



American College of Nurse-Midwives

# Annual Report

With women, for a lifetime®

2008



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The standard-setting organization for midwifery education and practice

A top provider of continuing education in women's health care

An advocate for safe, evidence-based maternity care made available  
to all American women

A community of public health activists

A leader in global health initiatives to improve maternal and newborn  
care in developing countries

A professional networking venue for midwives across the country

A leading publisher of women's health research

The voice of midwifery in America

## *Our Mission*

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To promote the health and well-being of women and newborns within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives.

**ACNM is the professional association for thousands of practicing midwives, many of whom also represent midwifery with local, state, and national organizations, and serve on ACNM divisions, committees, and taskforces. For a more detailed report of the College's activities, visit [www.midwife.org/annualreport2008.cfm](http://www.midwife.org/annualreport2008.cfm).**

## Message from the President and Executive Director

Some day we may look back and say 2008 was the turnaround year for maternity care and midwifery in America. For years, we've watched the cesarean section and preterm birth rates increase while infant mortality rates have remained unchanged. At the same time we have witnessed a decline in recognition of the benefits of normal, physiologic childbirth. Are these trends finally beginning to turn around?

In this report you will read about the whirlwind year that was 2008—a year packed with excitement in politics. ACNM made midwifery visible by participating in a broad array of national initiatives, launching new communications channels, and reaching out to the public in new ways. ACNM members once again scored notable achievements at the state level, and new, nationally approved ACNM bylaws laid the groundwork for additional success in the future. We are prepared for action in 2009 and beyond, as health policy issues move front and center in our nation.

ACNM has a crucial role to play in this pivotal time. In 2008, we defined new long-range strategic goals. ACNM's FutureFocus initiative creates a framework for ACNM work for the foreseeable future based on member input. Our overarching aim is that

by 2020, midwives will attend 20% of all births in the US. To achieve that goal:

1. We will create strategic communication detailing the value of midwifery care in the US by 2010.
2. There will be 1000 newly certified CNMs/CMs per year by 2015.
3. CNMs/CMs will achieve full autonomy in practice and equitable reimbursement by 2015.

Achieving these goals will require the concerted focus and efforts of our entire community—midwives in clinical practice, education, research, policy, and other fields—as well as our clients, corporate partners, and others interested in improving women's health and maternity care.

Finally, we want to thank Kitty Ernst, CNM, MPH, DSc(Hon), FACNM, ACNM president, from May 2007 to November 2008. Kitty stepped down from ACNM leadership and continues to be a passionate voice for midwifery and evidence-based maternity care.

We are honored to serve ACNM members and listen to women.



Lorrie Kline Kaplan  
Executive Director



Melissa Avery, CNM  
President



ACNM Board of Directors

### Front row, left to right:

Candace Curlee, CNM, MS,  
Region VI Representative  
Melissa Avery, CNM, PhD, FACNM,  
FAAN, President  
Eunice K.M. Ernst, CNM, MPH,  
DSc(Hon), FACNM, Past President  
Tanya Tanner, CNM, MS, MBA,  
Treasurer

### Back row, left to right:

Lynne Himmelreich, CNM, MPH,  
Region V Representative  
Cathy Collins-Fulea, CNM, MSN, FACNM,  
Region IV Representative  
Linda Nanni, CNM, MSN,  
Region I Representative  
Cecilia Jevitt, CNM, PhD,  
Region III Representative  
Dawn Durain, CNM, MPH, Vice President

### Not pictured:

Ginger Breedlove, CNM, PhD, ARNP,  
FACNM, Secretary  
Suzanne M. Smith, CNM, MS, MPH,  
FACNM, Region II Representative

## Promoting the Midwifery Model of Care

**ACNM core messages were designed to educate women about the benefits of midwifery care.**

Midwives do more than care for pregnant women; they are experts in women's health and provide care for women from adolescence through menopause and beyond.

.....

Midwives trust patients to make good decisions, are passionate about helping women understand their choices, and respect the power of women's bodies and birth.

.....

For pregnant women, midwives offer comprehensive prenatal care and a skilled continuous presence during labor, maximizing the likelihood of a healthy baby, healthy mother, and a satisfying birth experience.

.....



ACNM staff attended the premier screening of *The Business of Being Born* in New York City. From left to right: Consultant Mairi Breen Rothman, CNM, MSN; Senior Technical Advisor Leslie Ludka, CNM; and Executive Director Lorrie Kline Kaplan.

Building awareness of midwifery in the US is a primary goal for ACNM. Many women are simply unaware of the midwifery model of care—a model characterized by personalized, preventive, evidence-based care. While births attended by certified nurse-midwives (CNMs) and certified midwives (CMs) have increased by an impressive 33% over the past decade, midwives still attend a minority of US births.<sup>1</sup> Many women also don't know that CNMs and CMs are fully trained to function as primary care providers.

However, US women are showing signs of a shift in awareness. Numerous media outlets publicized midwifery in 2008, which led to a growing trend of questioning the high-tech norm for maternity care. Media personality, actress, and mother Ricki Lake and filmmaker Abby Epstein highlighted midwives and birth in their documentary,



*The Business of Being Born*, which resulted in a flurry of media debate in avenues as prominent as the *New York Times*, *Time* magazine, *Newsweek*, and *Good Morning America* as well as community outlets like *Washington Parent* magazine.

## Public Education Project Articulates the Midwifery Message



Midwives put their message in the mail with these midwifery-themed US postage stamps available through Stamps.com.

Recognizing the magnitude of competing information about birth and women's health, ACNM took the first step in articulating the midwifery message by launching the Public Education Project (PEP), which is funded by the A.C.N.M. Foundation. In cooperation with Jones Public Affairs, a focus group of ACNM members, and a survey of women and their partners in 13 US cities, ACNM crafted three core messages designed to educate women in their 20s and 30s about

ACNM staff and members contributed to articles covering midwifery in these publications and broadcast outlets.

the benefits of the midwifery model of care. The messages were then integrated into midwifery-themed postage stamps. Moving forward in 2009, our strategy will be to use the messages to:

- Educate consumers about the shortcomings in US maternity care.
- Position midwives as the solution to those shortcomings.
- Make women aware that midwives are available in their communities.

While 2008 was a year for forming strategies, 2009 will be a time for mobilizing ACNM members with concrete tools to mainstream midwifery care by spreading the word in their communities. Thanks to continued funding by the A.C.N.M. Foundation, we expect the PEP campaign to make an even larger impact in the coming years and push us closer to our vision of midwives attending 20% of US births by 2020.

## WOMEN'S HEALTH TRENDS

Women Turning To Midwives For Personalized Care

(NAPS)—Every year, more than 4 million women give birth in the United States. That's more than 10,000 every day, which leaves many new mothers—and their babies—feeling lost in the crowd.

In order to find a more "boutique" approach to prenatal and primary health care, a growing number of women are turning to midwives. According to the Centers for Disease Control, in 2005, midwives attended more than 300,000 U.S. births—and more women are seeing midwives for family planning, annual exams and for help navigating normal life transitions.

"When you decide to visit a midwife, you can expect a special kind of care. Some midwives spend up to an hour with first-time patients, and most midwives stay with women through the entire birth process," says Cathy Collins Piles, a certified nurse-midwife and midwife expert at [www.RealBabayMoms.com](http://www.RealBabayMoms.com).

Certified nurse-midwives (CNMs) and certified midwives (CMs) are independent providers who care for women through all stages of life and are trained through graduate-level education to handle the majority of complications that may arise during pregnancy and birth. Most CNMs and CMs attend deliveries in hos-



More and more women are discovering and embracing the full range of midwifery services—for themselves and their babies. Individualized care to minimize the chances of complications. During birth, midwives watch carefully to ensure mother and baby are doing well and practice judicious use of interventions—including pain control and fetal monitoring—when appropriate. Midwives approach birth, puberty and menopause as normal life events rather than medical

ACNM staff used the core messages to write this syndicate press piece, which generated 172 news articles in 16 states, reaching more than 6 million readers.

## ACNM Members Reach Boston-area Women and Families

More than 1,500 people attended our first-ever Women's Health Expo in Boston, where Mayor Thomas M. Menino declared May 24 Boston Nurse-Midwifery Day. Especially designed for consumers, the expo featured a birth film festival, health and vision screenings, and hundreds of exhibitors, intensifying the annual tradition of public outreach in the city that hosts the ACNM Annual Meeting & Exposition.



Boston Mayor Thomas M. Menino declared May 24 Boston Nurse-Midwifery Day at the first-ever ACNM Women's Health Expo.



**Free women's health Expo**  
An Interactive Women's Health Experience

For Women of All Ages - Expert Speakers - Free Health Screenings - Families Welcome - Film Festival  
Meet Local Midwives and Learn More about Midwifery - The Latest Health Products and Services

Your health is important! Sort out fact from fiction in a relaxed and entertaining setting through films, presentations and personal discussions with the nation's leading experts in women's health.

**Save the Date!**  
Saturday, May 24, 2008  
10:00am - 4:00pm  
Hynes Convention Center, Boston

Boston Mayor Thomas M. Menino will cut the ribbon at this exciting event

For more information visit [www.midwife.org/am](http://www.midwife.org/am) or call 240-485-1800

Over 500 signs on public buses and trains promoted the consumer-focused ACNM Women's Health Expo.

## Online and Social Media Efforts

In 2008, we embraced online and social media as tools to facilitate communication with members and to encourage member-to-member interaction. We completed an in-house redesign of [www.midwife.org](http://www.midwife.org), improving the user experience and portraying an image that accurately reflects our professional association. We also created an ACNM Facebook page at [www.facebook.com/pages/American-College-of-Nurse-Midwives/51674209724](http://www.facebook.com/pages/American-College-of-Nurse-Midwives/51674209724) as a space for members and their supportive clients and families to connect.



ACNM's top-ranked Web site, [midwife.org](http://midwife.org), received more than 100,000 monthly visits.

In 2009, we plan to harness the power of social media to engage members and consumers in a conversation about midwifery and women's health. Plans are in progress for an ACNM blog—Midwife Connection.



**ACNM's Find a Midwife®**  
at [www.midwife.org/find.cfm](http://www.midwife.org/find.cfm) assists consumers in locating midwives in their communities.

## Improving Care for Women and Babies

### ACNM's Seven Key Principles for Health Care Reform

1. Provide universal coverage.
2. Reduce health disparities.
3. Focus health care resources on wellness, disease prevention, and primary care.
4. Improve care integration and coordination.
5. Align payment systems with evidence-based practice and optimal outcomes rather than on maximizing billable interventions.
6. Improve women's access to high quality care.
7. Significantly improve maternal and infant health.

Read more about each of the key principles and ACNM's efforts related to health care reform at [www.Midwife.org/health\\_care\\_reform.cfm](http://www.Midwife.org/health_care_reform.cfm).

ACNM believes that increased access to midwifery care is the key to improving outcomes for women and babies. A 2008 Cochrane Review showed that midwife-led care is associated with a host of positive outcomes, including increased feelings of control during labor and birth, shorter hospital stays, increased probability of vaginal birth, and decreased risk of episiotomy and birth by forceps or vacuum.<sup>2</sup> Meanwhile, the shortcomings of US maternity care, including overuse of costly interventions and underuse of evidence-based care, were recently outlined in *Evidence-Based Maternity Care*, a report by Childbirth Connection, the Reforming States Group, and the Milbank Memorial Fund. The research shows that women and babies have never been more in need of health-promoting midwifery care.

Increased utilization of CNM and CM care can also expand access to cost-effective, high-quality primary care services for the 16.7 million US women who are uninsured.<sup>3</sup> Given the current demand for universal coverage, there is likely to be a resulting increased demand for primary care services. CNMs and CMs can meet that demand and improve the quality of life for the many women in need.

ACNM is committed to breaking down barriers to the safe and satisfying services of CNMs and CMs. We welcome the opportunity to partner with legislators, regulators, other health care providers, and consumers to create a more hospitable practice environment for midwifery.

## National Health Reform on the Horizon

At the federal level, ACNM members have been advocating to increase the rate of reimbursement for midwifery services to 100% of the Medicare fee schedule. Under current Medicare legislation, midwives are reimbursed at just 65% of the cost of their services. Midwives' grassroots advocacy efforts in 2008 led to a House bill (HR 864) with 42 cosponsors and a companion bill in the Senate (S 507), which was sponsored by Senator Kent Conrad (D-ND) along with 24 cosponsors, many of whom serve on the Senate Finance Committee. This is the highest level of strategically important congressional support we have seen in the history of ACNM's quest for equitable reimbursement for midwives. Although the bill did not see final approval in the 110th Congress, we are heartened by the progress made in 2008 and will forge ahead in the next legislative season.



ACNM members in Oregon advocated for equitable Medicare reimbursement for midwives by meeting with US Rep. Darlene Hooley. From left to right: Margaret Egeland, CNM, Rep. Darlene Hooley, Debbie Duran-Snell, CNM, Kathryn (Kitty) Nielsen, CNM, Elenie (Leni) Smith, CNM.

2. Midwife-led versus other models of care for childbearing women. Cochrane Database of Systematic Reviews 2008, Issue 4. Art. No.: CD004667. DOI: 10.1002/14651858.CD004667.pub2.

3. The Kaiser Family Foundation. Women's Health Insurance Coverage Fact Sheet. Available at: <http://www.kff.org/womenshealth/6000.cfm>. Accessed May 1, 2009.

The ACNM Presidential Task Force on Health Care Reform continued its work throughout the year. In the latter part of 2008, ACNM developed an ambitious federal policy agenda and actively participated in coalitions to develop shared principles for health care reform.

ACNM also issued an independent set of Seven Key Principles for Health Care Reform. Together, the agenda and the ACNM principles highlight the need for improved access to women's health care services—including primary, gynecologic, family planning, and maternity care—and the urgency of removing barriers to CNM and CM practice in each of these vital areas of care throughout the US.



ACNM set an aggressive federal policy agenda for the Obama administration and the 111th Congress. From left to right: ACNM board members Lynne Himmelreich, CNM, Melissa Avery, CNM, and Cathy Collins-Fulea, CNM.

### Advocacy Efforts Take Root

State laws often create needless barriers to midwifery care by requiring unnecessary practice restrictions. ACNM members took a significant step toward removing state-level barriers by voting overwhelmingly in favor of new ACNM bylaws. The new bylaws call for the creation of state

affiliates, which will strengthen ACNM advocacy efforts on the state level.

Throughout the year, ACNM advocated for evidence-based maternity care and equipped members with advocacy tools to expand access to midwifery care. We mounted a strong response to the American Medical Association (AMA) resolution against homebirth. ACNM board members met with AMA leaders, urging them to take steps to improve continuity of care for women choosing homebirth and to work with ACNM to remove practice barriers facing CNMs and CMs wishing to offer homebirth services. ACNM released “Homebirth: Resources for Payers and Policymakers,” an online packet of information supporting reimbursement policies and legislation in favor of safe access to responsible homebirth. We also released an online resource for midwives to use when applying for credentialing and medical staff privileging.

### Spotlight on Quality in Maternity and Women's Health Care

ACNM is a leading contributor to the development of evidence-based care practices that guide clinical and policy decisions and improve health outcomes for women and babies. A record number of members participated in the 2008 ACNM Benchmarking Survey—a survey that collects data from midwifery practices across the country and allows participants to share best practices in areas ranging from maternal and infant health outcomes and rates of childbirth interventions to numbers of primary care visits.

In 2008, we laid the groundwork for a midwifery data collaborative—a project that

### Breaking Down Barriers State by State

ACNM chapter leaders work with the support of the national office to strategically break down barriers to midwifery practice. Midwives scored these impressive state victories in 2008:

- A new law in Missouri authorized CNMs to prescribe controlled substances. Now only two states in the nation do not allow CNMs to write prescriptions for controlled substances—Florida and Alabama.
- Washington State enacted a law eliminating undue limitations on CNM dispensing of Schedule II controlled substances. Washington also enacted a patient-centered primary care pilot and included CNMs among recognized primary care providers.
- South Dakota enacted a law allowing CNMs who procure a waiver from the collaborative agreement requirement to provide out-of-hospital birth services.
- New Mexico created a “Birthing Workforce Retention Fund” in the state treasury to assist CNMs and physicians with professional liability premiums.
- Three laws in Colorado enhanced the CNM practice environment by expanding eligibility for reimbursement under the state Medical Assistance Act, allowing CNMs to sign various health-related legal documents, and ensuring objective criteria for health plan consideration of preferred provider applications.
- New York addressed the difficulties that licensed midwives face in obtaining hospital privileges with a law that restricts the extent to which hospitals may deny, curtail, or terminate staff membership or professional privileges.

Numerous additional efforts made progress during the year, but fell short of final approval. ACNM will continue to support midwives as they strive to modernize laws and regulations that govern the practice of midwifery.

## ACNM Represents Midwives and Clients

In 2008, ACNM representatives brought the midwifery perspective to:

- ACOG Committee on Patient Safety and Quality Improvement
- After Cesarean Planning Committee Meeting
- AMCHP Meeting on Emergency Preparedness and MCH Populations
- American Legislative Exchange Council
- CDC/ACOG Maternal Mortality Study Group
- Champion Nursing Council
- Changes to Vital Statistics Data Purchasing Conference
- Childbirth Connection's Transforming Maternity Care Initiative
- Coalition for Improving Maternity Services
- Coalition for Patients' Rights
- Global Health Council Countdown to 2015 Community Meeting
- Global Health Missions Conference
- Healthy People 2020
- Indian Health Service Invitational Gathering on Indigenous Birthing and Midwifery
- International Confederation of Midwives
- March of Dimes Prematurity Awareness Campaign
- National Coalition on Health Care
- National Conference of State Legislators
- National Institute of Child Health and Human Development Fetal Heart Rate Consensus Meeting
- National Institute of Health Consensus Development Conference on Vaginal Birth
- National Priorities Partnership
- Patient Centered Primary Care Collaborative
- Reproductive Health Technologies Project Collaborator's Roundtable
- Surgeon General's Conference on the Prevention of Premature Birth
- US Breastfeeding Committee
- US Centers for Disease Control Childhood Lead Poisoning Prevention Program
- US Surgeon General's Conference on the Prevention of Premature Birth

### Improving Care for Women and Babies (cont'd)

will allow ACNM, the American Association of Birth Centers, and the Midwives Alliance of North America to share data resources in a uniform, central database. The resulting comprehensive pool of data will improve documentation of midwifery care outcomes in all birth settings and will be used to support legislation, policy, and clinical decisions in favor of midwifery care and best practices for women and babies.

We also participated in numerous meetings and events where key decisions influencing the care of women and babies were made. Particularly of note was our participation in the National Quality Forum (NQF) Perinatal Measures Steering Committee. Although "pregnancy and childbirth" is the second most common reason for hospital admission, there has been no comprehensive, national, standardized set of quality measures for hospital performance related to childbirth. The steering committee guided an NQF project to establish a national set of perinatal performance measures that will encourage quality care improvement for mothers and infants. The official measures are expected to be released next year.



ACNM member Mary Callahan, CNM, at the ICM Congress in Glasgow, Scotland, with midwives in traditional country dress.



ACNM delegates at the ICM Council Meeting. From left to right: Katherine Camacho Carr, CNM, and Joyce Thompson, CNM.

ACNM representatives attended the International Confederation of Midwives Congress (ICM) in Glasgow, Scotland, which drew more than 3400 midwives from more than 90 countries. ACNM delegates also attended the ICM Council Meeting with 138 delegates from 65 countries. The Congress and Council Meeting occur just once every three years.

### Evidence-based Research and Clinical Resources

ACNM contributes to and refines the pool of evidence-based research that guides care for women and babies. In 2008, our peer-reviewed journal, the *Journal of Midwifery & Women's Health*, published a groundbreaking study, "The Lived Experience of Widowhood in Pregnancy," which examined experiences of pregnant women whose husbands died in the 9/11 attacks or while serving in the US military. This was the first study to examine the experiences of pregnant widows. Two continuing education issues were published: "Infectious Disease" and "The Effects of Violence and Trauma on Women's Health." *JMWH* also launched "Global Exchange," an online column for international women's health reports.



The *Journal of Midwifery & Women's Health* processed 307 submissions with an acceptance rate of 30%.



*“Life Saving Skills focuses on skills to reduce the high maternal mortality and global burden of pregnancy-related illnesses and death in the developing world. The nation thrives when mothers survive; we need to keep them alive.”*

*-Liberian President Ellen Johnson Sirleaf*

The ACNM Annual Meeting & Exposition—the College’s premier event for midwives and other women’s health professionals—offers a unique opportunity to share professional resources and serves as a forum for original, unpublished research. At the 53rd Annual Meeting in Boston, we hosted two research forums as well as Meet the Researchers sessions with 15 poster presentations. Topics ranged from how birth is portrayed on reality television to women’s experiences of shame and isolation during menopause. Of particular interest was a study presented by student nurse-midwives Kelly Burrell Roberts and Allison Vitonis entitled “Certified Nurse-Midwives Reduce Cesarean Section Rates among Massachusetts Hospitals.”

### Grants Fund Global Outreach

While ACNM’s primary focus is increasing access to midwifery care in the US, ACNM is strongly committed to reducing maternal and neonatal mortality worldwide. Funded largely by the US Agency for International Development (USAID), ACNM global outreach made a difference in Afghanistan, Albania, Ethiopia, Ghana, Kenya, Liberia, Nigeria, Pakistan, and Tanzania in 2008.

### JMWH Shares with Women

The *Journal of Midwifery & Women’s Health* now offers more than 40 “Share with Women” patient education hand-outs. Topics published in 2008 include:

- Cord Blood Banking—What’s It All About?
- HPV, Cervical Cancer, and You
- Induction of Labor
- Intimate Partner Violence
- Intrauterine Devices
- Staying Healthy on a Vegetarian Diet

This copyright-free series is available at [www.Midwife.org/share\\_with\\_women.cfm](http://www.Midwife.org/share_with_women.cfm) for all health care providers to print and share with patients.

### New Edition of *Life-Saving Skills Manual for Midwives* Published



ACNM staff and consultants train midwives, physicians, and other health care providers in safe delivery practices and other life-saving skills to help reduce maternal mortality in developing countries.

Designed to help reduce maternal mortality in developing countries, ACNM’s *Life-Saving Skills Manual for Midwives* was created by experienced midwives for use in settings with only the most basic resources. First developed in 1990, it has been used by nongovernment and government organizations in Africa, Asia, the Americas, and the Caribbean. The LSS manual has drawn international praise, including that of Liberian President Ellen Johnson Sirleaf. The revised and expanded fourth edition features ten modules written in easy-to-translate language and includes a pocket-sized clinical reference book. Publication of the new edition was made possible in part through a generous donation by the A.C.N.M. Foundation, Inc., and the Averting Maternal Death and Disability Program at Columbia University.



Life-Saving Skills training teaches the importance of preventing hypothermia by putting a hat on a newborn immediately after birth. ACNM’s Beanies for Babies™ campaign collects donated baby hats and distributes them around the world where baby hats are often not available.



ACNM received USAID funds for global outreach in numerous developing countries, including Afghanistan, Albania, Ethiopia, Ghana, Kenya, Liberia, Nigeria, Pakistan, and Tanzania.

ACNM publishes clinical bulletins, position statements, issue briefs, and a QuickInfo series containing accurate, up-to-date information on topics relevant to midwifery and women’s health. New and revised documents of 2008 include:

- Certified Nurse-Midwife/Certified Midwife as First Assist at Surgery
- Male Circumcision
- Midwifery Certification in the United States
- Midwives as Hospitalists/Laborists
- Oral Health
- Postpartum Depression
- Premature Rupture of Membranes (PROM) at Term
- Principles for Licensing and Regulating Midwives
- Providing Oral Nutrition to Women in Labor
- Vacuum Assisted Birth
- Women and Smoking

## Forging the Future of Midwifery in the US

ACNM reached out to potential students, employers, policymakers, legislators, physicians, administrators, international health community leaders, and others through regular exhibits at trade shows and professional associations.

Nurse-midwifery and midwifery education programs are accredited by the ACNM Accreditation Commission for Midwifery Education (ACME)—an autonomous agency recognized by the US Department of Education. Only graduates of ACME accredited programs are eligible to sit for the national credentialing exam for certified nurse-midwives and certified midwives.

Increasing funds for midwifery education is a major component of ACNM's current federal policy agenda. We have an ambitious vision for US midwifery: by 2020, midwives will attend 20% of births. While this vision certainly depends on removing barriers to midwifery practice, this is an especially challenging call to action for those involved in midwifery education and training. One of our FutureFocus goals is to produce 1000 newly certified CNMs and CMs by 2015. If 40 programs produce 25 graduates annually, we can reach our goal.

*Nurses receive an 11.5% return every year of their professional life on the investment made in a master's-level midwifery program.*

### The State of Midwifery Education

In 2008, there were more than 300 newly certified CNMs and CMs—the highest in four years. There was an increase in applications to ACNM Accreditation Commission for Midwifery Education (ACME, formerly the Division of Accreditation) programs, and a new cost-benefit analysis of midwifery education shows these applicants are pursuing a worthwhile investment. In the analysis, scheduled for publication in 2009, the benefits of midwifery education outweigh the expense incurred by students, academic institutions, clinical sites, and taxpayers. Most impressive is that nurses

receive an 11.5% return every year of their professional lives on the investment made in a master's-level midwifery program.

### Innovation and Interaction Boost Recruitment Efforts

We held our first annual Become a Midwife Forum at the ACNM 53rd Annual Meeting. More than 100 potential students participated in this free, interactive career event, which featured action stations equipped with birth simulators, pelvic models, and access to midwifery students and practicing midwives.

### Ensuring High Academic Standards

As we strive to increase the annual number of midwifery graduates, ACME remains committed to ensuring that the highest quality standards are in place for midwifery education and continuing professional competence. ACME accredits 37 programs at colleges and universities across the US and Puerto Rico and one freestanding midwifery education program.



Over 100 potential students participated in the first ACNM Become a Midwife Forum—a free, interactive career event designed to recruit more midwives.

## Financials

### Membership Figures as of:

	Dec 2007	Dec 2008
Active	4572	4689
Active-First Year	258	218
Active-Life	196	196
Active-Supporting*	746	744
Student	613	672
<b>Total</b>	<b>6385</b>	<b>6519</b>
<b>Associate*</b>	<b>78</b>	<b>82</b>

\*The Active-Supporting membership category was created in 2008 by merging Associate and Active-Retired CNMs/CMs. Friends of the College are included in the Associate membership category.

2008 was a challenging and volatile year for nonprofit and for-profit organizations alike. In the professional membership association sector, organizations grappled with unpredictable revenue streams related to membership dues, meeting attendance, and corporate support, as well as in investment accounts, which in recent years has been a source of operating revenues.

ACNM faced these challenges as well. During 2008, ACNM operating revenues were up by 4% compared to 2007. This was largely attributed to increased grant activity and publication sales. Operating expenses, however, exceeded revenue, resulting in a net operating loss primarily due to unexpected losses on the 2008 ACNM Annual Meeting, a core revenue source for ACNM. In response, ACNM is making significant changes to the Annual Meeting beginning in 2010.

Citigroup/Smith Barney continued to serve as the investment firm and advisors to ACNM in 2008. The associates of this firm work closely with the ACNM Finance and Audit Committee to ensure that reserve funds are invested in alignment with the financial policies of the College. 2008 was a volatile year for all investors. ACNM ended the year 2008 with net assets of \$1.7 million reflecting a loss of over \$1 million, due mostly to investment losses. While these losses were significant, the percentage decline in value was actually less than average losses in the marketplace as reported by the Standard & Poors and other major indices. ACNM remains committed to safeguarding the investments of the College by adhering to financial policies designed to maximize returns over the long-term.

In 2008, more than \$3.7 million (76% of our total expenses) was invested in providing core member services, such as professional practice programs and resources, legislative and regulatory advocacy, promotion of the midwifery profession, and individual member assistance. ACNM strives to provide superior services to our members and representation for the profession while positioning the organization for continued growth. This is accomplished by maintaining an appropriate level of national office infrastructure to support these activities.

ACNM's 2009 balanced budget includes continued support for existing activities as well as capital improvements to benefit the College. ACNM is exploring new revenue opportunities consistent with our mission, while assuring that money spent realizes value for the College and its membership. We are financially sound to continue to pursue our mission.

Finally, it must be noted with appreciation that the financial position of the College is positively impacted by the many dedicated members who serve on divisions, committees, task forces, and in other various volunteer positions within the College. Although not directly reflected in the financial statements, many members work numerous hours without compensation and thus provide tremendous value to our organization. ACNM extends its thanks to its members for their continued commitment to nurse-midwifery and to ACNM.

ACNM's audited financial statements for 2008 and previous years are accessible for members only at [www.midwife.org/financial\\_statements.cfm](http://www.midwife.org/financial_statements.cfm).

(continued on page 12)

AMERICAN COLLEGE OF NURSE-MIDWIVES  
STATEMENT OF FINANCIAL POSITION  
DECEMBER 31, 2008

		ASSETS
CURRENT ASSETS		
Cash and Cash Equivalents		\$231,634
Investments		2,700,315
Accounts and Other Receivables, Net		618,917
Prepaid Expenses		111,311
Inventory		55,332
Total Current Assets	.....	\$3,717,510
PROPERTY AND EQUIPMENT		
Equipment		\$303,419
Furniture		128,265
Less, Accumulated Depreciation		(381,883)
Property and Equipment, Net		\$49,801
OTHER ASSETS		\$19,226
<b>TOTAL ASSETS</b>	.....	<b>\$3,786,537</b>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable		\$139,973
Accrued Salaries and Benefits		108,788
Deferred Membership Dues		1,289,786
Other Deferred Revenue		270,979
Total Current Liabilities	.....	\$1,809,526
OTHER LIABILITIES		
Deferred Rent Expense		\$191,234
<b>TOTAL LIABILITIES</b>	.....	<b>\$2,000,760</b>
NET ASSETS, UNRESTRICTED		1,785,776
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	.....	<b>\$3,786,536</b>

AMERICAN COLLEGE OF NURSE-MIDWIVES  
STATEMENT OF ACTIVITIES FOR THE YEAR ENDED  
DECEMBER 31, 2008

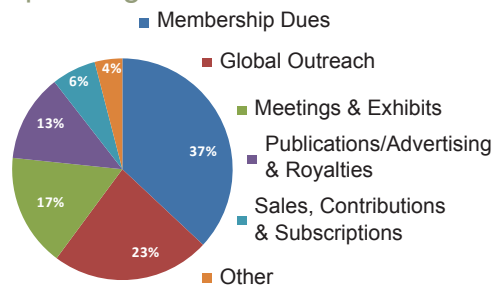
OPERATING REVENUE	
Membership Dues	\$1,689,199
Global Outreach Programs	1,109,765
Meetings and Exhibits	705,972
Publications	396,591
Advertising and Royalties	189,435
Product Sales	99,420
Contributions and Sponsorship	157,436
Interest	3,844
Other	216,159
<b>Total Operating Revenue</b>	<b>\$4,567,822</b>
OPERATING EXPENSES	
Member Services	\$755,488
Professional Practice & Health Policy	984,920
Global Outreach Programs	1,164,993
Meetings	1,245,866
Publications	558,695
Divisions and Committees	156,857
<b>Total Operating Expenses</b>	<b>\$4,866,819</b>
CHANGE IN NET ASSETS FROM OPERATIONS	\$(298,997)
OTHER CHANGES IN NET ASSETS	
Loss on Investments	(756,734)
<b>TOTAL CHANGE IN NET ASSETS</b>	<b>\$(1,055,731)</b>
NET ASSETS, BEGINNING OF YEAR	2,841,507
NET ASSETS, END OF YEAR	\$1,785,776

*Financials (cont'd)*

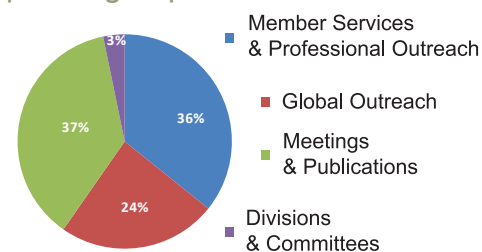


Four corporations became ACNM Industry Partners in 2008. Find out more at [www.midwife.org/industry\\_partners.cfm](http://www.midwife.org/industry_partners.cfm).

Operating Revenue



Operating Expenses



## A.C.N.M. Foundation, Inc.



Kerry-Ann DaCosta, SNM,  
Government Affairs Committee  
Student Representative

*“The A.C.N.M. Foundation’s Midwives of Color-Watson Scholarship helped to offset expenses incurred for [my work] in Hargeisa, Somaliland. This was such a priceless experience, and it was financially feasible thanks to the A.C.N.M. Foundation.”*



Jenifer Poell, SNM,  
Government Affairs Committee  
Student Representative

*“The A.C.N.M. Foundation Edith B. Wonnell Scholarship made it possible for me to spend my midwifery Integration near the Texas-Mexico border at Holy Family Birth Center. I feel fortunate that I was able to spend a semester of midwifery school in a birth center setting and I believe that my experiences there will always shape my midwifery practice.”*

## Supporting midwifery for the good of women, infants, and families

Supporting midwifery is an affordable, practical, and powerful way to make a difference in the lives of women and their families. The A.C.N.M. Foundation is a 501(c)(3) organization that promotes excellence in health care for women, infants, and families through the support of midwifery. Thanks to the collective power of all of our donors—whether they gave \$10 or \$10,000—the Foundation was able to support important education, research, leadership, and policy work that makes a meaningful difference for all midwives.

### Nurturing Midwives

Since 1967, the Foundation has sponsored hundreds of midwives and midwifery students in their efforts to enrich the lives of women and their families. In 2008, thanks to the contributions of thousands of donors, the Foundation supported seven basic midwifery scholarships, including three Midwives of Color-Watson scholarships, one Graduate Fellowship, two Varney Participant awards, and a W. Newton Long Research Award.

### Addressing Vital Public Policy issues

At the end of 2008, the Foundation awarded its first-ever Deanne R. Williams Public Policy Fellowship. This award is especially timely given the focus on health care reform in the Obama administration. The 2008 award recipient, Lisa Summers, CNM, DrPH, FACNM, will create a white paper directed toward health care policymakers, using the approaches currently at the forefront of policy discussions, and addressing how each of these approaches can be applied to improve care for childbearing women and their families. The award will enable midwives to represent the interests of women and their families in this promising time of reform.

### Raising Public Awareness of Midwifery

The A.C.N.M. Foundation provided crucial start-up funds to launch the Public Education Project (PEP)—a program designed to raise awareness about the many benefits of choosing a midwife for both maternity and primary health care. The Foundation was the primary supporter of the PEP in 2008, and will continue support in 2009. (Read more about the PEP on page 4.)

### Introducing Nurses to Careers in Midwifery

This year we launched a new project intended to introduce more RNs to careers in midwifery and provide medical facilities with much needed staff training to reduce preterm labor and birth. With an educational grant from Hologic, Inc., the Foundation developed a series of ten training sessions for RNs to learn intrapartum sterile speculum exam and specimen collection. Each in-person session is led by clinically expert certified nurse-midwives and certified midwives, thereby exposing participants to the profession of midwifery. The initial training sessions have been well received and many institutions around the country are interested in hosting future sessions.

## Improving Maternal Health in Developing Countries

Foundation funds supported the fourth edition of the *Life-Saving Skills (LSS) Manual for Midwives*—a comprehensive manual designed to help reduce maternal mortality, especially in developing countries. The LSS manual and training program encourage an expanded role for midwives in recognizing and responding to life-threatening emergencies.

First developed in 1990, LSS has been used by nongovernment and government organizations in Africa, Asia, the Americas, and the Caribbean (read more on page 9). For more information about the A.C.N.M. Foundation’s 2008 accomplishments, please see our online report supplement at [www.midwife.org/annualreport2008.cfm](http://www.midwife.org/annualreport2008.cfm).



(continued on page 13)

ACNM Foundation (cont'd)

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### FOUNDATION STAFF

Susan Berkun, Director  
Lisa Paine, CNM, DrPH, FACNM, Development Consultant

### AWARDS FOR 2008

#### Leadership

ACNM Leadership Seminars  
American College of Nurse-Midwives  
ACNM Annual Meeting  
Education Session Sponsorships  
Amy Romano, CNM, MSN, and Mayri Sagady Leslie, CNM, MSN, "An Interactive, Evidence-based Birth Planning Tool on the Web"  
Jean Watson-Driscoll, PhD, "Post-partum Mood Disorder"  
Ruth Johnson, CNM, MSN, CS, MPA, & Ruta Nonacs, MD, PhD

"Anti-depressant Medication During Pregnancy and Lactation: The Leading Edges"  
Excellence in Teaching Awards  
23 Midwifery Program Faculty nationwide

#### Research

Fellowship for Graduate Education  
Debra Erickson-Owens, CNM, PhD (c)  
W. Newton Long Award  
Blue Bradley, CNM  
"Highlighting Best Practices in Midwifery Care: Benchmarking Project Publication"  
Lisa Kane Low, CNM, PhD, FACNM, and Kerri Schuiling, CNM, PhD, FACNM

#### Education

Varney Participant Awards  
Jana Sund, SNM  
Erin Langenkamp, SNM  
Basic Midwifery  
Education Scholarships  
*Edith B. Wonnell, CNM Scholarship*  
Jenifer Ann Poell, SNM  
*A.C.N.M. Foundation, Inc. Memorial Scholarship*  
Lisa Lauren Gowan, SNM  
*Margaret Edmundson Scholarship*  
Robyn Brancato, SNM  
*TUMS Calcium For Life Scholarship presented by GlaxoSmithKline*  
Katherine Bussard, SNM  
*Midwives of Color-Watson Scholarship*  
Ana Luisa Ralston, SNM  
Kerry-Ann DaCosta, SNM  
Rani Shankar, SNM

#### Recognition

*The Dorothea M. Lang Pioneer Award*  
Elizabeth "Beth" Cooper, CNM, EdD, FACNM  
Joan Slager, CNM, MSN, DNP, FACNM  
*22nd Annual Therese Dondero Lecturer*  
Paul B. Batalden, MD, "Creating Change in Health Care"

*The A.C.N.M. Foundation Staff Appreciation Award*  
Rebecca Jacob, Communications Manager

#### Public Policy:

*Deanne R. Williams Public Policy Fellowship*  
Lisa Summers, CNM, DrPH, FACNM

#### Special Initiatives:

*Public Education Project*  
American College of Nurse-Midwives  
*Annual Meeting Live Learning Center To allow ACNM members to obtain CEUs beyond the Annual Meeting*  
American College of Nurse-Midwives  
*Faculty Training Program for Teaching Intrapartum Sterile Speculum Examination for Registered Nurses*  
Lisa Paine, CNM, DrPH, FACNM, ACNMF, Co-Director  
Elaine Germano, CNM, DrPH, FACNM, ACNMF, Co-Director

#### MAJOR DONORS IN 2008 Corporations and Foundations

Hologic, Inc  
March of Dimes  
Harold K. Raisler Foundation  
Rubena Flores Associates  
The Hutchinson Dyer Group  
The John & Frank Sparacio Charitable Foundation  
Varney's, Inc.

#### In-Kind Donations

Lynne Foy  
Hugh Thacher, SFWE  
De Gwyn Gems  
Graphiis Illustration/Design  
T.S. Deacon Economos & Associates

#### Donations over \$1000

Ann Keating, CNM  
Katherine L. Dawley, CNM  
Yoko Nagato, CNM

Elaine Moore, CNM  
Joyce Thompson, CNM, Dr.PH, FACNM

#### Mary Breckinridge Donors

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#### Bequests

52 Charter Members of the Midwifery Legacy Circle

## ACNM Staff, Divisions, Committees, and Liaisons

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Online Communications Manager: **Eleni Hailu**

Writer and Editor: **Melissa Garvey**

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**Joanna King, Esq.**

Federal Lobbyist: **Patrick Cooney**

Education Projects Manager: **Elaine Germano, CNM, DrPH, FACNM**

Continuing Education Coordinator:

**Melinda Bush**

#### *Journal of Midwifery & Women's Health*

Editor-in-chief: **Francie Likis, CNM, DrPH, NP**

Deputy Editors: **Patty Aikins Murphy, CNM, DrPH, FACNM, Tekoa King, CNM, MPH, FACNM**

Managing Editor: **Stephanie Bergwall**

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**Hyre, CNM, MSN, MPH**

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### International Health Committee

Chair: Barbara Anderson, CNM, DrPH, FACNM

### Midwives of Color Committee

Chair: Bridget Howard, CNM

### Nominating Committee

Chair: Suzan Ulrich, CNM, DrPH, FACNM

### Midwives Political Action Committee

Chair: Katy Dawley, CNM, PhD, FACNM

### Program Committee

Chair: Kate Fouquier, CNM

### Student Committee

Chair: Angela Wilson-Liverman, CNM

### Uniformed Services Committee

Chair: Kathryn Tate, CNM

## Award Winners

### ACNM Awards

Hattie Hemschemeyer Award: Joyce E. Roberts, CNM, PhD, FAAN, FACNM

Kitty Ernst Award:

Diana Caplan Jolles, CNM, MS

Regional Awards for Excellence

Region I: Elizabeth "Biddy" Fein, CNM, MPH, RNC, FACCE-R

Region II: Rebecca Choitz, CNM, Kate McHugh, CNM, MSN, FACNM, and Denise Roy, CNM

Region III: Zerica Whittingham, CNM

Region IV: Martha Cook Carter, CNM

Region V: Sue Ann Breems, CNM

Region VI: Connie Swentek, CNM

ACNM Best Book of the Year Award:

Barbara Hackley, CNM, MSN

### JMWH Awards

Best Article of the Year Award: Barbara Hackley, CNM, MSN, Abigail Feinstein, CNM, MSN, and Jane Dixon, PhD

Mary Ann Shah New Author Award: Felicia Mancini, CNM, MSN, MPH, and co-authors Cristina Carlson, APRN, BC, and Leah Albers, CNM, DrPH, FACNM, FAAN

### Division of Research Awards

Best Research Forum Presentation: Cathy Emeis, CNM, PhD

Best Student Presentation of Research: Kelly Burrell Roberts, CNM, and Allison Vitonis, SM

Best Poster Presentations of Research: Kathryn Osborne, CNM, MSN, Lisa Hanson, CNM, PhD, FACNM, Ruth Zielinski, CNM, Lisa Kane Low, CNM, PhD, FACNM, Patricia Aikins Murphy, CNM, DrPH, FACNM

### 2008 ACNM Fellows

Terri Clark, CNM, PhD, FACNM, Barbara Fildes, CNM, MS, FACNM, Cara Krulewitch, CNM, PhD, FACNM, Kate McHugh, CNM, MSN, FACNM, Valerie Roe, CNM, FACNM, Susan Stapleton, CNM, MS, FACNM, and Suzan Ulrich, CNM, DrPH, FACNM

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