

MIDWIVES-STRENGTHENING COMMUNITIES

OCTOBER 1-7, 2023

NATIONAL
MIDWIFERY
WEEK 2023



 AMERICAN COLLEGE
of NURSE-MIDWIVES

PARTICIPATION TOOLKIT



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JOIN US!

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[National Midwifery Week](#) was created by ACNM to celebrate and recognize midwives and midwife-led care. This is your time to display your pride in the midwifery model of care that you deliver every day. This week is for you and about you!

This year's theme is "**Midwives – Strengthening Communities.**" There is evidence that supports midwifery's unique value across different communities, the safety and effectiveness of midwifery care in improving maternal and infant outcomes, the interest of birthing people in midwifery care, and the current availability of, and access to, midwifery services in the United States. Culturally congruent community-based and -led models of midwifery care are especially powerful. In this work, midwives and communities can come together to improve health outcomes. The midwifery model of care fosters compassionate collaborations and personalizes care based on each person's life experiences and expertise. We are stronger together.

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 (communications@acnm.org) or by posting on social media – using the hashtags **#MidwiferyWeek2023** and **#MidwivesStrengtheningCommunities** and tagging @ACNMmidwives!

This National Midwifery Week Toolkit Includes:

- 1. Get Social and Share!** (page 2)
 - a. Ideas for how to promote #MidwiferyWeek2023 on social media
 - b. Sample Social Media posts and graphics
- 2. Make a Difference in Your Community** (page 5)
- 3. Celebrate Your Accomplishments** (page 8)

Get Social & Share!

Spreading the word about midwife-led care via social media is one of the simplest ways to participate in National Midwifery Week. We've made it easy to join the conversation on social media with ideas on what to share, along with sample social media graphics and posts. Don't forget to use the hashtags **#MidwiferyWeek2023** and **#MidwivesStrengtheningCommunities!** Tag us @ACNMmidwives – so we can repost on ACNM's social media accounts too.

Social Media Ideas:

- Share your story:
 - What you do as a midwife
 - Midwives don't just deliver babies! Share what other services you provide and work you do for communities.
 - Why you became a midwife
 - Your “ah-ha!” moment when you realized midwifery was the answer for care in your community
 - How you, your local affiliate and/or facility works for communities
- Invite a speaker to your facility or via Zoom to speak with your staff or patients about how to solve issues happening your community. Broadcast live on your Facebook and/or post segments of the session throughout the week.
- Highlight BIPOC birth workers and midwives in your practice, affiliate, and/or community with social media photos, videos, and stories, promoting midwifery care and the profession.
- 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 birthing people in your district and what health policies could be worked on. Shoot a video of these discussions or snap some pictures and post them to your social media pages.
- What misunderstandings keep many women/birthing people from enjoying the benefits of midwifery care? Use video or 'reels' format to talk about the myth(s) you encounter most and why they are wrong.
- Share the steps you take as a midwife to support and provide services within your practice, school, or other kind of community.
- Link to articles and resources on [DiscoverMidwives.com](https://www.discovermidwives.com) in your social media posts. From health and sexuality, to pregnancy, birth, and postpartum, you can make sure your audience has a midwifery-focused resource to turn to.

Sample Social Media Posts and Graphics:

Easily use the captions below with the linked images across your social media! Just download the image and copy and paste the captions.

- Midwives are committed to equitable, ethical, personalized care for the patients and families they care for. Celebrate #MidwivesStrengtheningCommunities with us this #MidwiferyWeek2023!
 - Image: [2023nmwsocial1](#)
- This #MidwiferyWeek2023, I'm proud to celebrate my commitment to strengthening communities through the midwifery model of care. Join Me! Learn more about midwifery: <http://www.midwife.org/About-the-Midwifery-Profession> #MidwivesStrengtheningCommunities
 - Image: [2023nmwsocial2](#)
- I work to strengthen communities through midwifery by _____ #MidwiferyWeek2023 #MidwivesStrengtheningCommunities
- Happy National #MidwiferyWeek2023! We are celebrating this week by _____. Here are 18 ways you can commemorate this week: <https://www.midwife.org/Ways-to-Celebrate-NMW> #MidwivesStrengtheningCommunities

- Advocacy-specific posts about the Midwives for Moms Act:
 - Black women die at 2.5 times the rate of white women from a pregnancy complication. Support the #MidwivesforMoms Act for a more culturally diverse maternity care workforce that can address racism in reproductive healthcare. #MidwiferyWeek2023 #MidwivesStrengtheningCommunities
 - Scaling up and diversifying our nation's midwifery force would not only save us \$4 billion by 2027 but would also drastically improve the health and wellbeing of new babies and parents. 🧒❤️ Support the #MidwivesforMoms Act today for a healthier and happier nation tomorrow. #MidwivesMakeaDifference #MidwiferyWeek2023 #MidwivesStrengtheningCommunities
 - The American College of Obstetricians & Gynecologists predicts an OB-GYN shortage by 2030. The #MidwivesforMoms Act supports midwifery students who plan to practice in a maternity care provider shortage area or are from underrepresented minoritized groups. #MidwiferyWeek2023 #MidwivesStrengtheningCommunities

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. Check back on ACNM's National Midwifery Week page for more resources to share throughout the week. We look forward to seeing your posts, pictures, videos, and links!

Make a Difference in Your Community

Making a difference for all communities is at the core of midwifery. Let's highlight the ways in which midwives fight for justice in their communities.

In-person gatherings and celebrations are an important way to commemorate National Midwifery Week.

- **Meet & Greet** – Plan an event for new birthing parents, giving each an opportunity to meet one another and discuss the pregnancy process via a Q&A session that offers insight into how the midwifery model of care worked for them. This is a great opportunity to build a community of parents. You could also host an open house at your facility and give tours for prospective clients to learn more about midwifery.
- **Career Fair** – Arrange a career presentation or participate in a career fair 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.
- **Commit to DEIB Work** – Start by educating yourself on diversity, equity, inclusion, and belonging.
 - *Affiliate/Practice Level:* Host a DEIB book club to learn more about anti-racism and what work midwives can do to combat racial bias in their practice. You can also go over the [Unpacking our Birth Bag: Anti-Racism Toolkit for Midwives](#) together!
 - *Hospital Level:* Find out what health disparities are happening in your hospital system and use this week as a time to reach out to administrators and start conversations to work for change.
- **Get Out the Vote** – Promote voter registration to take action for improving the health of communities, especially with election day coming up. Share resources on social media about [voter registration](#) and encourage those in your practice and network to register to vote. Hand out information about voter registration at events you're hosting during the week, along with midwifery advocacy information.
- **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.
- **Contact the Media** – Reach out to your local news stations/papers and/or radio stations via Twitter or phone and ask for the general assignment or health reporters. Suggest or “pitch” a story for them to highlight during this week, like how you as a midwife works towards equity in health care. Use the [sample media advisory](#) as a starting point.

- Share your story with ACNM (communications@acnm.org) to help share it on a national level
- **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.
 - Nearly 1 in 4 students have struggled to afford period products in the U.S. October 8, the end of National Midwifery Week, is Period Action Day. Get together with your affiliate/practice/hospital to host a Period Product drive, it’s easy to do with Period.org: <https://www.periodactionday.com/service>
- **Advocate** – Contact your federal, state, and/or local representatives to encourage them to support legislation that would benefit those midwives serve – (e.g., increase health care access in rural areas, address maternal mortality rates, provide more sexual and reproductive health care resources to people). Check out these resources to get started:
 - [Abortion is Healthcare Resource Page](#)
 - [Encourage Support for Increasing the Midwifery Workforce](#)
 - [Encourage Support for Improving Care and Access to Nurses Act](#)
 - [Encourage Support for the Black Maternal Health Omnibus Act](#)
 - [Encourage Support for Full Hospital Privileges for Midwives](#)
- **Volunteer** – Arrange for time off for your team to volunteer at a local nonprofit organization serving 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 a discussion on maternal mortality and/or healthy pregnancy. [Click here](#) to find local volunteer opportunities.
- **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.
 - **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**](#)
- [**Period.org**](#)

Celebrate Your Accomplishments

Every day, you are making a difference in peoples' lives. 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. Go get massages or other mental self-care like group guided meditations, book clubs, yoga and going for a team walk or hike. It's important to take time for yourself and mental health!
- **Host a Party**: 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, and most importantly, fun!
- **Team Building Event** – Host an in-person or virtual team-building event and incorporate fun games, team building activities, and icebreakers.
- **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 midwives with the most births attended
 - Legendary Midwife – honoring midwives on staff the longest
 - Rookie Star – honoring new midwife staff
 - 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 and photos with ACNM or post to your own social media pages with the hashtag #MidwivesStrengtheningCommunities.