity, decide on your objective first:

What do you hope to achieve? Think about the long-term goals you are striving for to guide the activities you deliver today.

Who are the groups of people (target audience) you need to reach to achieve this objective?

Which messages are most relevant locally?

Understanding your objectives, target groups and messages will help you decide what kind of activity would best work to communicate with your audience. This will help you align your activity with your objective.



Activity Planning



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

Inform the public about midwives

- Organise a rally, flash mob, march, public performance, 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 (see sample messages to help).

Increase awareness of midwifery services

- Offer free antenatal, postnatal or other reproductive health services to sensitise 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.
- Invite policy makers to visit midwifery services and give them insight into the daily life of a midwife.
- SHARE YOUR WORK ON SOCIAL MEDIA [#IDM2019](#)

Increase/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.
- Write and pitch articles to different media houses in advance of IDM so they are published on the correct day.



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

Nourish the support system amongst midwives

- Have a celebratory event where midwives can meet each other and exchange knowledge on what practices and approaches enable them to practise midwifery most effectively.

Collaborate with other health professionals

- Bring together stakeholders in health or gender equality to collectively shine a spotlight on the invaluable work of midwives.
- Organise a social event – either formal or informal – with a collegial atmosphere, where midwives can be celebrated by a diverse group of advocates in support of their work.
- You could also show a video about midwives or reproductive health services to encourage deeper thought about midwifery amongst attendees, or host a roundtable with discussion about the importance of midwifery services. Here is the ICM video about the work of midwives – please share widely.





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 meetings with government officials to discuss retention strategies.

Achieve a policy change

- Invite government officials to a panel discussion and address the necessary changes.
- Share the findings from different reports e.g. Midwives' Voices, Midwives' Realities, the State of the World's Midwifery report, Lancet Series on Midwifery or any other local/national report on midwifery services that might be available in your country.
- Invite relevant government officials to visit your place of work so that they share in the achievements of midwives whilst learning how best to support midwives in overcoming the challenges.
- Advocate for decision-makers to encourage an enabling environment for midwives to practice.



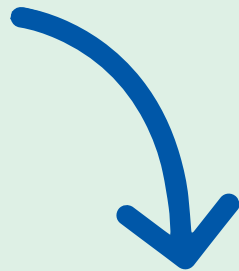


Planning and delivering your IDM event

UNSURE HOW TO PLAN YOUR IDM EVENT? HERE ARE 6 STEPS TO HELP IT TO BE A SUCCESS!

Step 1: PLANNING

- Set your objectives and be clear on what you want your activity to achieve.
- Decide your main audience: mothers and families, doctors, policy makers, students, fellow midwives etc.
- Define your key messages for the day by utilising the messaging within this resource pack.
- Start planning early! Select your event organising committee by remembering that passion and team-work makes a difference. The more participants supporting this event, the lighter the workload is for any one individual.
- Identify and assign tasks
- Set a realistic timeline for when each stage of preparation will be done.



Step 2: CHOOSE AN ACTIVITY

- Decide which activity or event will best enable you to achieve your objective.
- Keep the event relevant to your audience. Be creative, easily accessible, transparent and don't forget: keep it fun and simple!



Step 3: PICK A LOCATION

- Decide where your event or activity is going to be.
- Decide what time and if not 5 May, then also what day.
- Book the location with the relevant authorities, if necessary. Ensure you have all required permits.

Step 4: CREATE THE PROGRAM

- Decide what topics you will address, and make sure that the program supports the key messages.
- 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: PUBLICISE YOUR EVENT

- Start informing your audience well in advance and increase frequency as the event gets closer.
- Send out invitations to your target audience members.
- 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 how effectively you achieved your objectives.
- Collect the media coverage, save and share with your network to maintain the 'buzz' around your event.
- Contact the journalist(s) and thank them for their time.
- Gather the participant data and send them a personal thank you note.
- Identify any follow-up steps that can help you strengthen support for midwives and midwifery, for example: arrange a meeting with government officials who attended the event, establish a virtual support group for midwives or mothers, build a profile by publishing a subsequent article in a magazine or newspaper.
- Write down lessons learned and share with your organising committee for next year.



Suggestions for events:



SCHOOL VISITS

JOURNALISTS BRIEFINGS
(press conference, field visits,
media interviews i.e. Radio or
TV marathons)

GUIDED TOURS AT THE
PLACE OF YOUR WORK

BREAKFAST MEETINGS

KARAOKE

CONCERT

HEALTH FAIR

WALKS

MARATHONS

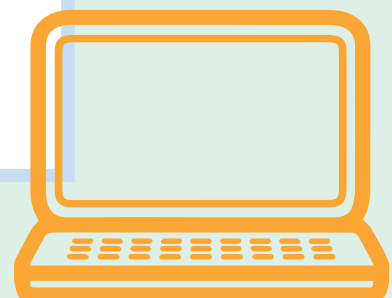
WORKSHOPS,
CONFERENCES,
SYMPOSIUMS

MARKET STALLS

PICNICS

FLASH MOB

SOCIAL MEDIA CAMPAIGN



Form with text in Vietnamese, likely a medical record or consent form, partially visible on the left side of the image.



Working with the media

"The world needs more good news, so let's put women, newborns and midwives in the headlines!"

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.

Two weeks before the event send a media advisory out to your local journalists. A week before the event make sure to follow up with your journalists. ICM will share a press release five days before the day. Aim to convince the journalist by providing the facts that will help them make a positive decision:

- What activity or event are you organising?
- What makes it interesting for their readers or viewers?
- Why is it important or unique?
- 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 find a celebrity or significant civic leader to provide a supportive quote, all the better.
- A short explanation of the International Day of the Midwife and your own organisation.
- Contact details in case someone would like to request further information.

MEDIA ADVISORY TEMPLATE

Media Advisory *for immediate release*

Date _____

International Day of the Midwife, May 5

What *you are doing*

Where *is it taking place*

When *(date and time)*

Short quotation *from someone relevant to the story*

Contact details *(name and phone number)*

Note For Editors:

The International Day of the Midwife is celebrated on 5th May each year to highlight the important role midwives play in the health of mothers, children and their families.

Over 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth. The majority of these deaths would be prevented if there were enough qualified and adequately resourced midwives available around the world. Midwives are skilled to provide up to 87% of childbirth-related services, making them the ideal health professional to support women through the maternity continuum of care.

The World Health Organization, several United Nations agencies and other international bodies have identified midwives as the key in reducing maternal and newborn deaths and disabilities globally. With midwives yielding a sixteen-fold return on investment, the ripple effect of improved health outcomes is significant. Midwives save lives.



**International
Confederation
of Midwives**

Strengthening Midwifery Globally

International Confederation of Midwives
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The Netherlands

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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 and without any superfluous information. Include the most important information in the heading and in the beginning of the body. Leave the less critical details to the end.

3. KEEP IT IN THE EMAIL

If you are 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 journalists.

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.



Key Messages



Based on the objectives and audience of your IDM activity, the message you decide to share is one of the most important things to consider. Whether you want to inform, discuss, promote or advocate, **key messages are the messages you want your audience to react to and remember.**

Key messages should be clear and concise so that any audience member can find them easy to understand and remember. A key message may stand alone, but it can be reinforced by supporting messages that provide further evidence to reinforce the core point.

The presentation of your key messages is determined by your event, for example: On a social media campaign, your message might be a slogan or hashtag that can be copied by anyone else and shared on their media; or at a social event, it can be the theme of a short introductory video played to the attendees.

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 such as banners, T-shirts, caps, umbrellas etc.

The theme of the International Day of the Midwife in 2019 is:
“Midwives: Defenders of women’s rights. ”

Below is a set of sample key messages and supporting points that convey the key ideas related to the theme. You can use them or tailor them to your local environment and audience as you see fit.

MIDWIVES: DEFENDERS OF WOMEN’S RIGHTS

- Midwives uphold and protect the rights of women every day
- Midwives need safe and enabling environments to work in
- Women, girls and midwives have the right to live safe from harm, violence, discrimination and abuse
- Women and girls have the right to access sexual and reproductive

health services anywhere in the world

- Women have the freedom and the power of choice regarding what happens to their bodies
- Every woman has a right to be free from any form of discrimination
- Every woman has a right to privacy
- Every woman has a right to up to date health information
- Women have the right to make choices about their care during childbirth
- Midwives have the right to provide care across their full scope of practice
- Women have the right to access educated and competent midwives
- Every woman has the right to choose the place where she gives birth

For more key messages, please look at the ICM Bill of Rights for Women and Midwives.

Adding locally-relevant facts and figures will increase the power of your messaging.

FACTS AND FIGURES

Useful sources for additional information and country level facts and figures

[International Day of the Midwife 2019 Survey Results](#)

[Midwives' Voices, Midwives' Realities Report](#)

[ICM Bill of Rights for Women and Midwives](#)

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

[The State of the World's Midwifery: Analysis of the Sexual, Reproductive, Maternal, Newborn and Adolescent Health Workforce in East and Southern Africa](#)

[The Lancet Series on Midwifery](#)

[The World Bank: Health Data](#)

[ICM Strategy 2017-2020](#)

The Ministry of Health in your country

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



Utilising Social Media

When used effectively, 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 utilised. 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-themed photos and message visuals that you can use on your own social media, download ICM graphics for free [here](#).
- For inspiration around what to post on your social media, see the section on key messages and suggested social media posts pages of this resource pack.

Facebook



This social media tool is ideal to inform your stakeholders about IDM in a more personal way. It is interactive in that you can post information and invite discussion, whilst creating guidelines for others on how they can support you and your cause. You can interact with your 'Friends' – the people who have selected your posts to show up in their feed – by posting on your page. People mostly use Facebook to connect exclusively with people they already know.

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 from www.facebook.com/InternationalConfederationofMidwives

Twitter



This social media tool attracts a different audience – it is the place for journalists and policymakers who are discussing current issues unlike Facebook and Instagram.

Hashtags are vital in ensuring the right people follow your conversation. Many people will use hashtags (words or phrases beginning with #) so that their words can be cross-referenced with people discussing the same thing.

For IDM, you should use [#IDM2019](#) and [#Midwives](#) to make sure that your posts and tweets are seen by those engaging with the day's events and topics.

USE TWITTER TO:

- Post your key messages using the hashtags [#IDM2019](#) and [#Midwives](#)
- 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 [#IDM2019](#)
- Retweet ICM's tweets from the account [@world_midwives](#)



Instagram



Instagram is a platform with a focus on visual images. Its focus is more on personal and inspirational content, rather than professional information.

Share high-quality photos and short videos with an inspirational or educational touch. Be sure to add a variety of hashtags that are relevant to your target group. Use both specific words and more general tags to make your content available to a broader audience. 'Followers' – the people who have selected your posts to show up in their feed – will usually be either people you know or people interested in the same topics as you.

USE INSTAGRAM TO:

- Promote your event in advance through engaging photos
- Share some high-quality photos and videos from your event or activity
- Request your followers to engage with your posts, e.g. by asking questions relevant to the IDM theme
- Post your key messages using the hashtags [#IDM2019](#), [#Midwives](#), [#GenderEquality](#)
- Share IDM messages and visuals
- Change your profile photo to an IDM theme photo

Blog posts

Blog posts are short articles or editorials that you can write and publish online. They are particularly effective for telling a more personal story, as they are more narrative than a report. You can write using your own perspective with personal pronouns such as "I" or "we", or you can use a more general perspective with a focus on your Midwives' Association.

This year, ICM are asking midwives to send us blog posts that we can share on our website about your experiences as a midwife, your IDM celebrations and any messages you'd like to share with the world that can create support for midwives in your country. Send in short pieces (max. 500 words) with high quality photos to us at communications@internationalmidwives.org either in the lead-up to or immediately following IDM. We are accepting blog posts until the [12th of May 2019](#).

START YOUR BLOG POST BY WRITING:

- Where and when your event took place
- What your objective was and what you achieved
- A favorite moment during your practice as a midwife or at your IDM event
- A “lesson learned” for next year



Suggested Social Media Posts

Not sure what to say for IDM? Use these handy prepared messages on your social media and spread the word of midwives defending women's rights. You can use the same message on your different social media platforms to show coherence in your messaging and brand.

Hashtags: #IDM2019 #Midwives

Mentions: @world_midwives

Twitter / Facebook / Instagram

- Today is International Day of the Midwife. Let's unite to ensure women, girls and midwives everywhere have equal rights and equal opportunities #IDM2019 #Midwives
- Midwives: defenders of women's rights! #IDM2019 #Midwives
- Midwives leading the way in defending, protecting women's rights! #IDM2019 #Midwives
- Happy International Day of the Midwife! #IDM2019 #Midwives
- Celebrating #IDM2019 (add photo) #Midwives
- Championing, protecting and defending women's rights! #IDM2019 #Midwives
- Midwives are essential to sexual and reproductive health and rights of women and girls #IDM2019 #Midwives
- Midwives against FGM and gender violence #IDM2019 #Midwives
- Access to midwifery care is a basic human right of all women, babies and midwives #IDM2019 #Midwives

- Midwives for gender equality and access to education for midwives
#IDM2019 #Midwives
- Midwives are key to ending all forms of discrimination against all women and girls everywhere #IDM2019 #Midwives
- We want more midwives in leadership positions #IDM2019 #Midwives
- We want equal opportunities for midwives and women to become leaders!
#IDM2019 #Midwives
- Every woman has a right to be respected as a person of value and worth
#IDM2019 #Midwives
- Every woman has a right to be free from any form of discrimination
#IDM2019 #Midwives
- Every woman has a right to choose the place where gives birth #IDM2019
#Midwives
- Midwives have the right to practice in safe and just environments #IDM2019
#Midwives
- Female and male midwives must have equal pay. #IDM2019 #Midwives
- All midwives need to be paid a good salary to have a good standard of life
#Midwives #IDM2019
- Midwives advance women's and girls' rights by providing the right sexual reproductive health information and counselling, so they can make informed choices. #SRHR #Midwives #IDM2019
- Midwives are key to ensuring universal access to voluntary family planning and spacing. #IDM2019 #Midwives



IDM Artwork

"Midwives: Defenders of
Women's Rights"



Banners



Social Media Posts



A4 Posters



Facebook / Twitter Covers



References

[The International Confederation of Midwives website](#)

UNFPA. State of the World's Report: A Universal Pathway. A Woman's Rights to Health 2014

WHO, UNICEF, UNFPA, The World Bank, Trends in Maternal Mortality: 1990 to 2013

Healthy Newborn Network, 2014

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

[The Lancet Series on Midwifery](#)

[The World Bank: Health Data](#)

The Ministry of Health in your country

Midwifery Advocacy Toolkit: <http://www.bitly.com/MidwifeAdvocacy>

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



Thank you for your
participation in **#IDM2019**...
Together, we can lead the
way even further for women,
newborns and their families to
receive quality care!





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