



National Midwifery Week 2024

MIDWIVES
LOOKING TO
THE FUTURE

October 6 - 12, 2024

**PARTICIPATION
TOOLKIT**

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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 Looking to the Future."

This toolkit provides assets and opportunities to engage and spread the word during National Midwifery 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 #MidwiferyWeek2024 and #MidwivesLookingtotheFuture and tagging @ACNMmidwives



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#MidwiferyWeek2024 #MidwivesLookingtotheFuture



In October 2023, the Intergovernmental Committee for the Safeguarding of Intangible Cultural Heritage announced that Midwifery: Knowledge, Skills and Practices was selected to be included in the United Nations Educational, Scientific and Cultural Organization (UNESCO) List of the Intangible Cultural Heritage of Humanity. Selection of the practice and profession of midwifery is a profound honor and an important recognition of our profession. Cultural heritage includes traditions that have a history and context and are passed from previous to current and future generations. This recognition helps to solidify that Midwifery is not only rooted in history but critical to the future of humanity.

Rigorous scientific evidence demonstrates that care provided by midwives improves birth outcomes and patient experiences. The evidence also supports the importance of the integration and expansion of midwifery to the improvement of health outcomes across states and nations.

Governmental and Nongovernmental organizations are looking at midwifery as a solution to the crisis in maternal health.

The profession of midwifery is rooted in the past but essential to the future. Scaling up midwifery could help reduce adverse health outcomes, even in resource-constrained environments such as rural communities and could be implemented with successful outcomes at any stage of a country's transition to lower maternal and newborn mortality rates. Midwifery care can be cost-effective, affordable, and sustainable. National governments should invest in deploying midwives and national health plans should have a strategy to scale up midwifery.

Midwifery is a unique profession separate from nursing and medicine that has incredible value to the health and well-being of the families of our communities. In addition to government investment in midwifery education and strong policy to support the regulation of midwifery; we need work environments that are supportive of the midwifery model of care and strategies to market midwifery to the public.

Midwives envision a new future where they are innovating in creative new ways.





SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS:

ACNM has prepared a collection of social media posts and graphics for use during National Midwifery Week. Select your favorite and use your social media to spread the word! Be sure to tag us @ACNMmidwives and use #MidwiferyWeek2024 and #MidwivesLookingtotheFuture to join the conversation.

[ACCESS ALL OUR SOCIAL MEDIA GRAPHICS HERE](#)

- Midwifery is rooted in the past but essential to the future. Scaling up midwifery could help reduce adverse health outcomes and lead to a brighter tomorrow! Celebrate and support midwives during #MidwiferyWeek2024 as we look into the future together.
- This #MidwiferyWeek2024, we're joining @ACNMmidwives in Looking to the Future to scale up midwifery. You can learn more about midwifery at: midwife.org #MidwivesLookingtotheFuture #MidwiferyWeek2024
- The future of midwifery means everything to our community. Today, we're looking forward to a day when midwives _____. Celebrate midwives with @ACNMmidwives for #MidwiferyWeek2024 this week!
- Happy National #MidwiferyWeek2024! We are celebrating this week by _____. Find tips to celebrate this week at: midwife.org/National-Midwifery-Week #MidwivesLookingtotheFuture #MidwiferyWeek2024



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MIDWIFERY WEEK

SCHEDULE OF EVENTS

Each day of National Midwifery Week will feature opportunities for education and connection, and **ACNM Members can attend every event this week for FREE to receive CEs.**

Midwives are increasingly involved in the business aspects of healthcare. The business of midwifery may include managing a practice, advocating for fair compensation, and other essential skills in financial management or staff planning. As we celebrate midwives in all capacities during this week, we chose to highlight the importance of strong practice leadership and ways to manage a midwifery practice effectively. On Business Day, the first portion of our **Leading a Midwifery Practice: How and Why** workshop will be presented, along with the **ACNM Annual PAC rally.**

Business Day
Sunday,
October 6

Career Day
Monday,
October 7

Interdisciplinary approaches are imperative when providing care to birthing people. A midwife's career can span many different sectors. Career day is focused on highlighting the contributions of midwives in various careers to inspire current and future midwives to further their careers and their opportunities. Look forward to the continuation of **Leading a Midwifery Practice: How and Why**, a career panel, and a discussion on burnout.

[> LEARN MORE](#)

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Comprehensive reproductive healthcare is a crucial aspect of a CNM/CM's role. Midwives offer evidence-based and relationship-centered care, empowering individuals giving birth to make informed decisions about family planning, abortion care, and other reproductive health matters. CNM/CMs champion the sexual and reproductive health rights of everyone, and it's important to acknowledge the impact of advocating for reproductive services

Body Day

Tuesday,
October 8

Advocacy Day

Wednesday,
October 9

Advocacy is crucial to the future of midwifery as CNMs and CMs work each day to influence health policies that affect access to care, practice authority, Medicaid parity, and more. This day provides training and opportunities for participants to learn about effective advocacy strategies, an in-depth look at the advocacy toolkit from the ACNM Midwifery Workforce Study, and more.

Midwives provide care throughout the lifespan, including during menopause. This day is focused on exploring the latest research, treatments, and holistic approaches to managing menopausal symptoms. Presentations include a look at sex after 60, osteoporosis management and care, and pelvic floor physical therapy for those experiencing menopause.

Menopause Day

Thursday,
October 10

Innovation Day

Friday,
October 11

The healthcare landscape is constantly evolving with new technologies, treatments, and evidence-based practices. Innovation Day is an exploration of the current advanced approaches to sexual and reproductive healthcare. It's also a day to discuss the future of midwifery and the way forward in our current healthcare system. Look forward to panel discussions on innovative approaches to midwifery and midwife researchers.



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