

# RESOURCE PACK

## IDM 2014



5 May 2014  
International  
Day of  
the Midwife

# Introduction

Dear Midwives,

For the celebration of the International Day of the Midwife we are calling on you as a midwife individually or as part of a midwives association to take action and raise awareness for midwives and midwifery. Educating the world about midwives will ultimately lead to a better understanding for the profession and galvanize more support. This support is urgently needed as the Millennium Development Goals are ending and the world gathers to define new goals. WE must ensure that maternal and child health stay on the agenda and the life saving work of midwives is recognized.

On this International Day of the Midwife we can showcase the richness of midwifery work. As a theme, which illustrates the variety of midwives' work we have chosen: **"Midwives: changing the world one family at a time"**.

Inherent in this theme is that midwives work has such an impact that it changes the world, because it changes all the families. This new theme also resonates with the overarching theme that has accompanied IDM for the past years: "The world needs midwives now more than ever". Both themes strongly send the message of the importance of midwives and their work on a global level.

For the celebration of IDM we invite you to incorporate singing and/or music into your event as a lead into the opening event for the ICM Triennial Congress in Prague this year: the Voices of Midwives. Your IDM could serve as a forerunner for the attempted world record of midwives singing together. Send us a short video clip and we will show it during the Voices of Midwives in Prague, so that you will be part of the World Record!

To create a memorable event this letter is accompanied by a resource pack that helps you:

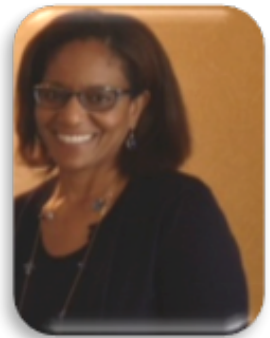
- ✓ Organize an event to showcase midwifery
- ✓ Raise awareness through the media
- ✓ Engage virtually on Social Media

Thank you for your effort to raise awareness for midwives who are changing the world for mothers, fathers, children, grandparents, aunts and uncles. Joining forces and standing up together we strengthen midwives and midwives associations all around the world.

Yours sincerely



Frances Ganges  
ICM Chief Executive



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



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# International Day of the Midwife



Midwives:  
changing the  
world  
one family at  
a time



Here are 5 steps to help you plan your event:

## Step 1: Planning

- ✓ Set your objectives, be clear on what you want your IDM activity to achieve, for example raise awareness for the work midwives do **\*see Explanation above**
- ✓ Find out who your audience is and what they want
- ✓ Select your event organizing committee

## Step 2: Pick an activity

- ✓ Have a participatory event with songs, marches, health fair, workshops,
- ✓ Be creative and use music, films, drama,
- ✓ Keep it relevant for your audience

E.g: offer free prenatal check-ups if you live in an appropriate area for such services

## Step 3: Pick a location

- ✓ Decide where is your event going to be
- ✓ Book the location (if necessary)
- ✓ Ensure you have all necessary permits
- ✓ Find out what additional material you need for example chairs, tables, shades, flowers, food

## Step 4: Create the program

- ✓ Decide what topics you will address **\*see Key Messages** in this pack
- ✓ Determine the order of activities
- ✓ Invite speakers
- ✓ Set timeframe for each activity and each speaker

## Step 5: Publicize your event

- ✓ Send out an invitation to your target audience
- ✓ Promote your event through the use of social media **\*see Social Media** in this pack/traditional media
- ✓ Invite selected journalists to your event **\*see Media Engagement**

### Suggestions for events

Concert

Song writing contest

Karaoke

Health fair

Walks

Marathons

Workshops

Conferences

Market stalls

Picnics

Dinners, etc



# 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.



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### 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.

# Facts & Figures

## Maternal Mortality

- Every day, approximately 800 women die from preventable causes related to pregnancy and childbirth<sup>i</sup>. This accounts to 287,000 women per year.

- The risk of maternal mortality is highest for adolescent girls under 15 years old. Complications in pregnancy and childbirth are the leading cause of death among adolescent girls in most developing countries<sup>ii</sup>.

- 11% of girls are married before they turn 15, jeopardizing their rights to health, education and protection<sup>iii</sup>.

- 16 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<sup>iv</sup>.

- About 70,000 adolescent girls in developing countries die each year due to pregnancy and childbirth complications<sup>v</sup>.

- Pregnancy, childbirth, and their consequences are still the leading causes of death, disease and disability among women of reproductive age in developing countries<sup>vi</sup>.

- Allowing women to plan their pregnancies leads to healthier outcomes for children. A recent study showed that if all births were spaced at least two years apart, the number of deaths among children younger than five would decline by 13%. The number would decline by 25% if there were a three-year gap between births<sup>vii</sup>.

- The major direct causes of maternal death in developing countries are severe bleeding, infection, hypertension, obstructed labour and unsafe abortion, accounting for 80% of maternal deaths<sup>viii</sup>.

- For every woman who dies, another 30 women suffer long-lasting injury or illness that can result in lifelong pain, disability and socio-economic exclusion<sup>ix</sup>.

## Neonatal Mortality

- More than 7,300 babies are stillborn every day that is 2.6 million every year. Nearly all of these deaths take place in developing countries, and most can be prevented<sup>x</sup>.

- Every year 3 million infants die in the first month of life. Among those, nearly 3/4 die in their first week, and 1/3 die on their day of birth<sup>xi</sup>.

- Adolescent pregnancies put newborns at risk. Deaths during the first month of life are 50 to 100 per cent more frequent if the mother is an adolescent than if she is older. The younger a mother is, the higher the risk for the baby<sup>xii</sup>.



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### Inequality

- 99% of all maternal deaths occur in developing countries, in sub-Saharan Africa and South Asia<sup>xiii</sup>.
- Maternal mortality is higher in rural areas and among poorer and less educated communities<sup>xiv</sup>.
- Less than 60% of all women in developing countries and only 34% in the least developed countries have access to a midwife when giving birth, and even fewer are delivering in a health facility providing skilled care<sup>xv</sup>.
- The risk of a woman dying as a result of pregnancy or childbirth complication during her lifetime is about 1 in 7 in Afghanistan and Sierra Leone compared with about 1 in 29,800 in Sweden<sup>xvi</sup>.
- 95% of adolescent births occur in developing countries<sup>xvii</sup>.
- 2/3 of all newborn mortality occurs in 12 countries, 6 of which are in sub-Saharan Africa<sup>xviii</sup>.

### Access to essential midwifery services

- Every year, 40 million women give birth at home without access to any care<sup>xix</sup>.
- On average, in the least developed countries 59% of births have no midwife present; in Ethiopia the figure is 94% and in Bangladesh 76%. By comparison, only 1% of women in the United Kingdom give birth without a midwife<sup>xx</sup>.
- Nearly all newborn and maternal deaths (98 and 99% respectively) occur in developing countries where pregnant women and newborn babies lack access to health care services – before, during, and after delivery<sup>xxi</sup>.
- Currently less than 1 in 6 countries with the highest burden of maternal and newborn mortality reaches the minimum benchmark of 23 doctors, midwives and nurses per 10,000 population that is necessary to provide a basic package of care. Severe shortages of midwives exist in at least 38 countries<sup>xxii</sup>.
- Women who have access to midwife-led care are less likely to experience preterm birth and fetal loss before 24 weeks' gestation<sup>xxiii</sup>.
- Globally the lack of midwives is estimated to be 350,000<sup>xxiv</sup>.

### Effects of skilled attendance in pregnancy and birth

- Skilled midwives, with the equipment and support they need, can spell the difference between life and death for close to 300,000 women each year, and ten times that many infants<sup>xxv</sup>.
- Midwives are trained to help babies start breathing immediately after birth, and help prevent one of the major causes of newborn deaths. Birth asphyxia kills 710,000 babies each year<sup>xxvi</sup>.
- If all women delivered with a midwife in a facility capable of providing basic emergency care, it is estimated that 56% of maternal, fetal, and newborn deaths could be prevented. This estimate is based on reductions of 61% of maternal deaths, 49% of fetal deaths, and 60% of newborn deaths, which equates to as many as 3.6 million lives saved<sup>xxvii</sup>.
- The presence of a well-trained midwife can prevent many cases of infection, including neonatal sepsis, which kills 521,000 newborns a year<sup>xxviii</sup>.



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# Media Engagement

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

Every event is of interest to local media. But they can't report it if you don't tell them about it.

- ✓ 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

Just provide the facts, let the journalists write the story, it is, after all their business. Media need to know:

Where, What, When, Who, Why

Journalists 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.



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# Top Tips for your Press

## 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 news desk 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.

### Press release email format

Press release for immediate release

Date .....

**International Day of the Midwife May 5**

**What you are doing** .....

**Where it is 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 and children.

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.

The World Health Organization, UN agencies and other international agencies have identified that midwives are the key to achieving reductions in maternal and newborn deaths and disabilities globally. There is substantial evidence to support the fact that Midwives Save Lives.



# Social Media

In our globalized world it often does not seem enough to organize an event and involve the media as people want to be engaged support and participate virtually. There are different tools that can help you reach an even bigger audience than usual.

This section is divided into two parts: part one provides you with tips and ideas of how to use social media to spread the word about the International Day of the Midwife AND midwives & midwifery in general. The second part is developed for all those that do not have a profile on social media but would like to start using it.

## FACEBOOK

This social media tool is ideal to inform your fans in a more personal way about your IDM. It is like a workshop where you have invited the participants and know that they support you and your cause. You can:

- Post key messages
- 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 IDM

## TWITTER

This social media tool is shorter, faster, and more impersonal. It is like a big market place where everyone is shouting to sell their products, news and, messages. You can:

- "shout" out your key messages using #midwives or #midwivesmatter
- You can filter messages using #
- You can announce your event
- You can upload your best photo
- You can see what others are saying
- You can reply, share and like messages

## BLOGS

Blogs are little notes you can write and publish online. They are particularly good if you want to tell a more personal story. This year we are again looking for blogs that we can post on the ICM website. Send in short reports (max. 500 words) about your IDM to publish on the ICM blog. Similar to the press release (see page 10) start your report by writing:

- Where/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 be no longer than 500 words and should be sent to ICM as soon as possible after the IDM but not later than the 12th of May. Please send it to: [c.jerie@internationalmidwives.org](mailto:c.jerie@internationalmidwives.org). See examples from last year [here](#).



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# How to Start Using Social Media

## What is FACEBOOK?

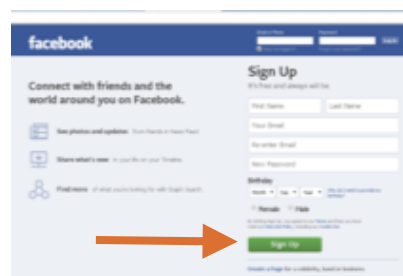
Facebook is the world's most popular social networking website. It makes it easy for you to connect and share with your family and friends online. Facebook has even helped the web become more open and social.

## Steps

First of all you need a profile. Go to: <https://www.facebook.com/> and click under the big green button on: "Create a Page". Keep in mind that you are making a profile for your association and not for you as a private person.

You can pick either Organization or Cause. Fill in all the necessary information. You can always go back and edit the information.

Congratulations: You can now start using Facebook!



To **post** messages:

- click on "Status" and write your key messages in the box where it says "What have you been up to". Then click on "Post".



To **upload** photos:

- click on Photo/Video to upload your photos. A window will open and you can select the photos you want to upload from your computer.

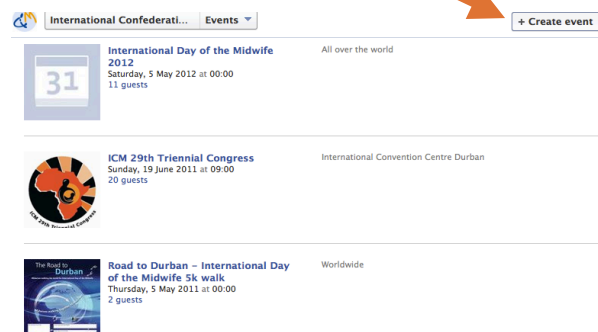


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To **create** an event:  
Click on Timeline and then click on "Events"

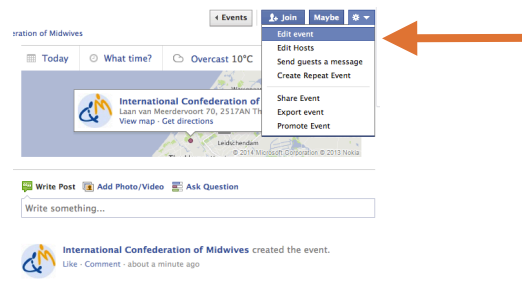


Click on "create event"



Fill in the details and click "create"

You can always change your event with the **Edit** button or you can **Share** your event. It will then appear as a post, similar to Status Updates (see above).



You have now learned the basic commands for Facebook. The best is to set aside some time and just start exploring. The more time you spend on Facebook the more you will start to like and appreciate it. It is an easy tool and gets you connected with the virtual world out there!

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### What is TWITTER?

Twitter is an online social and microblogging site that helps you create and share ideas and information instantly. It enables you to send and read "tweets", which are text messages limited to 140 characters<sup>xxxii</sup>.



### Steps

A screenshot of the Twitter sign-up form. It has fields for "Full name", "Email", and "Password". Below the fields is a yellow button that says "Sign up for Twitter". An orange arrow points to the button.

#### 1. Sign up

Go to [Twitter.com](https://twitter.com) and sign up for a free account. You will be requested to enter your name, e-mail address, and a desired password.

#### 2. Learn basic Twitter language

Tweet = 140 character update

Followers = people who receive your tweets

RT (retweet) = sharing another user's tweet

# (hashtag) = makes the word easily searchable

@ (mention) = a user has posted something about you

DM (direct message) = allows you to write private messages to other users

TTs (trending topics) = lists a range of subjects which many users across Twitter are talking about simultaneously.

#### 3. Tweet

A screenshot of the Twitter "Compose new Tweet" interface. It shows a text box with the text "Apply now for the 1st @world\_midwives @USAID #familyplanning fellowship! Deadline 17th March #FPF2014 http://ow.ly/trus". Below the text box are buttons for "Add photo", "Location disabled", and a "Tweet" button. A red circle highlights the "Tweet" button, and a red arrow points to it.

If you want to inform your followers about something, share ideas, or let them know what you are doing, type it into the box as shown below and click 'tweet'. Note that tweets are limited to 140 characters or less; otherwise, the 'Tweet' button will go into a minus. Note: as you type, a countdown is offered to help you keep track of the character count of your tweets. The allowed

characters are in gray, then the last 10 go red, and then a red minus symbol appears when you are past the zero (0) indicator.

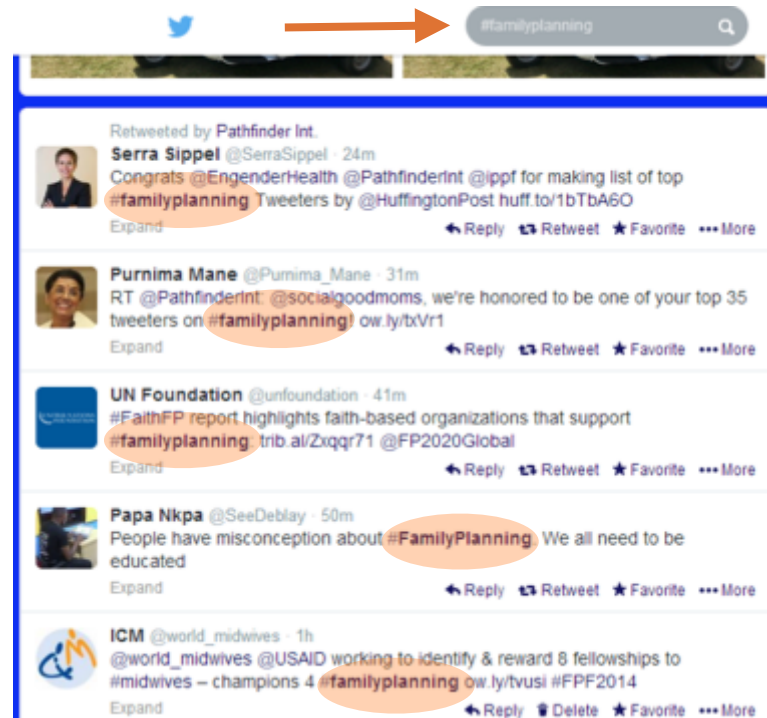
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### 4. Use #hashtags

Prefacing a word with '#' will create a hashtag. A hashtag makes a certain word easily searchable. Some trending topics will include hashtags, making it easier for users to tap into a Twitter-wide conversation around one topic/matter of interest.



### 5. Check 'mentions' from other followers



Click 'Connect' and 'Mentions' to see if there are any mentions or replies to any of your 'tweets'. When tweeting, using '@' followed by a username (with no spaces) in your tweet will send a mention to the user you choose. Example: MamaYe above tweeted about midwives and mentioned ICM (Twitter name - @world\_midwives).

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## 6. Send direct messages (DMs)



DMs go straight to the intended person that you are messaging. The DM feature uses an inbox and outbox system, but you are still limited to using 140 characters; you are also limited to sending DMs to only those users who follow you. DMs cannot be seen by anyone other than yourself and the chosen recipient, and are thus more personal. To send a DM, go to the page of the follower you're sending one to, and click on the "Message" box.

### Useful links

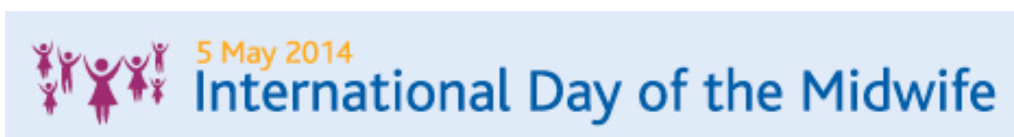
- Twitter on Wikipedia - <http://en.wikipedia.org/wiki/Twitter>
- Twitter Help Center - <https://support.twitter.com/>
- How to use hashtags - <http://www.wikihow.com/Use-Hashtags-With-Twitter>
- How to Interact with other users- <https://support.twitter.com/groups/52-connect>
- Twitter tips & tricks - <http://www.wikihow.com/Sample/Twitter-Tips-and-Tricks>
- Posting links in Tweets - <https://support.twitter.com/articles/78124-how-to-shorten-links-urls>



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# IDM Artwork 2014

Banner 468 x 60 px



Facebook profile photo 180 x 180 px



Facebook cover photo 851 x 315 px



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# IDM Artwork 2014

Leaderboard 728 x 90 px



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International Day of the Midwife

Twitter profile photo 81 x 81 px



Twitter header 520x260px



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# IDM Artwork 2014

Left: Skyscraper 160 x 600 px; below - poster A4



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- xiii WHO, Maternal Mortality, Fact sheet N°348, May 2012.
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