



Midwives For Equity  
**NATIONAL  
MIDWIFERY WEEK**  
October 4 – 10, 2020

## National Midwifery Week 2020: Midwives for Equity

#NMW2020 | #MidwivesforEquity

### Participation Toolkit

[National Midwifery Week](#) (#NMW2020) was created by ACNM to celebrate and recognize midwives and midwife-led care. It's time to display your pride in the hallmarks of midwifery that you deliver every day; this week is for you and about you.

This year's theme is "**Midwives for Equity**." Midwives play a key part in enhancing equity among all populations of the United States. Midwives believe every person has a right to equitable, ethical, accessible, quality health care. The midwifery model of care empowers individuals and communities, creates compassionate partnerships, and personalizes care based upon each individual's life experiences and knowledge.

This toolkit provides ideas for activities, initiatives, celebrations, and ways to spread the word during this exciting week. No matter how you choose to celebrate, share it with us via email ([membership@acnm.org](mailto:membership@acnm.org)) or by posting on social media – using the hashtags #NMW2020 and #MidwivesforEquity and tagging @ACNMmidwives!

### Make a Difference in Your Community

Making a difference for all women is the core of midwifery. This year, let's showcase how midwives advance equity in their communities.

*In-person gatherings and celebrations are usually a staple of National Midwifery Week. However, considering the COVID-19 pandemic, we understand these may not always be feasible and encourage virtual events whenever possible. We have adjusted many of our suggestions below to reflect this.*

Here's how you can help:

- **Host a Drive** – Invite members of your practice, along with clients, to collect items of need to donate to a local women's shelter. Go beyond the call by collecting items rarely donated, such as new underwear, sanitary products, bath towels, and diapers (an item in very high demand). [Click here](#) to find a shelter near you.
- **Meet & Greet** – Plan a virtual event with new moms and moms to be, giving each an opportunity to meet one another and discuss the pregnancy process via a Q&A session

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that offers insight into how the midwifery model of care worked for them. This is a great opportunity to build a community of parents.

- **Volunteer** – Arrange for time off for your team to volunteer at a local nonprofit organization serving women, children, and families in need. You can give your time by doing something as simple as preparing, serving, and delivering meals, or going the extra mile to host an empowering discussion on maternal mortality and health pregnancy. If possible, make it a goal to have you and your team volunteer several times throughout the year. [Click here](#) to find local volunteer opportunities.
- **Open House** – Host a virtual open house at your facility. Invite prospective clients to take a virtual tour and learn more about midwifery and their health care options
- **Career Fair** – Arrange a career presentation or participate in a career fair (likely virtual) at a local high school or community college, and present about midwifery as a career, emphasizing the need for diversity in the profession to better reflect the populations that midwives serve.
- **Contact the Media** – Reach out to your local news stations, radio stations, or papers and find out who the general assignment or health reporters are — as far in advance as possible via Twitter or phone — and suggest a story for them to highlight during this week; for example, how midwives work towards equity in health care. Use this [sample media advisory](#). Be sure to let ACNM know if you get coverage and we will share it widely!
- **Advocate** – Contact your federal, state, and/or local representatives to encourage them to support legislation that would benefit those we serve – i.e. increase health care access in rural areas, address maternal mortality rates, provide more health care resources to women, etc. Check out these resources to get started:
  - [Encourage Support for Increasing the Midwifery Workforce](#)
  - [Help Expand Access to Midwifery-Led Care in Birth Centers](#)
  - [Raise Awareness for Midwifery Hospital Privileging Legislation Call to Action](#)
  - [Hospital Privileging Issue Brief](#)
  - [Midwives for MOMS Legislative Issue Brief](#)
  - [Midwives for MOMS Talking Points](#)
  - [Issue Brief on the BABIES Act - H.R. 5189](#)
  - [Issue Brief on the Black Maternal Health Omnibus - H.R. 6142](#)
  - [Talking Points on Full Medical Staff Privileges for Midwives](#)
- **Obtain a Proclamation** – Reach out to the office of your governor or mayor and ask them to officially recognize National Midwifery Week in your state or city! [Check out this guide](#) for detailed instructions and a sample template.
- **Donate** – Give what you can to organizations, initiatives, and funds that support health equity. Here are some examples:
  - **The A.C.N.M. Foundation**: supports diversity and inclusion efforts through sponsorship of studies and research, publications, and scholarships and awards for BIPOC members, including two funded from the Foundation’s Midwives of Color Scholarship Fund: the Carrington-Hsia-Nieves Doctoral Scholarship for Midwives of Color and Midwives of Color-Watson Basic Scholarship.

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- [Midwives-PAC](#): Midwives play an important role in shaping the future of healthcare policy and the delivery of care in the United States. Donations to a candidate’s campaign, regardless of political party affiliation, are beneficial to moving our federal legislative agenda forward on Capitol Hill. Midwives-PAC is one of the *most important* tools we have for gaining access to key members, influencing healthcare policy, and electing midwifery champions to Congress.
- [ACNM Midwives of Color Initiative Fund](#): established in 2019 to fund the work of the Midwives of Color Committee (MOCC) in developing the infrastructure and capacity to address the marginalization of midwives of color by the ACNM and chart the course to a more inclusive and equitable organization.
- [National Collaborative for Health Equity](#)
- [Black Mamas Matter Alliance](#)
- [Health Equity Initiative](#)
- [4Kira4Moms](#)
- [Center for Reproductive Rights](#)

## Get Social & Share!

One of the easiest ways to participate in National Midwifery Week is to spread the word about midwife-led care via social media. Join in by participating in the following social media action items. Use our [social media graphics](#) and the hashtags #NMW2020 and #MidwivesforEquity. Your posts may be shared on ACNM’s social media channels!

Here are some ways to promote this special week on social media:

- Share how your local affiliate and/or facility supports diversity and inclusion
- Invite a speaker to your facility to speak with your staff about diversity, equity, and respect in the workplace
- Visit local government officials and hold discussions with them on what steps they are taking to ensure midwifery care is being promoted and encouraged to women/mothers in your town and what maternal polices could be worked on. Shoot a video of these discussions or snap some pictures and post them to your social media pages.
- Highlight misunderstandings that may keep many women from enjoying the benefits of midwifery care. Share the myth(s) you encounter most and why they are wrong.
- Share your “ah-ha!” moment when you realized midwifery was the answer for all women
- Share the steps you take as a midwife to advance equity within your practice, school, or community.

## Sample Social Media Posts:

- Midwives are committed to equitable, ethical, personalized care for the patients and families they care for. Celebrate #MidwivesforEquity this National Midwifery Week #NMW2020

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- This National Midwifery Week, I'm proud to celebrate my commitment to enhancing health equity through the midwifery model of care. Learn more about the hallmarks of midwifery: <http://ow.ly/hjOC50BaXhY> #NMW2020 #MidwivesforEquity
- I work to advance equity through midwifery by \_\_\_\_\_ #NMW2020 #MidwivesforEquity
- Happy National Midwifery Week! Here are 18 ways you can celebrate: <http://bit.ly/2dDJ7KY> #NMW2020 #MidwivesforEquity
- Advocacy-specific posts:
  - #Midwives approach of listening to women, respecting their insights & recognizing them as experts in their health is reflected in the midwifery model of care and serve as an accessible solution to improved maternal health and the problem of racism & health inequity #NMW2020 #MidwivesforEquity
  - Passage of the #Momnibus Perinatal Workforce Act, Midwives for MOMS Act, and BABIES Act are essential to diversifying our nation's maternal health workforce and improving the culture of care for moms, babies, and pregnant people #NMW2020 #MidwivesforEquity
  - #ACNMAAdvocacy Alert: Urge your House member to support #HR3849, legislation that seeks to expand accredited educational opportunities for #Midwives and create a more inclusive and diverse midwifery workforce #NMW2020 #MidwivesforEquity

These are just a starting point – a personal social media message that speaks directly to YOU and YOUR audience will receive the most rewarding feedback. We look forward to seeing your posts, pictures, videos, and links!

## Celebrate Your Accomplishments

Every day, you are making a difference in the lives of women, children, and families. This week is an opportunity to celebrate your commitment to equitable, ethical, personalized care. Here are a few fun ways in which you and/or your facility can participate:

- **Take a Break** – Take a day with your midwife team for some R&R. While you may not want to go for massages or manicures, you can still use some at-home relaxation techniques, like a hot bath, meditation, reading, and going for a walk. It's important to take time for yourself!
- **Host a Party for the Year of the Nurse and the Midwife:** 2020 is your year, so make this the best National Midwifery Week yet! Host a party (whether in-person or virtual) that celebrates you and the work you've done. It can incorporate team building and awards as described below, dancing (those who attended our virtual Annual Meeting can attest that virtual dance parties are a blast!), and most importantly, fun!
- **Team Building Event** – Host a virtual team-building event and incorporate fun games, team building activities, and icebreakers that can be played onscreen. [This list](#) provides some great examples.

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- **Special Award Ceremony** – Honor your fellow midwives with an award ceremony. It can be as extravagant or as simple as you like – the choice is up to you! Here are some ideas of awards worth honoring:
  - Whoa, Baby! – honoring the midwife with the most babies delivered
  - Wise Woman or Grande Dame – honoring the midwife whose been a staff member longest
  - Rookie Star – honoring the newest midwife staff member
  - Worldwide Woman or Global Sensation – honoring the midwife with the most global experience
  - Smooth Sailings – honoring the most peaceful, calm-natured midwife on staff
  - Life Saver or Life Sensei – honoring the midwife whose been a great mentor to all
  - Yas Queen! – honoring the midwife who knows how to make everyday a joy

[Click here](#) for downloadable and editable certificate templates via Microsoft Office. Download and share your events with ACNM or post to your own social media pages with the hashtag #MidwivesforEquity.