Key messages

Key messages are the most important things to say to audiences. They are easy to say and easy to understand and remember. They are memorable and persuasive. They are clear, concise, pieces of information that may stand alone, but more likely are used to develop other materials, such as press releases, statements, speeches, fact sheets, and other documents. The four highlighted messages below are the key messages. Below them are the sub-messages, that provide further explanation. You can use these key messages together with the sub-messages, as well as combining them with the facts and figures in the next section to address your IDM audience.

Midwives changing the world one family at a time

- Midwives change the world by caring for mothers and babies. By caring for them, midwives help ensure that women are healthy, thus contributing to a strong community and economy. When babies survive, they start growing into healthy children and adults.

- In midwife-led care, women experience less preterm births, less assisted deliveries and greater satisfaction with care.

- Midwives educate families on how to delay, space or limit pregnancies and provide family planning services to achieve the healthiest outcomes for women, newborns, infants, and children. This healthy timing and spacing of pregnancies leads to better outcomes for both mother and baby.

- Meeting all unmet need for modern methods of contraception would reduce the number of pregnancy-related deaths by 79,000. Of these deaths, 48,000 would be prevented in Sub-Saharan Africa.

- The work of midwives contribute directly to MDGs 4 and 5. In some geographical regions, concerns such as malaria and HIV are an integral part of the midwife’s work (MDG 6).

- When mothers and newborns die, approximately 15 billion USD (11 billion EUR) in potential productivity is lost. The work of midwives directly contribute to healthy outcomes of mothers and their newborn.
Midwives save Lives!

- Approximately 290,000 women and over 3 million infants die each year as a result of pregnancy and childbirth complications. The death of a mother substantially increases the likelihood that her newborn child will die. Newborn deaths are usually linked to mothers' health.

- If every childbearing woman received care with a well-educated, adequately resourced midwife, most of maternal and newborn deaths could be prevented.

- Up to two-thirds of maternal deaths could be averted if there was universal access to a well-educated, regulated midwifery workforce in a health system with adequate supplies.

World Needs Midwives Now more than Ever

- Evidence shows that midwives are crucial to achieving the MDGs. However, there are not enough midwives to reduce maternal mortality by 75% by the year 2015.

- To ensure universal coverage for maternity care an estimated 350,000 midwives are needed.

Investing in Midwives

- Investments in midwifery education as well as regulation, provision of infrastructure and information will improve access to midwifery care

- Global investment in midwives is key to 'Reshaping the World' and can save millions of lives every year.

- Countries investing in midwives have seen huge improvement in maternal health.

- Midwifery services are economic and cost effective.

- Investment in midwives means commitment to a healthy and wealthy nation.