

Dissemination Toolkit

Most people know midwives support women during pregnancy and birth—but their expertise extends far beyond that. Midwives are trained to provide a wide range of essential services across the sexual, reproductive, maternal, newborn and adolescent health (SRMNAH) continuum.

This dissemination toolkit is designed to help partners share and amplify the Essential Competencies campaign. It includes:

- **Social media assets and sample copy** for a series of five carousel posts, each highlighting one category of the Essential Competencies for Midwifery Practice. These are designed in PUSH's visual and advocacy style, using accessible language that resonates with broad audiences.
- **A plain-language blog** that explains the scope of midwifery care and breaks down the competencies in simple terms. The blog can be published as is, or adapted and translated for partners' own webpages and audiences.

By using and adapting these materials, partners and PUSH Champions can spread clear, engaging messages about midwives' expertise and impact on women's health, rights and gender equality—ensuring this message reaches diverse audiences worldwide.

Social media posts

Throughout October, PUSH will be sharing a series of posts highlighting the Essential Competencies for Midwifery Practice. We encourage you to use the ready-made carousel posts and sample copy included in this toolkit, or simply reshare PUSH's posts directly. All graphics are available in a single downloadable file for your convenience. [YOU CAN DOWNLOAD THEM HERE.](#)

If you share the assets on your own channels, please tag PUSH so we can amplify your efforts and increase visibility. On Instagram, let us know if you want to be tagged as a collaborator—we can tag you so the post appears on both profiles. Just email m.khalil@internationalmidwives.org.

Graphics ([download](#))

Copy



Midwives are ready to walk with you, every step of the way, from menarche to menopause.

From your first appointment all the way through menopause, a midwife provides care that is centred on you and grounded in evidence, rights, and trust.

Learn more about what midwives can do for you:

<https://www.pushcampaign.org/news/what-a-midwife-can-do-for-you>



Midwives are ready to support your sexual and reproductive health and rights – without shame, stigma, or judgment.

From contraception and conversations about to walking with you through abortion or pregnancy, a midwife makes sure you have the care and information you need to decide what's right for your body.

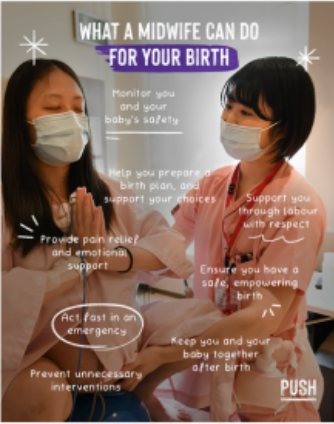


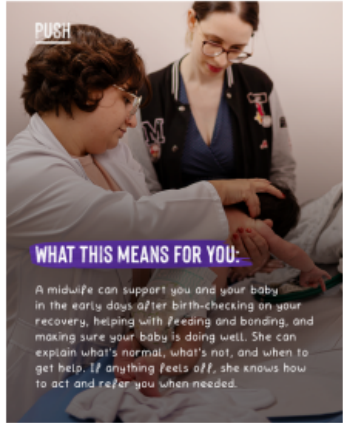
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Midwives are ready to support your pregnancy with personalised, evidence-based care.

From your first appointment to your birth plan, a midwife monitors your health, checks on your mental wellbeing, and helps you prepare for parenthood – all while keeping you informed and in control.

	<p>Learn more about what midwives can do for you: https://www.pushcampaign.org/news/what-a-midwife-can-do-for-you</p>
 	<p>Midwives are ready to guide you through labour with care, skill and respect.</p> <p>From your birth plan to your baby's first breath, a midwife is by your side—offering pain relief, protecting your choices, and acting fast if something goes wrong. She helps you birth safely, confidently, and on your terms.</p> <p>Learn more about what midwives can do for you: https://www.pushcampaign.org/news/what-a-midwife-can-do-for-you</p>
 	<p>Midwives are there for you after birth—because care doesn't end once the baby arrives.</p> <p>From recovery to bonding to feeding challenges, a midwife supports your physical and mental health while helping your baby thrive. She knows what's normal, what's not, and when to step in—so you're never left guessing.</p> <p>Learn more about what midwives can do for you: https://www.pushcampaign.org/news/what-a-midwife-can-do-for-you</p>

Blog/Article

What a Midwife Can Do for You

A guide to the care you deserve—at every stage of life

When most people think of midwives, they think about birth and babies, and while that's true, midwives do so much more. In fact, you don't even have to be pregnant to need a midwife. From your first period to your last, from contraception to parenting—midwives are there for your health, your rights, and your choices.

Midwives are educated health professionals whose care is based on a structured and rigorous foundation. Midwifery education is grounded in a clear, internationally recognised framework of knowledge and skills known as the [Essential Competencies for Midwifery Practice](#), developed by a wide group of stakeholders, led by the International Confederation of Midwives. Not all health professions have such a comprehensive global benchmark.

While the length and format of midwifery education may vary across countries—just like it does for doctors, dentists or nurses, the aim is the same: to ensure every midwife is has the competencies to provide a defined set of high-quality, evidence-based care.

In fact, midwives are qualified to meet 90% of your essential sexual, reproductive, maternal, newborn, and adolescent health needs throughout your life.

What a Midwife Can Do for You

Your Care

Midwives are autonomous, accountable health professionals. They are trained to practise ethically and safely, applying evidence-based decision-making across every aspect of their work. They assess risks, respond to emergencies, and know when and how to refer you to other services. They uphold confidentiality, safeguard your dignity, and prioritise your rights and wellbeing. Above all, they provide care that centres **you**—in every context, from your first appointment to your last.

Your Sexual & Reproductive Health

Midwives are primary providers of sexual and reproductive health care. They are trained to offer comprehensive, evidence-based services, including contraceptive counselling

and provision, fertility education, STI screening and prevention, and safe abortion and post-abortion care. They support survivors of sexual and gender-based violence and advocate for your rights and choices at every stage. Midwives are committed to reducing stigma and ensuring care is inclusive, respectful, and free from discrimination.

Your Pregnancy

During pregnancy, midwives provide comprehensive antenatal care. They conduct physical assessments, monitor the health and development of you and your baby, screen for complications, and provide emotional, psychological, and social support, especially if you have special circumstances that require extra support. They ensure you understand your options and help you prepare for labour, birth, and parenthood. Midwives work to detect risks early and ensure timely and appropriate referrals when needed—all while providing woman-centred, personalised care.

Your Birth

Midwives have the knowledge and competencies to manage normal labour and birth, and to recognise and respond to complications promptly. They support your birth plan, help you manage pain, and facilitate a safe and respectful birthing experience. Midwives use evidence-based practices to avoid unnecessary interventions and promote physiological birth. Their presence reduces the likelihood of unnecessary medicalisation and intervention and improves outcomes for both you and your baby.

Your Postpartum & Parenting Journey

Midwives continue to care for you after birth, monitoring your physical and mental recovery, supporting your feeding choices, and promoting bonding between you and your baby. They are trained to identify warning signs in both you and your newborn, and to act or refer appropriately. Midwives help you understand what's normal, what's not, and how to navigate the early days of parenting.

What Makes Midwifery Care Different

It's not just about *what* midwives do, but *how* they do it. Midwifery care is grounded in an internationally agreed [Model of Practice and Philosophy of Care](#) that guides how midwives are trained and how they practise. According to this philosophy, midwives:

- Provide holistic, relationship-based care that embraces your physical, emotional, social, cultural, and spiritual wellbeing, as well as the broader context of your life.
- Safeguard your dignity and human rights by promoting equity, social justice, and informed self-determination in all aspects of care.
- Build long-term partnerships with you and your family, ensuring shared decision-making where your voice leads the way and your needs guide the care.
- Promote continuity of care, fostering trust, confidence, and cultural safety throughout your reproductive journey.
- Recognise pregnancy and birth as normal, physiological, and deeply personal experiences.
- Affirm the importance of community, local knowledge, and practices, as part of respectful, inclusive midwifery care.
- Uphold accountability, autonomy, and ethical responsibility in every interaction, prioritising your safety and wellbeing.

This Philosophy is the backbone of the midwifery model of care and distinguishes midwifery from other professions. Every profession follows a specific model of care; for instance, nurses and doctors follow their profession's models of practice and are trained with different care philosophies.

This means midwives are not interchangeable with other health workers. They are uniquely trained to serve as the primary provider for women's sexual and reproductive health needs. But they don't work alone. Midwives cannot perform caesarean births or manage complex medical complications on their own. That's why collaboration is key. Midwives, doctors, nurses, and other professionals each bring essential skills to the table for your care.

Want to Know More?

Throughout October, the [PUSH Campaign](#) will be sharing one post a week exploring what a midwife can do for you at different stages of life. Follow along, share with friends, and join the movement for woman-centred care.