

# Affiliate Connections

March 27, 2014

**Christy Levine, Affiliate Relations Manager**  
ACNM's Membership Department

**Cara Kinzelman, Manager of State Government Affairs**  
ACNM's Department of Advocacy and Government Affairs



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# This Month's Agenda

- 1) Announcements from National Office
- 2) Special Update from ACNM President, **Ginger Breedlove**, on New Midwifery Regulation Position Statement
- 3) How to Utilize the Advocacy and Government Affairs Department with **Jesse Bushman**, Department Director
- 4). "The Winding Road to Practice Autonomy" with Affiliate Leaders **Kathryn Kravetz Carr** (MA) and **Suzanne Wertman** (NC)



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# Announcements

ACNM issued talking points to members in response to the ACOG/AAP Committee Opinion, “Immersion in Water During Labor and Delivery”. If you did not receive the email, please contact **Tina Johnson** at [tjohnson@acnm.org](mailto:tjohnson@acnm.org).

The **Communications Department** is pleased to note that CA (Sacramento), NJ, CT, WV, CO and MS continue to work on local *OMOT* outreach.

The **Membership Department** has started a lapsed-member campaign with a trusted third-party vendor. ComNet will be contacting members that lapsed within the last two years and inviting them back to ACNM. *Please reassure members, if they call you, that this is not a scam.* They are also more than welcome to call us here if they have any questions, or want to renew their membership directly with us instead.



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# Announcements

## **Benchmarking Regional Challenge**

The opportunity ENDS APRIL 17th.

For more information go to:

<http://www.midwife.org/Benchmarking>

To participate, at the minimal level, you SIMPLY need to answer 6 questions.

1. How many vaginal births were attended?
2. How many clients had primary C-Sections?
3. How many clients had repeat C-Sections?
4. How many CNM/CM full-time equivalents were involved in client care or administration?
5. What is the practice name & address?
6. Who are the contact persons, their email addresses, and phone numbers?

**Join ACNM in creating a benchmarking set of data that showcases our amazing work as midwives!**



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**Ginger Breedlove, PhD, CNM, APRN, FACNM**  
**ACNM President**

## ACNM's Position Statement on Licensure and Regulation

- Legislation and regulation of midwives is a core part of our advocacy work.
- The ICM has established standards for use around the world.
- ACNM has revised its position statement on licensure and regulation of midwives to reflect the content of the ICM standards.
- There is a detailed document meant more for our membership and staff use and a concise one meant for use with policy makers. This document will help guide our advocacy efforts.

## ACNM's Position Statement on Licensure and Regulation – Key Concepts

- Any individual seeking to practice as a midwife in the United States should meet at a minimum the “International Definition of the Midwife” and “Global Standards for Midwifery Education” as defined by the ICM.
- Policymakers should work with midwifery professional organizations to ensure that standards for midwifery licensure and regulation are consistent with ICM standards.



**Jesse Bushman**



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# ACNM's Department of Advocacy and Government Affairs



Jesse Bushman  
Director,  
Advocacy and  
Government  
Affairs



Cara Kinzelman  
Manager,  
State Government  
Affairs



Patrick Cooney  
Federal  
Representative



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# Getting the Balance Right



# Legislative Planning

- To help us be most effective in our efforts to aid efforts with legislative planning and strategy, we need lead time.
- **Plan on formulating your legislative goals in the July – October timeframe.**
- Share these goals with the National Office as early as possible.



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## Voter Voice

### New Grassroots Software

- ACNM has contracted with a new grassroots software vendor – Voter Voice. We can use it to target state officials.
- If you want a grassroots campaign (email, phone or letter writing) to occur around one of your issues, contact Jesse Bushman.
- You will need to provide the text to explain the issue to your members as well as the sample letter to their legislators.
- We can give you fairly detailed information on the results.



# The Winding Road to Practice Autonomy

**Suzanne Wertman**

North Carolina ACNM President

**Kathryn Kravetz Carr**

Massachusetts ACNM President



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# The Massachusetts Experience:

## An Act Relative to Enhancing the Practice of Nurse-Midwives in Massachusetts

- Signed into Massachusetts law by Governor Deval Patrick on February 2, 2012.
- Independent midwifery practice consistent with the ACNM “Standards for the Practice of Midwifery” and the “Joint Statement of Practice Relations between Obstetrician- Gynecologists and CNMs/CMs.”



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# The Massachusetts Experience:

## An Act Relative to Enhancing the Practice of Nurse-Midwives in Massachusetts

Talking points highlighted the value of midwifery service to the women and babies of Massachusetts and access to midwifery care:

- 1). Fewer barriers
- 2). More access
- 3). Safe
- 4). Good value



Original talking points were focused on midwifery in broad terms because first iterations of the bill included CPMs and CMs, and would have established a Board of Midwifery in the state. A coalition, the Massachusetts Coalition for Midwifery, was organized to advocate for the bill.



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# The Massachusetts Experience:

## An Act Relative to Enhancing the Practice of Nurse-Midwives in Massachusetts



### Some of the Bends in the Road:

- >15 years journey: Reimbursement bill → Midwifery Bill → CNM-Only Bill
- Joint Legislative Committee established during chapter structure to enable united advocacy efforts
- Midwifery Coalition disbanded in 2010: BORN would not support removing CNMs from APRN legislation and affiliate could not reach a compromise with the CPMs on education standards
- Numerous Unsuccessful Bills
- Lobby Days and Strong Grassroots Efforts: Lobby Days were strategically times to coincide with pivotal moments to maximize advocacy efforts .



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# The North Carolina Experience:

## An Act to Update and Modernize the Midwifery Practice Act

### Current Practice Environment:

- Original practice act: 1983
- Allows CNMs “approval to practice” by the Midwifery Joint Committee (members of BON and Medical Board)
- Requires supervision by a physician who is actively practicing obstetrics



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# The North Carolina Experience:

## An Act to Update and Modernize the Midwifery Practice Act

### Essential Steps on the Road Thus Far:

- 5 years
- Legislative committee
- Lobbyist
- Educating affiliate members
- Educating legislators
- Setbacks and milestones



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# Pulling It All Together:

## Advocacy Lessons that Transcend State Borders



Never underestimate the value of relationships.

- Regulatory board
- Certified Professional Midwives (CPMs)
- Other Advanced Practice Nurses
- Legislators
- Consumers
- Physicians, especially OB-GYNs
- Other Specialists
- Media Contacts
- CNMs/CMs – Build your own team!



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# Pulling It All Together:

## Advocacy Lessons that Transcend State Borders

Clear communication with all stakeholders is a critically important aspect of successful advocacy efforts.

### Massachusetts:

- \* In Mass., we realized the OB-GYNs had incorrect assumptions about the definition of independent practice.
- \* Last-minute opposition, such as the FPs, came in with their own assumptions.



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# Pulling It All Together:

## Advocacy Lessons that Transcend State Borders

Affiliates may come to different conclusions about the need for and feasibility of hiring a lobbyist. In both Massachusetts and North Carolina, lobbyists were essential to legislative efforts.

How Can Lobbyists Help You? Lots of Different Ways!

- Planning and Approach
- Clear Direction
- Goal Setting
- Selecting a Bill Sponsor
- Connect with Opposition (Professional and Legislative)



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# Pulling It All Together:

## Advocacy Lessons that Transcend State Borders

Selecting a lobbyist is a big decision. Affiliates should consider “fit,” issues the lobbyist has experience with, and the array of services included in quoted prices, among other things.

### Top Questions to Ask When Interviewing Potential Lobbyists

- How will they include you, in updates, lobbying, and decision making?
- Do they effectively explain the “what” and the “why”?
- Who are their past clients? What do they have to say about the lobbyist?
- What is their reputation?
- Question to ask yourselves: How will you gauge effectiveness and measure progress?



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# Pulling It All Together:

## Advocacy Lessons that Transcend State Borders

### Persistence and Flexibility Wins!

- Political frustrations
- Dynamic group
- Have a clear goal of the ideal outcome
- Buy-in from members is the biggest resource



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# The Massachusetts Experience: Where We Are Now



- Massachusetts has been actively involved in the promulgation of conforming regulations since 2012.
- Regulations are currently stricter than statute, which was true even before the recent statutory changes. Affiliate has been actively involved in regulatory work for decades.
- Process for revising the regulations has been much longer and more involved than originally anticipated.
- The regulations are currently being held up in the Governor's office.



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# The North Carolina Experience: Where We Are Now

- Another session, another bill... On April 17th the Joint Legislative Committee on Health and Human Services will be deciding whether or not to adopt the recommendations of the Subcommittee on Midwives.
- Midwives should have independent practice to better serve the needs of North Carolinians after a “transition to practice” period of 24 months for new graduates.
- If the Committee’s answer is yes, we will submit another bill for a vote in the House and Senate.
- This bill, if successful, will give us a new practice act. If we don’t make progress in the short session, we’re ready for 2015.



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# Thoughts? Questions?



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# Save the Date for Upcoming Affiliate Events

## **Affiliate Events at the Annual Meeting:**

### **Affiliate Leader Workshop**

Tuesday, May 13, 2014

8:00 AM – 12:00 PM

### **ACNM Leadership Breakfast\***

Wednesday, May 14, 2014

8:30 AM – 11:30 AM

### **ACNM Affiliate Leaders Lunch\*\***

Friday, May 16, 2014

10:00 AM – 2:00 PM



\*due to space limitations, one representative from each affiliate is invited to attend

\*\*due to space limitations, two representatives from each affiliate are invited attend



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## ***A Special Thank You***



**to Ginger Breedlove, Kathryn Kravetz Carr,  
and Suzanne Wertman  
for their Contributions to this Episode**

We hope you will join us for the next edition of Affiliate Connections  
on July 23!

**See you in Denver!**



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