



# 2020

## INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

### ICM PLAN FOR YEAR OF THE MIDWIFE

CELEBRATE • DEMONSTRATE • MOBILISE •  
UNITE



# INTRODUCTION

WHO's landmark announcement that 2020 will be the International Year of the Nurse and the Midwife provides an important opportunity to advocate to strengthen midwives and the midwifery profession. For the first time, countries across the world will unite in recognition of the essential role that midwives play in achieving the Sustainable Development Goals and Universal Health Coverage. Through the year, ICM will support our nursing colleagues as the largest women's workforce in the world. This document sets out our plan for celebrating midwives in 2020.

ICM will build on the global momentum and spotlight on the profession to:

- drive policy change and public action to achieve increased commitments to building a sustainable workforce of qualified midwives and thereby increase women's access to quality midwifery care.
- further ignite pertinent discussion about the relationships between midwives and women as advocates for each other.
- highlight the role of midwives as gender champions in their communities.
- outline the challenges and barriers midwives face globally and disseminate evidence about the vital need for midwives as the key to quality maternity care.
- advocate to governments to ensure that midwives work in an environment that enables them to deliver quality midwifery care to women, newborns and families worldwide.

Our activities will be underpinned by the following themes:

**Celebrate:** the work of midwives globally.

**Demonstrate:** through dissemination, the body of evidence around the impact of midwives and the case for investment in midwives; build policy guidance about the enabling environment that midwives need if they are to deliver quality care that improves health outcomes.

**Mobilise:** midwives, associations, stakeholders and women to become advocates for the profession in support of midwives and midwife-led continuity of care.

**Unite:** midwives and women towards a common goal of gender equality. We will unite associations and women's groups locally, nationally and globally towards the achievement of this goal.

# CELEBRATE

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the work of midwives globally.

ICM will:

- Together with WHO, UNFPA and ICN launch the year through a joint video and letters to Heads of State to ask them to mention Midwives and Nurses in their New Year's message.
- Ask its members to showcase the first baby born in each country on 1 January 2020 under the care of a midwife, and to share the birth stories and photographs of the mothers and babies. This moment will be a time to celebrate human life and recognise the work of midwives.
- Throughout the year, identify and celebrate the midwives who have contributed greatly to the development of the midwifery profession and the advancement of women's rights and gender equality in their countries.
- At all opportunities, advocate for each country to have a government Chief Midwife.
- Continue creating engaging social media content throughout the year amplifying the voices of midwives and providing resources for all associations to join the global conversation throughout the year, in the three official ICM languages (EN, ES, FR).

# DEMONSTRATE

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the body of evidence around the impact of midwives, the investment case for midwifery and policy guidance about the enabling environment that midwives need if they are to deliver quality.

ICM will:

- Support UNFPA and WHO in the launch of reports in May 2020 on the investment case and impact of midwifery. The reports will build the case for governments to urgently increase their investment in the midwifery workforce and midwife-led continuity of care.
- Work with technical partners to deliver a policy paper that will provide an overview of what constitutes an enabling environment for midwives. This work will provide a framework for funders, partners and governments to identify where midwives fit in the bigger picture of delivering quality, sustainable maternal and newborn health services, and what commitments they need to make.

# MOBILISE

midwives, associations, stakeholders and women to become advocates for the profession in support of midwives and midwife-led continuity of care and as gender advocates in their communities and countries.

ICM will:

- Host its 32nd Triennial Congress in Bali, Indonesia between 21 - 25 June 2020. The Congress will provide an opportunity to harness the global attention on midwifery in 2020. This is an important opportunity to bring together stakeholders and midwives from diverse regions to outline the priorities in their own communities and countries.
- Deliver advocacy workshops throughout the year and support in the development of resources and messaging to help the associations and partners advocate effectively in country, and towards specific national, regional and global policy objectives.
- Work with partners to deliver midwife focused meetings, sessions at workshops at key moments throughout the year to highlight progress, disseminate evidence and build the investment case for midwifery among global partners.

# UNITE

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midwives and women towards a common goal of gender equality. We will unite associations and women's groups locally, nationally and globally towards the achievement of this goal.

ICM will:

- Engage women as a key stakeholder group in the effective advocacy of midwives and midwife-led continuity of care as the right of every woman globally.
- Harness the partnership between midwives and women, connecting associations with women's networks around the world to advocate for gender equality.
- Launch a global campaign to unify women and midwives as partners, working together locally, nationally and globally to lead gender equality and women's rights to care from midwives. The campaign will target three groups of stakeholders: women, midwives and governments.