



# NEWS RELEASE

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**AMERICAN COLLEGE OF NURSE-MIDWIVES SELECTS  
JONES PUBLIC AFFAIRS AS PUBLIC RELATIONS FIRM**  
*DC-Based, Woman-Owned Agency to Enhance Awareness of CNM/CM Care*

**SILVER SPRING, MD** – The American College of Nurse-Midwives (ACNM) today announced that it has retained Jones Public Affairs, Inc., a woman-owned, healthcare public affairs agency in Washington, DC as its public relations agency of record. The agency will begin work immediately and focus on enhancing awareness of the quality care provided by certified nurse-midwives (CNMs) and certified midwives (CMs).

ACNM is a not-for-profit professional association devoted to the development and support of the profession of midwifery as practiced by certified nurse-midwives (CNMs) and certified midwives (CMs). ACNM announced in 2007 plans for a national initiative to strengthen and enhance the stature of midwifery in the United States, thanks to seed grant support from the A.C.N.M. Foundation. The Foundation is organizing additional fundraising for this initiative through its Public Education Project (PEP) national fundraising campaign. The overarching goal of the project is to educate the public and increase the visibility and demand for midwifery services.

“Lack of consumer knowledge is the greatest barrier to acceptance and growth of our profession,” said ACNM Foundation President Carolyn L. Gegor, CNM, MS FACNM. “At this time when health care reform is so seriously needed, midwives must be part of the solution and the public must know the scope and benefits of our service. We are excited to be partnering with ACNM on this important project.”

“The Jones Public Affairs staff demonstrated a strong understanding of midwifery, a passion for women’s health and a solid strategy for how public relations can meet our needs,” said Lorrie Kline Kaplan, Executive

Director, American College of Nurse-Midwives. “We are confident this is a great match and a strategic move for our organization.”

Carrie Jones, Managing Partner and Principal of Jones Public Affairs, said the agency’s depth of experience in the women’s health sector makes the agency a perfect fit for ACNM. “We’re very excited to partner with ACNM in developing effective, integrated and meaningful initiatives in women’s health,” she said. “We are committed to educational efforts that support and empower consumers. Certainly, the midwifery community has much to offer women in this regard, and we’re looking forward to helping support ACNM’s efforts.”

Jones Public Affairs will provide ACNM a variety of services, including message development, expert positioning and traditional media, blogger and online community outreach. Jones Public Affairs staff will be attending the upcoming ACNM Annual Meeting in Boston on May 23-29 as an opportunity to engage with its members.

#### **About the American College of Nurse-Midwives**

With roots dating to 1929, the American College of Nurse-Midwives is the oldest women's health care association in the U.S. ACNM's mission is 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. Midwives believe every individual has the right to safe, satisfying health care with respect for human dignity and cultural variations. More information about ACNM can be found at [www.midwife.org](http://www.midwife.org).

#### **About Jones Public Affairs, Inc.**

Jones Public Affairs is a boutique healthcare public affairs agency dedicated to making a difference by developing advocacy/public relations plans that get results. Through meaningful communication and solid relationships between industry and stakeholders, Jones Public Affairs is able to design and implement fresh and innovative programs with an impact. More information about Jones Public Affairs can be found at [www.jonespa.com](http://www.jonespa.com).

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