ACNM is

The standard-setting organization for midwifery education and practice
A top provider of continuing education in women’s health care
An advocate for safe, evidence-based maternity care made available
to all American women
A community of public health activists
A leader in global health initiatives to improve maternal and newborn
care in developing countries
A professional networking venue for midwives across the country
A leading publisher of women’s health research
The voice of midwifery in America

Our Mission

To promote the health and well-being of women and newborns within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives.

ACNM is the professional association for thousands of practicing midwives, many of whom also represent midwifery with local, state, and national organizations, and serve on ACNM divisions, committees, and taskforces. For a more detailed report of the College’s activities, visit www.midwife.org/annualreport2008.cfm.
Message from the President and Executive Director

Some day we may look back and say 2008 was the turnaround year for maternity care and midwifery in America. For years, we’ve watched the cesarean section and preterm birth rates increase while infant mortality rates have remained unchanged. At the same time we have witnessed a decline in recognition of the benefits of normal, physiologic childbirth. Are these trends finally beginning to turn around?

In this report you will read about the whirlwind year that was 2008—a year packed with excitement in politics. ACNM made midwifery visible by participating in a broad array of national initiatives, launching new communications channels, and reaching out to the public in new ways. ACNM members once again scored notable achievements at the state level, and new, nationally approved ACNM bylaws laid the groundwork for additional success in the future. We are prepared for action in 2009 and beyond, as health policy issues move front and center in our nation.

ACNM has a crucial role to play in this pivotal time. In 2008, we defined new long-range strategic goals. ACNM’s FutureFocus initiative creates a framework for ACNM work for the foreseeable future based on member input. Our overarching aim is that by 2020, midwives will attend 20% of all births in the US. To achieve that goal:

1. We will create strategic communication detailing the value of midwifery care in the US by 2010.
2. There will be 1000 newly certified CNMs/CMs per year by 2015.
3. CNMs/CMs will achieve full autonomy in practice and equitable reimbursement by 2015.

Achieving these goals will require the concerted focus and efforts of our entire community—midwives in clinical practice, education, research, policy, and other fields—as well as our clients, corporate partners, and others interested in improving women’s health and maternity care.

Finally, we want to thank Kitty Ernst, CNM, MPH, DSc(Hon), FACNM, ACNM president, from May 2007 to November 2008. Kitty stepped down from ACNM leadership and continues to be a passionate voice for midwifery and evidence-based maternity care.

We are honored to serve ACNM members and listen to women.
ACNM staff attended the premier screening of *The Business of Being Born* in New York City. From left to right: Consultant Mairi Breen Rothman, CNM, MSN; Senior Technical Advisor Leslie Ludka, CNM; and Executive Director Lorrie Kline Kaplan.

**Building awareness of midwifery in the US is a primary goal for ACNM.** Many women are simply unaware of the midwifery model of care—a model characterized by personalized, preventive, evidence-based care. While births attended by certified nurse-midwives (CNMs) and certified midwives (CMs) have increased by an impressive 33% over the past decade, midwives still attend a minority of US births. Many women also don’t know that CNMs and CMs are fully trained to function as primary care providers.

However, US women are showing signs of a shift in awareness. Numerous media outlets publicized midwifery in 2008, which led to a growing trend of questioning the high-tech norm for maternity care. Media personality, actress, and mother Ricki Lake and filmmaker Abby Epstein highlighted midwives and birth in their documentary, *The Business of Being Born,* which resulted in a flurry of media debate in avenues as prominent as the *New York Times, Time* magazine, *Newsweek,* and *Good Morning America* as well as community outlets like *Washington Parent* magazine.

**Public Education Project Articulates the Midwifery Message**

Midwives put their message in the mail with these midwifery-themed US postage stamps available through Stamps.com.

Recognizing the magnitude of competing information about birth and women’s health, ACNM took the first step in articulating the midwifery message by launching the Public Education Project (PEP), which is funded by the A.C.N.M. Foundation. In cooperation with Jones Public Affairs, a focus group of ACNM members, and a survey of women and their partners in 13 US cities, ACNM crafted three core messages designed to educate women in their 20s and 30s about...
the benefits of the midwifery model of care. The messages were then integrated into midwifery-themed postage stamps. Moving forward in 2009, our strategy will be to use the messages to:

- Educate consumers about the shortcomings in US maternity care.
- Position midwives as the solution to those shortcomings.
- Make women aware that midwives are available in their communities.

While 2008 was a year for forming strategies, 2009 will be a time for mobilizing ACNM members with concrete tools to mainstream midwifery care by spreading the word in their communities. Thanks to continued funding by the A.C.N.M. Foundation, we expect the PEP campaign to make an even larger impact in the coming years and push us closer to our vision of midwives attending 20% of US births by 2020.

ACNM staff used the core messages to write this syndicate press piece, which generated 172 news articles in 16 states, reaching more than 6 million readers.

ACNM Members Reach Boston-area Women and Families

More than 1,500 people attended our first-ever Women’s Health Expo in Boston, where Mayor Thomas M. Menino declared May 24 Boston Nurse-Midwifery Day. Especially designed for consumers, the expo featured a birth film festival, health and vision screenings, and hundreds of exhibitors, intensifying the annual tradition of public outreach in the city that hosts the ACNM Annual Meeting & Exposition.

Boston Mayor Thomas M. Menino declared May 24 Boston Nurse-Midwifery Day at the first-ever ACNM Women’s Health Expo.

Online and Social Media Efforts

In 2008, we embraced online and social media as tools to facilitate communication with members and to encourage member-to-member interaction. We completed an in-house redesign of www.midwife.org, improving the user experience and portraying an image that accurately reflects our professional association. We also created an ACNM Facebook page at www.facebook.com/pages/American-College-of-Nurse-Midwives/51674209724 as a space for members and their supportive clients and families to connect.

ACNM’s top-ranked Web site, midwife.org, received more than 100,000 monthly visits.

In 2009, we plan to harness the power of social media to engage members and consumers in a conversation about midwifery and women’s health. Plans are in progress for an ACNM blog—Midwife Connection.

ACNM’s Find a Midwife® at www.midwife.org/find.cfm assists consumers in locating midwives in their communities.
Improving Care for Women and Babies

ACNM’s Seven Key Principles for Health Care Reform

1. Provide universal coverage.
2. Reduce health disparities.
3. Focus health care resources on wellness, disease prevention, and primary care.
4. Improve care integration and coordination.
5. Align payment systems with evidence-based practice and optimal outcomes rather than on maximizing billable interventions.
6. Improve women’s access to high quality care.
7. Significantly improve maternal and infant health.

Read more about each of the key principles and ACNM’s efforts related to health care reform at www.Midwife.org/health_care_reform.cfm.

ACNM believes that increased access to midwifery care is the key to improving outcomes for women and babies. A 2008 Cochrane Review showed that midwife-led care is associated with a host of positive outcomes, including increased feelings of control during labor and birth, shorter hospital stays, increased probability of vaginal birth, and decreased risk of episiotomy and birth by forceps or vacuum. Meanwhile, the shortcomings of US maternity care, including overuse of costly interventions and underuse of evidence-based care, were recently outlined in Evidence-Based Maternity Care, a report by Childbirth Connection, the Reforming States Group, and the Milbank Memorial Fund. The research shows that women and babies have never been more in need of health-promoting midwifery care.

Increased utilization of CNM and CM care can also expand access to cost-effective, high-quality primary care services for the 16.7 million US women who are uninsured. Given the current demand for universal coverage, there is likely to be a resulting increased demand for primary care services. CNMs and CMs can meet that demand and improve the quality of life for the many women in need.

ACNM is committed to breaking down barriers to the safe and satisfying services of CNMs and CMs. We welcome the opportunity to partner with legislators, regulators, other health care providers, and consumers to create a more hospitable practice environment for midwifery.

National Health Reform on the Horizon

At the federal level, ACNM members have been advocating to increase the rate of reimbursement for midwifery services to 100% of the Medicare fee schedule. Under current Medicare legislation, midwives are reimbursed at just 65% of the cost of their services. Midwives’ grassroots advocacy efforts in 2008 led to a House bill (HR 864) with 42 cosponsors and a companion bill in the Senate (S 507), which was sponsored by Senator Kent Conrad (D-ND) along with 24 cosponsors, many of whom serve on the Senate Finance Committee. This is the highest level of strategically important congressional support we have seen in the history of ACNM’s quest for equitable reimbursement for midwives.

Although the bill did not see final approval in the 110th Congress, we are heartened by the progress made in 2008 and will forge ahead in the next legislative season.

ACNM members in Oregon advocated for equitable Medicare reimbursement for midwives by meeting with US Rep. Darlene Hooley. From left to right: Margaret Egeland, CNM, Rep. Darlene Hooley, Debbie Duran-Snell, CNM, Kathryn (Kitty) Nielsen, CNM, Elenie (Leni) Smith, CNM.
ACNM set an aggressive federal policy agenda for the Obama administration and the 111th Congress. From left to right: ACNM board members Lynne Himmelreich, CNM, Melissa Avery, CNM, and Cathy Collins-Fulea, CNM.

Advocacy Efforts Take Root

State laws often create needless barriers to midwifery care by requiring unnecessary practice restrictions. ACNM members took a significant step toward removing state-level barriers by voting overwhelmingly in favor of new ACNM bylaws. The new bylaws call for the creation of state affiliates, which will strengthen ACNM advocacy efforts on the state level.

Throughout the year, ACNM advocated for evidence-based maternity care and equipped members with advocacy tools to expand access to midwifery care. We mounted a strong response to the American Medical Association (AMA) resolution against homebirth. ACNM board members met with AMA leaders, urging them to take steps to improve continuity of care for women choosing homebirth and to work with ACNM to remove practice barriers facing CNMs and CMs wishing to offer homebirth services. ACNM released “Homebirth: Resources for Payers and Policymakers,” an online packet of information supporting reimbursement policies and legislation in favor of safe access to responsible homebirth. We also released an online resource for midwives to use when applying for credentialing and medical staff privileging.

Spotlight on Quality in Maternity and Women’s Health Care

ACNM is a leading contributor to the development of evidence-based care practices that guide clinical and policy decisions and improve health outcomes for women and babies. A record number of members participated in the 2008 ACNM Benchmarking Survey—a survey that collects data from midwifery practices across the country and allows participants to share best practices in areas ranging from maternal and infant health outcomes and rates of childbirth interventions to numbers of primary care visits.

In 2008, we laid the groundwork for a midwifery data collaborative—a project that

(continued on page 8)
In 2008, ACNM representatives brought the midwifery perspective to:

- ACOG Committee on Patient Safety and Quality Improvement
- After Cesarean Planning Committee Meeting
- AMCHP Meeting on Emergency Preparedness and MCH Populations
- American Legislative Exchange Council
- CDC/ACOG Maternal Mortality Study Group
- Champion Nursing Council
- Changes to Vital Statistics Data Purchasing Conference
- Childbirth Connection’s Transforming Maternity Care Initiative
- Coalition for Improving Maternity Services
- Coalition for Patients’ Rights
- Global Health Council Countdown to 2015 Community Meeting
- Global Health Missions Conference
- Healthy People 2020
- Indian Health Service Invitational Gathering on Indigenous Birthing and Midwifery
- International Confederation of Midwives
- March of Dimes Prematurity Awareness Campaign
- National Coalition on Health Care
- National Conference of State Legislators
- National Institute of Child Health and Human Development Fetal Heart Rate Consensus Meeting
- National Institute of Health Consensus Development Conference on Vaginal Birth
- National Priorities Partnership
- Patient Centered Primary Care Collaborative
- Reproductive Health Technologies Project Collaborator’s Roundtable
- Surgeon General’s Conference on the Prevention of Premature Birth
- US Breastfeeding Committee
- US Centers for Disease Control Childhood Lead Poisoning Prevention Program

We also participated in numerous meetings and events where key decisions influencing the care of women and babies were made. Particularly of note was our participation in the National Quality Forum (NQF) Perinatal Measures Steering Committee. Although “pregnancy and childbirth” is the second most common reason for hospital admission, there has been no comprehensive, national, standardized set of quality measures for hospital performance related to childbirth. The steering committee guided an NQF project to establish a national set of perinatal performance measures that will encourage quality care improvement for mothers and infants. The official measures are expected to be released next year.

ACNM represents midwives and clients.

Evidence-based Research and Clinical Resources

ACNM contributes to and refines the pool of evidence-based research that guides care for women and babies. In 2008, our peer-reviewed journal, the *Journal of Midwifery & Women’s Health*, published a ground-breaking study, “The Lived Experience of Widowhood in Pregnancy,” which examined experiences of pregnant women whose husbands died in the 9/11 attacks or while serving in the US military. This was the first study to examine the experiences of pregnant widows. Two continuing education issues were published: “Infectious Disease” and “The Effects of Violence and Trauma on Women’s Health.” *JMWH* also launched “Global Exchange,” an online column for international women’s health reports.

**ACNM member Mary Callahan, CNM, at the ICM Congress in Glasgow, Scotland, with midwives in traditional country dress.**

**ACNM delegates at the ICM Council Meeting. From left to right: Katherine Camacho Carr, CNM, and Joyce Thompson, CNM.**
The ACNM Annual Meeting & Exposition—the College’s premier event for midwives and other women’s health professionals—offers a unique opportunity to share professional resources and serves as a forum for original, unpublished research. At the 53rd Annual Meeting in Boston, we hosted two research forums as well as Meet the Researchers sessions with 15 poster presentations. Topics ranged from how birth is portrayed on reality television to women’s experiences of shame and isolation during menopause. Of particular interest was a study presented by student nurse-midwives Kelly Burrell Roberts and Allison Vitonis entitled “Certified Nurse-Midwives Reduce Cesarean Section Rates among Massachusetts Hospitals.”

Grants Fund Global Outreach

While ACNM’s primary focus is increasing access to midwifery care in the US, ACNM is strongly committed to reducing maternal and neonatal mortality worldwide. Funded largely by the US Agency for International Development (USAID), ACNM global outreach made a difference in Afghanistan, Albania, Ethiopia, Ghana, Kenya, Liberia, Nigeria, Pakistan, and Tanzania in 2008.

JMWH Shares with Women

The Journal of Midwifery & Women’s Health now offers more than 40 “Share with Women” patient education handouts. Topics published in 2008 include:

- Cord Blood Banking—What’s It All About?
- HPV, Cervical Cancer, and You
- Induction of Labor
- Intimate Partner Violence
- Intrauterine Devices
- Staying Healthy on a Vegetarian Diet

This copyright-free series is available at www.Midwife.org/share_with_women.cfm for all health care providers to print and share with patients.

New Edition of Life-Saving Skills Manual for Midwives Published

ACNM staff and consultants train midwives, physicians, and other health care providers in safe delivery practices and other life-saving skills to help reduce maternal mortality in developing countries.

Designed to help reduce maternal mortality in developing countries, ACNM’s Life-Saving Skills Manual for Midwives was created by experienced midwives for use in settings with only the most basic resources. First developed in 1990, it has been used by nongovernment and government organizations in Africa, Asia, the Americas, and the Caribbean. The LSS manual has drawn international praise, including that of Liberian President Ellen Johnson Sirleaf. The revised and expanded fourth edition features ten modules written in easy-to-translate language and includes a pocket-sized clinical reference book. Publication of the new edition was made possible in part through a generous donation by the A.C.N.M. Foundation, Inc., and the Averting Maternal Death and Disability Program at Columbia University.

ACNM received USAID funds for global outreach in numerous developing countries, including Afghanistan, Albania, Ethiopia, Ghana, Kenya, Liberia, Nigeria, Pakistan, and Tanzania.

Life-Saving Skills training teaches the importance of preventing hypothermia by putting a hat on a newborn immediately after birth. ACNM’s Beanies for Babies™ campaign collects donated baby hats and distributes them around the world where baby hats are often not available.

ACNM publishes clinical bulletins, position statements, issue briefs, and a QuickInfo series containing accurate, up-to-date information on topics relevant to midwifery and women’s health. New and revised documents of 2008 include:

- Certified Nurse-Midwife/Certified Midwife as First Assist at Surgery
- Male Circumcision
- Midwifery Certification in the United States
- Midwives as Hospitalists/Laborists
- Oral Health
- Postpartum Depression
- Premature Rupture of Membranes (PROM) at Term
- Principles for Licensing and Regulating Midwives
- Providing Oral Nutrition to Women in Labor
- Vacuum Assisted Birth
- Women and Smoking

“Life Saving Skills focuses on skills to reduce the high maternal mortality and global burden of pregnancy-related illnesses and death in the developing world. The nation thrives when mothers survive; we need to keep them alive.”

-Liberian President Ellen Johnson Sirleaf
Nurses receive an 11.5% return every year of their professional life on the investment made in a master’s-level midwifery program.

**Forging the Future of Midwifery in the US**

ACNM reached out to potential students, employers, policymakers, legislators, physicians, administrators, international health community leaders, and others through regular exhibits at trade shows and professional associations.

Increasing funds for midwifery education is a major component of ACNM’s current federal policy agenda. We have an ambitious vision for US midwifery: by 2020, midwives will attend 20% of births. While this vision certainly depends on removing barriers to midwifery practice, this is an especially challenging call to action for those involved in midwifery education and training. One of our FutureFocus goals is to produce 1000 newly certified CNMs and CMs by 2015. If 40 programs produce 25 graduates annually, we can reach our goal.

Nurses receive an 11.5% return every year of their professional life on the investment made in a master’s-level midwifery program.

**The State of Midwifery Education**

In 2008, there were more than 300 newly certified CNMs and CMs—the highest in four years. There was an increase in applications to ACNM Accreditation Commission for Midwifery Education (ACME, formerly the Division of Accreditation) programs, and a new cost-benefit analysis of midwifery education shows these applicants are pursuing a worthwhile investment. In the analysis, scheduled for publication in 2009, the benefits of midwifery education outweigh the expense incurred by students, academic institutions, clinical sites, and taxpayers. Most impressive is that nurses receive an 11.5% return every year of their professional lives on the investment made in a master’s-level midwifery program.

**Innovation and Interaction Boost Recruitment Efforts**

We held our first annual Become a Midwife Forum at the ACNM 53rd Annual Meeting. More than 100 potential students participated in this free, interactive career event, which featured action stations equipped with birth simulators, pelvic models, and access to midwifery students and practicing midwives.

**Ensuring High Academic Standards**

As we strive to increase the annual number of midwifery graduates, ACME remains committed to ensuring that the highest quality standards are in place for midwifery education and continuing professional competence. ACME accredits 37 programs at colleges and universities across the US and Puerto Rico and one freestanding midwifery education program.

Over 100 potential students participated in the first ACNM Become a Midwife Forum—a free, interactive career event designed to recruit more midwives.
Financials

Membership Figures as of:

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*The Active-Supporting membership category was created in 2008 by merging Associate and Active-Retired CNMs/CMs. Friends of the College are included in the Associate membership category.

2008 was a challenging and volatile year for nonprofit and for-profit organizations alike. In the professional membership association sector, organizations grappled with unpredictable revenue streams related to membership dues, meeting attendance, and corporate support, as well as in investment accounts, which in recent years has been a source of operating revenues.

ACNM faced these challenges as well. During 2008, ACNM operating revenues were up by 4% compared to 2007. This was largely attributed to increased grant activity and publication sales. Operating expenses, however, exceeded revenue, resulting in a net operating loss primarily due to unexpected losses on the 2008 ACNM Annual Meeting, a core revenue source for ACNM. In response, ACNM is making significant changes to the Annual Meeting beginning in 2010.

Citigroup/Smith Barney continued to serve as the investment firm and advisors to ACNM in 2008. The associates of this firm work closely with the ACNM Finance and Audit Committee to ensure that reserve funds are invested in alignment with the financial policies of the College. 2008 was a volatile year for all investors. ACNM ended the year 2008 with net assets of $1.7 million reflecting a loss of over $1 million, due mostly to investment losses. While these losses were significant, the percentage decline in value was actually less than average losses in the marketplace as reported by the Standard & Poors and other major indices. ACNM remains committed to safeguarding the investments of the College by adhering to financial policies designed to maximize returns over the long-term.

In 2008, more than $3.7 million (76% of our total expenses) was invested in providing core member services, such as professional practice programs and resources, legislative and regulatory advocacy, promotion of the midwifery profession, and individual member assistance. ACNM strives to provide superior services to our members and representation for the profession while positioning the organization for continued growth. This is accomplished by maintaining an appropriate level of national office infrastructure to support these activities.

ACNM’s 2009 balanced budget includes continued support for existing activities as well as capital improvements to benefit the College. ACNM is exploring new revenue opportunities consistent with our mission, while assuring that money spent realizes value for the College and its membership. We are financially sound to continue to pursue our mission.

Finally, it must be noted with appreciation that the financial position of the College is positively impacted by the many dedicated members who serve on divisions, committees, task forces, and in other various volunteer positions within the College. Although not directly reflected in the financial statements, many members work numerous hours without compensation and thus provide tremendous value to our organization. ACNM extends its thanks to its members for their continued commitment to nurse-midwifery and to ACNM.

ACNM’s audited financial statements for 2008 and previous years are accessible for members only at [www.midwife.org/financialstatements.cfm](http://www.midwife.org/financialstatements.cfm).
**A.C.N.M. Foundation, Inc.**

**Kerry-Ann DaCosta, SNM, Government Affairs Committee Student Representative**

“The A.C.N.M. Foundation’s Midwives of Color-Watson Scholarship helped to offset expenses incurred for [my work] in Hargeisa, Somaliland. This was such a priceless experience, and it was financially feasible thanks to the A.C.N.M. Foundation.”

**Jenifer Poell, SNM, Government Affairs Committee Student Representative**

“The A.C.N.M. Foundation Edith B. Wonnell Scholarship made it possible for me to spend my midwifery training near the Texas-Mexico border at Holy Family Birth Center. I feel fortunate that I was able to spend a semester of midwifery school in a birth center setting and I believe that my experiences there will always shape my midwifery practice.”

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**Improving Maternal Health in Developing Countries**

Foundation funds supported the fourth edition of the *Life-Saving Skills (LSS) Manual for Midwives*—a comprehensive manual designed to help reduce maternal mortality, especially in developing countries. The *LSS* manual and training program encourage an expanded role for midwives in recognizing and responding to life-threatening emergencies. First developed in 1990, *LSS* has been used by nongovernment and government organizations in Africa, Asia, the Americas, and the Caribbean (read more on page 9).


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ACNM Foundation (cont’d)

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AWARDS FOR 2008
Leadership
ACNM Leadership Seminars
American College of Nurse-Midwives
ACNM Annual Meeting
Education Session Sponsorships
Amy Romano, CNM, MSN, and Mayri Sagady Leslie, CNM, MSN, “An Interactive, Evidence-based Birth Planning Tool on the Web”
Jean Watson-Driscoll, PhD, “Post-partum Mood Disorder”
Ruth Johnson, CNM, MSN, CS, MPA, & Ruta Nonacs, MD, PhD

Research
Fellowship for Graduate Education
Debra Erickson-Owens, CNM, PhD (c)
W. Newton Long Award
Blue Bradley, CNM
“Highlighting Best Practices in Midwifery Care: Benchmarking Project Publication”
Lisa Kane Low, CNM, PhD, FACNM, and Kerri Schuilling, CNM, PhD, FACNM

Education
Varney Participant Awards
Jana Sund, SNM
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Basic Midwifery Education Scholarships
Edith B. Wonnell, CNM Scholarship
Jennifer Ann Poell, SNM
A.C.N.M. Foundation, Inc. Memorial Scholarship
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Margaret Edmundson Scholarship
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TUMS Calcium For Life Scholarship presented by GlaxoSmithKline
Katherine Bussard, SNM
Midwives of Color-Watson Scholarship
Ana Luisa Ralston, SNM
Kerry-Ann DaCosta, SNM
Rani Shankar, SNM

Recognition
The Dorothy M. Lang Pioneer Award
Elizabeth “Beth” Cooper, CNM, EdD, FACNM
Joan Slager, CNM, MSN, DNP, FACNM
22nd Annual Therese Dondero Lecturer
Paul B. Batalden, MD, “Creating Change in Health Care”
The A.C.N.M. Foundation Staff Appreciation Award
Rebecca Jacob, Communications Manager

Public Policy:
Deanne R. Williams Public Policy Fellowship
Lisa Summers, CNM, DrPH, FACNM

Special Initiatives:
Public Education Project
American College of Nurse-Midwives
Annual Meeting Live Learning Center
To allow ACNM members to obtain CEUs beyond the Annual Meeting
American College of Nurse-Midwives
Faculty Training Program for Teaching Intrapartum Sterile Speculum
Examination for Registered Nurses
Lisa Paine, CNM, DrPH, FACNM, ACNMF, Co-Director
Elaine Germano, CNM, DrPH, FACNM, ACNM, Co-Director

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