TOGETHER AGAIN: FROM EVIDENCE TO REALITY

ADVOCACY TOOLKIT AND RESOURCES PACK

MAY 5, 2023
INTERNATIONAL DAY OF THE MIDWIFE

#IDM2023  #EVIDENCETOREALITY
Contents

Welcome to the #IDM2023 Digital Toolkit 03
What to Expect from #IDM2023 04
IDM Contest 07
Resources 10
IDM Events 19
Membership Benefits Package 21
1. This year’s IDM theme is: Together Again: From Evidence to Reality

A note on the theme: We’ve given both the 33rd ICM Triennial Congress (June 11-14) and #IDM2023 the same theme to underscore our excitement at finally being able to meet face-to-face after more than two years of lockdowns and global travel restrictions. Through this theme, we also want to acknowledge the evidence supporting our profession, and the need to turn this evidence into improved respect, autonomy and working conditions for midwives and improved health outcomes for women and families.
A message from ICM President, Dr. Franka Cadée and ICM Chief Executive, Dr. Sally Pairman

Last year marked the 100th anniversary of the International Confederation of Midwives (ICM), meaning 2023 is the first year of our new century – one that will undoubtedly see major developments for midwives and midwifery. If we want to ensure midwives have the resources and support to lead these developments, we need to leverage moments like International Day of the Midwife (IDM) to garner attention for our life-enhancing work and ensuring that midwives have the resources to fulfil the full scope of midwifery care.

In our respective roles as President and Chief Executive and in our careers as midwives and gender equality advocates, we’ve seen how pivotal IDM has become in advancing our collective demand for greater investment in midwives and midwifery. We’ve also seen how important it is to include voices from outside of the midwifery workforce in promoting and celebrating midwifery, specifically, the voices of the women and families we care for.
That’s why, this year’s #IDM2023 resource pack is designed to encourage everyone to contribute to our advocacy efforts.

**With this in mind, we’ve done things a bit differently this year, adding two new components to our IDM celebration – an IDM contest that encourages collaboration between midwives and women, and a new member zone for our MAs to share and promote their IDM events and initiatives. We’re confident that the prize for the IDM contest is one midwives will really appreciate.**

As always, the IDM resource pack contains the advocacy messages and graphics midwives and their associations require to celebrate IDM both online and in-person. We’ve also included an invitation to the ICM-hosted digital celebration which will take place twice on 5 May 2023, to accommodate midwives’ associations across all time zones.

So, here’s to #IDM2023! We are so proud to be working alongside you, our global midwifery community. We look forward to celebrating your accomplishments on IDM, and at the 33rd ICM Triennial Congress in Bali where we’ll finally be together again.
In marking Dr. Franka Cadee’s final year as President, we wanted to know her favourite IDM memory – this is what she shared with us:

Because a significant portion of my six-year presidency overlapped with COVID-19 pandemic, I spent the past few IDMs marking our special day in front of a computer screen. And while nothing compares to the electricity of in-person gatherings of midwives, I was amazed that the passion and resilience of our community transcended the limitations of Zoom – I’ve thoroughly enjoyed the IDMs I spent dancing and singing from the comfort of my home, with midwives from around the world.

During these celebrations, the fighting spirit of midwives always prevailed as MA’s shared with each other best practices for providing care amidst a global pandemic and the challenges of working within health systems that de-prioritised SRH services and birth in favour of the COVID-19 response. We heard stories from midwives about their efforts to carry on standing with women even while they were themselves were not adequately protected against the pandemic. This once again showed me how strong our bonds are and how much we have overcome through the centuries.

I can’t wait to see midwives embracing each other again on IDM this year, and then shortly after that, at the 33rd ICM Triennial Congress in Bali.
Our IDM contest, featuring the best prize a midwife could ask for!

In celebration of #IDM2023, we want to switch things up and provide women and other birthing people with the opportunity to thank and honour a midwife in their life.

From 15 February to 1 May 2023, we’re asking anyone with a midwife in their life to post a photo of that midwife on Instagram along with a brief description of why that midwife deserves a five-day, all-expenses-paid trip to Bali, Indonesia and free access to the 33rd ICM Triennial Congress (June 11-14).

Whether you work with a midwife, have used midwifery services or have a midwife friend or relative, we encourage you to enter the contest for a chance to provide this special person in your life with the experience of a lifetime!

The winner of the Bali prize pack will be announced during our IDM event on 5 May 2023.
Contest Rules

In celebration of #IDM2023, we want to switch things up and provide women and other birthing people with the opportunity to thank and honour a midwife in their life.

From 15 February to 1 May 2023, we’re asking anyone with a midwife in their life to post a photo of that midwife on Instagram along with a brief description of why that midwife deserves seven-day, all-expenses-paid trip to Bali, Indonesia and free access to the 33rd ICM Triennial Congress (June 11-14).

Whether you work with a midwife, have used midwifery services or have a midwife friend or relative, we encourage you to enter the contest for a chance to provide this special person in your life with the experience of a lifetime!

The winner of the Bali prize pack will be announced during our IDM event on 5 May 2023

Here are the rules for the IDM 2023 Contest:

1. Publish a photo of the midwife you’d like to send to Bali for the 33rd ICM Triennial Congress on Instagram between the period of 15 February to 1 May 2023. Along with the photo, include a short description (no more than 500 characters) about what makes this midwife special to you and the community of people they care for.

2. Remember, only Instagram posts will be monitored; posts on other social media platforms will not be eligible.

3. To be eligible, you must tag @world_midwives and include the hashtags #IDM2023 and #TogetherAgain along with the photo and description. Your post may be in any one of ICM’s official languages: English, French or Spanish.

4. You may only enter the contest once, meaning you cannot post a photo and corresponding description of more than one midwife.
5. The winner of the contest will receive an all-expenses paid trip to Bali, Indonesia and passes to the 33rd ICM Triennial Congress (June 11-14) for the midwife represented in the photo. The all-expenses paid trip includes a return airline ticket (economy class) from the country where the winner is based, hotel accommodations for six nights, a daily per-diem, a travel allowance to cover the costs of transportation fees, visa fees and a pass to attend the Congress.

6. The winner will arrive in Bali the day before the Congress Flag Ceremony (June 9) and leave the day after the Congress ends (June 15). The winner will be required to cover the costs of any travel they choose to take outside of this timeframe.

7. ICM will work with the winner to manage the booking of their flights and accommodations. ICM will reimburse the winner for the costs of the visa, but the winner will be responsible for managing the visa application process. The daily per-diem of €35.00 will be provided for five days. For the two travel days (first and last day of the trip) the winner will be provided with a travel budget of €75.00 per travel day.

8. The winner of the contest will be selected by a randomized draw and announced at the IDM party hosted virtually on 5 May 2023.

9. By participating in the contest, you are acknowledging that you have the right to share the photo and are giving express permission to ICM to use the photo during and after the contest, regardless of if you are selected as a winner or not.

10. In the event that the winning midwife has already registered for Congress and/or purchased their airline ticket and hotel stay, ICM and its Congress management team will work with the contest winner to refund their costs. The contest winner will be required to prove these purchases by producing receipts of eligible expenses. ICM will only refund expenses within reason (i.e. what has been outlined in these rules as the contest prize). It will not refund luxury costs, such as business class airline tickets or hotel room upgrades.

**Contest winners are responsible for managing their visa application process, and ICM cannot guarantee that a visa will be granted. For more information about visas, please click here.**

**We can’t wait to review your submissions!**
Advocate for midwives and women across your social media channels!

In keeping with our theme of coming together again in celebration of midwives and midwifery, we’ve developed social media messaging and graphics on the relationship between a woman and her midwife – the perfect example of what coming together to support one another can achieve.

Before, during and after 5 May 2023, copy the social media messages and download the graphics to advocate for midwives and the women and other birthing people they care for.
Did you know? When a midwife cares for you, you are:

- More likely to have a vaginal birth
- Less likely to have a premature birth
- More likely to have a positive postpartum experience

Happy #IDM2023 #EvidencetoReality

In supporting the bodily autonomy of women and other birthing people, #midwives stand as defenders of human rights and champions for reproductive justice.

On this #IDM2023, let's celebrate midwives for what they are: Activists working every day to deliver a better future for all. #EvidencetoReality

In celebration of #IDM2023, @world_midwives is sending a midwife to Bali for an all-expenses-paid trip to the 33rd ICM Triennial Congress!

If you know a #midwife deserving of this trip of a lifetime, take part in the Instagram contest before May.

Find the contest details here: https://bit.ly/41OSwUB
Today is the International Day of the Midwife – an opportunity to honour and celebrate what can be achieved when a woman or other birthing person receives quality care from a trusted midwife. When a midwife cares for you during pregnancy, childbirth and postpartum, you are:

- More likely to give birth vaginally
- Less likely to give birth prematurely
- More likely to have a positive postpartum experience

Midwife-led care is the most appropriate model of care for childbearing women and people. We must invest in this model and the vital relationship between women and midwives to achieve a healthy future for all. #EvidencetoReality

Happy #IDM2023 to midwives and women everywhere!

May 5th marks the International Day of the Midwife.

Did you know that the relationship between midwives and women can be so much more than care during pregnancy, birth and postpartum? Midwifery care is also about:

- Providing women, families and communities with #SRHR education
- Supporting women to access abortions and working with other healthcare professionals to provide abortions
- Representing the sexual and reproductive health needs of women and community members in leadership roles within hospitals, health clinics and ministries of health

On this #IDM2023, we need to begin seeing midwives for what they really are – feminist activists standing for women and their fundamental rights to bodily autonomy and quality #SRH care.

Like and share this message if you agree. #EvidencetoReality
It's the International Day of the Midwife!

Midwifery is a partnership between a woman and her midwife, based on mutual respect and trust. Health systems and other health professionals can learn a lot from this partnership, like:

- How to listen to and respect the bodily autonomy and human rights of every person
- How health education and primary health services are a first step to improving community wellbeing
- How important it is for health providers to advocate for the people and communities they care for
- How continuity of care models build trust and individualised approaches to care and improve health outcomes

As we mark #IDM2023, let’s look to the relationship between women and midwives as an example of how to build resilient, sustainable health systems that centre people NOT profit. #EvidencetoReality

@world_midwives is sending a midwife to Bali for an all-expenses-paid trip to the 33rd ICM Triennial Congress!

Between now and 1 May 2023, post a photo on Instagram of a midwife in your life, along with a description of why they deserve this trip of a lifetime.

The winner will be announced on #IDM2023 (5 May 2023) at ICM’s virtual party.

Find the contest details here: https://bit.ly/410SwUB
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ICM represents over 140 midwives’ associations (MAs) across more than 120 countries. From parades to pop-up midwifery clinics, many of our associations host their own IDM celebrations and we’re excited to provide our community with a platform to promote their fantastic events and initiatives.

If you’re and ICM midwives’ association, click on the ‘submit your event’ button below to share your event on this site.
ICM will host a virtual party on IDM to celebrate its global community of midwives and announce the winner of the IDM contest.

If you’re unable to attend the event, we will share a recording of it on our website and social channels as soon as it’s over.

REGISTER HERE
What does it mean to be an ICM Member Association?

This year, ICM launched a revised Membership Benefits package, outlining how becoming a member association of the International Confederation of Midwives entitles you to a long list of exclusive benefits. These benefits focus on professional development, networking, leadership opportunities, association support and funding, and much more. Find out how to take advantage of these diverse benefits to enhance the knowledge of your Association and your members, advance the midwifery profession, and champion evidence in public policy.

- Review the ICM Membership Benefits
- Share the ICM Membership Benefits with your network

Do you know what a midwives’ association can gain by being a member of ICM?

Find out how to take advantage of membership benefits that enhance the knowledge of your association, advance the midwifery profession, and champion evidence in public policy. 💻تذكر الحقائق 📚عنوان 🤝شراكة 👨‍👩‍👧‍👦https://bit.ly/3ykdx2q
Thank you for your participation in #IDM2023

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