

Affiliate Connections

January 29, 2014

ACNM's Department of Advocacy and Government Affairs

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Agenda

- 1) Announcements from National Office
- 2) Affiliate Crisis Communications Guide
- 3) Our Moment of Truth – 2014 Planning



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Announcements



- Midwifery Market has sold out!
- Forms to hold an Affiliate Meeting at the Annual meeting are due on February 14, 2014
- Please send Annual Financial statements to the office by March 31, 2014
- All Affiliates must files taxes!!



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Affiliate Crisis Guide



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ACNM Crisis Communications Policy

1. All “potential crises” reported to Director of Communications, Chief Executive Officer immediately
2. Crisis Team determines if it is a crisis to be addressed by national office, how to address it, and what communications will be developed
3. Only Director of Comms, Comms Dept staff and identified spokespersons authorized to release information to the media, public
4. If contacted, all other staff, board, and members should refer media inquiries to Director of Comms; no conversations with media
5. All comments/actions guided by professionalism and transparency, which will help mitigate crisis
6. Personnel matters are to remain confidential



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What Constitutes a Crisis at National Level?

1. Does the issue affect a substantial part of the midwifery community or directly affect ACNM?
2. Is this an issue that doesn't affect the community as a whole, but ACNM could receive a call about it?
3. Does ACNM have a clear position on the issue?
4. Will taking proactive action have a positive or negative impact on the community or ACNM?
5. Does this issue closely relate to the overall goals of ACNM?
6. Is proactive action necessary for the positive image of the midwifery community or ACNM?
7. Is this an issue that would be better addressed by another organization?



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CRISIS COMMUNICATIONS

A Guide for Affiliates • January 2014

Found on
www.midwife.org
under Advocacy tab
& under Affiliate
Officer Resources.



Overview & Purpose of Affiliate Crisis Plan

- ✓ To help determine whether or not my affiliate has a crisis
- ✓ To help determine whether best handled at affiliate level, national level or with support from national
- ✓ To provide contact info at the national level
- ✓ To provide 3 scenarios that could pop up and how they could be handled
- ✓ To provide a communications checklist



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To Respond or Not Respond?

Response from National Office

- Crisis threatens ACNM's reputation or midwifery profession at the national level
- Threatens CNM, CM credential, is related to due process, licensure or system of care
- Covered in a major media market that has ability to reach national audiences
- Reporter contacts national office directly

Response from Affiliate

- Crisis occurs at state or regional level contained to area
- Negative portrayal of midwifery; bad outcome draws attention
- Direct attack on CNM or CM credential
- Practice or hospital closing

No Public Response

- Responses sometimes draw more attention to negative situation, cause story to grow
- Not responding can allow some stories to "die," diminish media coverage
- Rather than respond, monitor the situation



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Address Crisis in Partnership with National Office

- ✓ If no resources (time, staff) to respond
- ✓ Unsure of the best response
- ✓ Situation could grow in size, affect areas beyond your community or state



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Purpose of Affiliate Crisis Plan (continued)

- ✓ To provide contact info at the national level
- ✓ To provide 3 scenarios that could pop up and how they could be handled:
 1. Negative portrayal of midwifery (grim/fatal childbirth story involving midwife draws media attention; pg 6)
 2. Direct attack on credentials (questions CNM or CM credentials; pg 9)
 3. Local midwifery practice/hospital offering services closes (results in fewer options; women seek care elsewhere; pg 12)



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Check List of Communications Steps

Only a partial list...

- ✓ Determine if it's crisis
- ✓ Gather facts
- ✓ Prepare talking points
- ✓ Develop statement
- ✓ Coordinate spokespeople
- ✓ Notify members
- ✓ Communicate w/partners
- ✓ Media coordination
- ✓ Update website
- ✓ Double check the checklist!
- ✓ Evaluate efforts



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Next Steps



- Read through plan closely; share with other leaders
- Think about steps to take NOW to save time later
- Call the National Office with any questions!



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Thank you!



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**2014 Affiliate-Level Launch of
Our Moment of Truth & Talk
With a Midwife Program**



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What is the program?

- Leveraging the *OMOT section of the [Grassroots Toolkit](#)* to help you connect with the media in your community
- Utilizing the *Talk With a Midwife section of the [Grassroots Toolkit](#)* to inform those in your community about midwifery
- Template materials, timeline, and calendar are all tools that were created to help you get started!



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Local *Our Moment of Truth, Talk with a Midwife* Program Timeline

The below calendar is designed to provide a clear, concise and easy-to-use week-by-week timeline to help you announce *Our Moment of Truth* and the *Talk with a Midwife* program in your community. Use this calendar as a quick reference guide on what activities you can undertake over a 12-week period to get your local programs up and running. This calendar may be used in conjunction with the in-depth guidance and template materials provided in the OMOT Affiliate Toolkit.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<ul style="list-style-type: none"> • Develop media list with contact information for local reporters/ bloggers who have covered relevant women’s health issues • Enlist local, midwives, women who have received care from midwives to serve as spokespeople 	<ul style="list-style-type: none"> • Conduct message training for OMOT spokespeople • Review or establish social media channels to ensure ability to promote OMOT via Facebook, Twitter 	<ul style="list-style-type: none"> • Send pitch email to reporters on media list • Set up media monitoring alerts using Google News for coverage that may result from your outreach to reporters • Begin posting social media updates on OMOT announcement 	<ul style="list-style-type: none"> • Distribute press release to reporters and news outlets in your community; send over free newswire services • Continue social media posts • Place follow-up calls to reporters • Schedule, facilitate interviews, as needed with local spokespeople 	<ul style="list-style-type: none"> • Maintain relationships with reporters for future engagement (invite to your practice, schedule coffee/lunch, deskside meetings, etc.) • Monitor for media coverage on midwifery, OMOT 	<p>Initiate <i>Talk with a Midwife</i> Program</p> <ul style="list-style-type: none"> • Conduct Internet research into potential partners, create list for outreach • Finalize potential partner selection
<p>Materials to Support You with Implementation (Available in OMOT Affiliate Toolkit)</p>					
<ul style="list-style-type: none"> • Review Media Interaction Guide to help guide your reporter/ blogger engagement 	<ul style="list-style-type: none"> • Refer to Essential Facts about Midwives, OMOT Fact Sheet, for message training • Refer to Media Interaction Guide 	<ul style="list-style-type: none"> • Template OMOT pitch email • Template social media posts 	<ul style="list-style-type: none"> • Template OMOT press release • Template phone script • Template social media posts • Media Interaction Guide 		



Local *Our Moment of Truth*, Talk with a Midwife Program Timeline

Week 7	Week 8	Week 9	Week 10	Week 11	Week 12/ onward
<ul style="list-style-type: none"> • Begin email/ phone outreach to potential partners; confirm partner • Finalize event date, begin logistics coordination 	<ul style="list-style-type: none"> • Update media lists, as needed • Confirm continued participation of past OMOT spokespeople; identify new spokespeople, as needed • Continue coordination with partner 	<ul style="list-style-type: none"> • Conduct media outreach to local health reporters, send pitch email • Generate social media around event • Post event announcement on affiliate website 	<ul style="list-style-type: none"> • Issue press release, distribute via free newswires • Continue to promote event via social media posts • Review presentation, customize with local midwifery resource information 	<ul style="list-style-type: none"> • Host your <i>Talk with a Midwife</i> educational event • Capture photos for distribution via ACNM internal comms 	<ul style="list-style-type: none"> • Develop internal comms article highlighting event, share with national office for distribution to affiliates • Send thank-you email or letter to partner organization
<p align="center">Materials to Support You with Implementation (Available in OMOT Affiliate Toolkit)</p>					
<ul style="list-style-type: none"> • Template introduction email to potential partner 		<ul style="list-style-type: none"> • Template pitch email • Template social media posts • Template website language 	<ul style="list-style-type: none"> • Template press release • Template PPT slides • Template social media posts 	<ul style="list-style-type: none"> • Template PPT slides 	<ul style="list-style-type: none"> • Template thank-you email to partner

Save the Dates

Affiliate Connections :

Thursday, March 27, 2014

Affiliate Leader Workshop:

Tuesday, May 13, 2014



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