**Time to Act**

It is time to act and we are calling on you to make the International Day of the Midwife (IDM) 2013 a memorable event. Together we can make the most of this opportunity to make the voices of midwives all over the world heard. With the deadline for the Millennium Development Goals rapidly approaching, the message that “the world needs midwives more than ever” is becoming more urgent. On May 5th we have the chance to promote midwifery globally, nationally, regionally and locally. Only with broader support, higher awareness and more education can maternal health be improved and child mortality reduced. Improving maternal health and reducing child mortality are not only MDGs but at the core of ICM’s vision: every mother and newborn child should receive professional midwifery care!

IDM provides an opportunity for individual midwives to play a part in contributing to the global future of midwifery. It is time to act through the organisation of local activities on May 5th to make IDM 2013 a worldwide success.

The 2013 Campaign Pack is provided to support local activity and this year a social media component has been added.

**Campaign Pack:**
- Planning aid with checklist
- Ideas for activities
- Social Media Tools
- Press kit
- Key Messages
- Facts and Figures
- New posters

**Social Media:**
- Countdown on Facebook
- Award for “best idea”
- Best photo will become Cover Photo
- Twitter campaign #midwivesmatter
The Event
Every year on May 5th midwives, Midwives Associations and supporters of midwives and midwifery globally develop their own keynote activities appropriate for the International Day of the Midwife. Your activity should meet one (or all) of the key objectives:

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

When preparing activity decide who you want to reach, what message is most relevant locally, and, who you will involve.

Past activities will provide some ideas and inspiration, but if this is the first time of organizing activities, the campaign pack will help. Here are some ideas:
• a walk or street parade or rally in a public place
• setting up a stall in a market-place or other popular area to publicise midwives and midwifery services and to offer leaflets with information and advice
• a meeting, workshop or conference to hear about new developments in midwifery and exchange news with other midwives locally or in a wider area

Checklist:
○ Do you have a Campaign Pack?
○ Do you have an Event Organizing Team set up?
○ Have you decided on your program?
○ Have you booked your venue?
○ Do you have permits (if necessary)?
○ Have you invited your audience?
○ Have you posted your idea on ICM Facebook page?
○ Have you posted your event on your Facebook page?
○ Have you contacted the press (see campaign pack)?
○ Do you have your (handout) material ready?
○ Do you have a bad-weather plan?
• inviting a government minister, NGO representative or a celebrity to speak or open an event
• a multi-faith service to celebrate midwives and midwifery and safe childbirth
• presenting an award to a midwife or group of midwives setting up a competition to design a promotional poster (ideal for schools)
• making or commissioning a badge, pin, pen, bag with the IDM message
• raising money to help midwives in countries where extra resources are greatly needed
• ‘Let’s celebrate midwives and midwifery’ with eating, drinking, singing, dancing
• a balloon race meeting with politicians to highlight the case for more midwives or midwifery resources.
**Outreach**

With the new website and the social media pages this year’s IDM will be much more interactive. We welcome your participation, feedback and posts on our social media sites. Suggestions for your social media pages and planned activities on the ICM Facebook page:

**Facebook:**

On the ICM Facebook page:

[www.facebook.com/InternationalConfederationofMidwives](http://www.facebook.com/InternationalConfederationofMidwives)

BEFORE May 5th: Post your ideas to the ICM timeline. The *best idea* will be awarded.

AFTER May 5th: Post one (1) photo of your choice on the ICM timeline. The *best photo* will become ICM’s Cover photo for a certain amount of time.

On your own Facebook page (if available):

Post the Key messages (see page 9/10) on your own Facebook page (one at a time).

The Key messages can also be posted as questions:

Did you know that 340,000 women and over 3 million infants around the world die each year as a result of preventable pregnancy and childbirth complications? Most of these deaths would be prevented if there were enough qualified and adequately resourced midwives. Did you know that Family planning would prevent 54 million unintended pregnancies in developing countries? Did you know that up to 90% of maternal deaths could be prevented by universal access to a well-educated, regulated midwifery workforce in a health system with adequate equipment and supplies? Did you know that the World Health Organisation, UN agencies, and other global partners have identified midwives as key to achieving reductions in maternal and newborn deaths and disabilities globally?

Post your event and invite your Fans to participate in your event.

Post your photos after the event in a IDM-album on your FB page.
**Twitter:**
https://twitter.com/world_midwives

Share your thoughts/ideas/stories on why midwives matter using #midwivesmatter or just #midwives

There will be a global relay Tweetchat on Monday the 6th of May bringing together midwives, other experts and professionals in a conversation around midwives and midwifery.

**Pinterest**
http://pinterest.com/icmmidwives/
Pin as many photos as you like on Pinterest to the special board for IDM

**Website and Blog:**
www.internationalmidwives.org

Send in **short** reports (max. 500 words) about your IDM for us to publish on the website and the blog. Similar to the press release (see page 8) start your report by writing:
- Where your event took place
- When your event took place
- What you planned
- A favorite moment at your IDM
- A “Lesson learned” to do different next year

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. In general a blogpost is more narrative than a report, more like a friendly chat with your colleague. Your article should not be longer than 500 words and should be sent to ICM as soon as possible after the IDM but not later than the 10th of May. Please send it to: c.jerie@internationalmidwives.org
How to get publicity:
To reach the key objectives and raise awareness for the significance of midwives it is crucial to reach as many people as possible, thus create publicity! Here are some tips of how to get publicity.

Put a face to the story
Media like to put a face to a story. This can be a local midwife or mother with a good story to tell. A ‘celebrity’ will always guarantee media interest. The main thing is to give the story a human face, and a human voice. Some suggestions:
• the local Mayor or leader of the local authority/neighbourhood council
• a broadcaster from local radio or television news
• a Member of Parliament / Senator or other significant politician
• the editor of a local/area/regional newspaper
• an actor or singer who lives in the area
• a business leader
• a church leader or group of multi-faith leaders
• a senior health manager or health professional

Inform the news media
The media can’t report what they don’t know about. Make sure you tell them so they can plan to attend your event and perhaps send a photographer and/or reporter. A lot will depend on what else is happening on the day but good human interest stories are always important.

Mothers, babies, birth, families are all on the news agenda.

• send a media release two weeks before the event
• make sure all the details are included, especially contact details
• telephone a reporter/broadcaster 7 days before the event
**Involve the community**
Gaining support from the community will help considerably, and you may ask your local council or health authority to help with the supply of water, a few sweets/chocolates and some marshals on the route. Any publicity you send out should include groups of sponsors or helpers.

**Gather supporters**
Seek support from the local chamber of commerce, specific businesses, the Lions, the Round Table, volunteering organisations, any local UN organisation or any other charitable grouping that might help out with planning, participation or sponsorship.

**Send out invitations**
Send out invitations to participate to as many local groups as possible, particularly women’s groups, family organisations and health associations. Ask shops, community centres, hospitals and churches if you can place a poster on their notice boards.

**Make it memorable**
If a reporter or photographer turns up, look after them. Allocate someone to be their helper, to answer their questions, to tell them who’s who. If a photographer doesn’t come, take your own photographs, preferably with a digital camera. Ask a keen amateur photographer (for example a student) to help. Send the photographs to the newspaper. You may want to issue stickers to participants and supporters with specific messages or have some T-Shirts printed.

Logos are available to download from the new ICM website: [http://www.internationalmidwives.org/events/idotm/international-day-midwife-2013/](http://www.internationalmidwives.org/events/idotm/international-day-midwife-2013/)
Click on the link provided and then right click on the opened image and select “save as” to save onto your own computer.
Sending a Press Release

Every event is of interest to local media. But they can’t report it if you don’t tell them about it. This is an example of how to inform them BEFORE the event. Just provide the facts, let the journalists write the story, it is, after all their business. Media need to know: Who, What, Why, When, Where.

They need a couple of good quotations to make the story human. This can be from a local midwife, or mother. If you can get a celebrity to be quoted, or a significant civic leader, all the better. The media will want to talk to someone for further information so make sure you give a contact number for follow-up.

Four top tips for your Press Release

**Target your media**
Decide whether you’re going for newspaper, local radio or TV. Find out what kind of stories they like. Phone them and ask which journalist will cover this issue, their deadlines, and contact details. Give them a brief outline of your planned event.

**Short and sweet**
Your Press Release should be short and to the point. No more than one page long.

**Keep it in the email**
If you’re sending an email, put the Press Release in the body of the email, following the outline below. Attachments often get rejected by computers.

**Follow up**
Phone the newsdesk or the journalist you sent the email/PR to. Ask if they received it and if they need any more information. Mid-morning is a good time to ring as most journalists have deadlines for their articles/broadcast in the evening. The closer to the deadline the journalist is, the busier and less interested he/she is in your event.
Key Messages:
This year the International Day of the Midwife theme will continue to be: The World Needs Midwives Now More than Ever!
Over 287,000 women and over 3 million infants around the world die each year as a result of preventable pregnancy and childbirth complications. Most of these deaths would be prevented if there were enough qualified and adequately resourced midwives.

In 2013 we are also promoting messages around: ‘Midwives’ Role in Family Planning;’ ‘Investing in Midwives;’ and ‘Beyond the MDGs 2015.’

Midwives Save Lives!
- Over 287,000 women and over 3 million infants around the world die each year as a result of preventable pregnancy and childbirth complications. Most of these deaths would be prevented if there were enough qualified and adequately resourced midwives.
- When mothers and newborns die, approximately US$15.5 billion in potential productivity is lost each year.
- Universal access to a well-educated, regulated midwifery workforce in a health system with adequate equipment and supplies could prevent up to 60% of maternal deaths.
- To ensure universal coverage for maternity care an estimated 350,000 extra midwives are needed.

Investing in Midwives
- Midwives support midwives and unite through the power of midwifery associations across the world to develop and strengthen midwifery globally.
- To improve access to midwives in low resource countries, governments need to take action.
- Developed and developing countries both need better quality midwifery care.
**Family planning**

- Family planning would prevent 54 million unintended pregnancies in developing countries.
- 80% of unintended pregnancies in developing countries occur to women who have an unmet need for contraception.
- 47 thousand women die each year because of unsafe abortion; 13% of all maternal deaths.
- More than 75% of abortions could be prevented by meeting women’s needs for Family Planning.
- Pregnant adolescents are more likely to have preterm deliveries and low birth weight babies, which is associated with an increase in neonatal mortality. Access to family planning would reduce adolescent pregnancies.

**Beyond the MDGs 2015**

- The World Health Organization, UN agencies and other global partners identified that midwives are the key to achieving reductions in maternal and newborn deaths and disabilities globally.
- The locations and levels of maternal mortality indicate serious inequalities throughout the world. Midwives are committed to tackle this inequality globally.
- The vision that every childbearing woman has access to a midwife’s care for herself and her newborn remains crucial, particularly as the deadline for the MDGs 2015 draws closer.
Facts and Figures:

**Maternal mortality**
Globally, the total number of maternal deaths decreased by from 543,000 in 1990 to 287,000 in 2010\(^1\)
75% of these deaths occur during childbirth and the post-partum period\(^2\)
80% of maternal deaths are due to 5 direct causes: hemorrhage, sepsis, unsafe abortion, obstructed labor and hypertensive disease of pregnancy\(^3\)
7 million women suffer injury, infection or disability from maternal causes\(^4\)
More than 60% of all maternal deaths occur in 6 countries — India, Nigeria, Pakistan, Afghanistan, Ethiopia and DRC\(^5\)
Only 23 countries are on track to achieve a 75% decrease in maternal mortality rates by 2015\(^6\)

**Inequality**
The chances of dying due to pregnancy or childbirth in Somalia is 1 in 16, in sub-Saharan Africa 1 in 39, and in Europe 1 in 4200\(^7\)
Pregnancy and childbirth are among the leading causes of death and disability for girls and women in developing countries\(^8\)
13 million adolescent girls give birth each year in developing countries, often missing out on years of education, which reduces their chances for adequate income and opportunity to escape poverty\(^9\)
Neonatal mortality
There were 3.1 million neonatal deaths, 2.3 million post neonatal deaths and 2.3 million childhood deaths (aged 1-4) in 2010\(^\text{10}\). Worldwide mortality in children younger than 5 years has dropped from 11.9 million deaths in 1990 to 7.7 million deaths in 2010\(^\text{11}\). 3 Million stillbirths and 3.7 million newborn deaths occur each year\(^\text{12}\). Less than 1% of these deaths occur in high income countries\(^\text{13}\).

Effects of maternal mortality
Infants of mothers who die in childbirth are more likely to die within two years\(^\text{14}\). Children under 10 whose mothers die are 3 to 10 times more likely to die within 2 years than children whose mothers’ live\(^\text{15}\). School enrollment and drop-out numbers are higher for children whose mother has died\(^\text{16}\). Immunisation rates, nutritional status and growth are lower for children whose mother has died\(^\text{17}\). Each year approximately US$15.5 billion in potential productivity is lost when mothers and newborns die\(^\text{18}\).

Access to essential midwifery services
Only 63% of births in the developing world are attended by skilled health workers. In Southern Asia this is 48% and Sub-Saharan Africa 46%\(^\text{19}\). Women in urban areas have 50% more births attended by skilled personnel than women in rural areas\(^\text{20}\). 84% of Women who have completed secondary or higher education have skilled attended births\(^\text{21}\). In developed countries 99% of births is assisted by a skilled attendant\(^\text{22}\).

Effects of skilled attendance in pregnancy and birth
Up to 60% of maternal deaths could be prevented by universal access to adequate reproductive health services, equipment, supplies and skilled healthcare workers\(^\text{23}\). A 10% increase in skilled health workers leads to a 5% reduction in maternal deaths\(^\text{24}\). Malaysia, Sri Lanka and Thailand managed to half their Maternal Mortality Rate within 10 years by increasing the number of midwives\(^\text{25}\). It was estimated 350,000 extra midwives are needed to ensure universal coverage for maternity care\(^\text{26}\) but this number is now under review.\(^\text{i}\).
Posters:

Banner 468x60px

Facebook 180x180px

Facebook 851x315px

Leaderboard 728x90px
5 May 2013
International Day of the Midwife

The world needs midwives now more than ever

Skyscraper 120x600px

Super Skyscraper 160x600px
The world needs midwives now more than ever

5 May 2013
International Day of the Midwife
International Confederation of Midwives
La Confédération Internationale des sages-femmes
Confederación Internacional de Matronas
References:

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15 Sein, T Et al 2002. *No more cradles in the graveyard*. Regional Health Forum. WHO Regional office for South East Asia, Geneva