AMERICAN COLLEGE OF NURSE-MIDWIVES

National Midwifery Week

2026 Communications & Engagement Toolkit

"This Is Our Moment"

October 4–10, 2026

Leading into the 71st ACNM Annual Meeting & Exhibition
October 9–12, 2026 • Kansas City, Missouri

For Affiliates, Members, Employers, and Partners

Toolkit Overview

National Midwifery Week (NMW) runs Sunday, October 4 through Saturday, October 10, 2026, and flows directly into the 71st ACNM Annual Meeting & Exhibition, October 9–12 in Kansas City, Missouri. This year, both observances share one unifying theme:

> *"This Is Our Moment."*

This toolkit gives affiliates, members, employers, and partners everything needed to celebrate National Midwifery Week and build momentum into the Annual Meeting: a shared rationale for the theme, a day-by-day content calendar, ready-to-use social and email copy, a press release template, a proclamation request template, and a planning checklist.

Key Dates at a Glance

National Midwifery Week	Sunday, October 4 – Saturday, October 10, 2026
Theme	This Is Our Moment
Primary hashtag	#MidwiferyWeek2026 (secondary: ThisIsOurMoment, #ACNM2026)
71st Annual Meeting	October 9–12, 2026 — Kansas City Convention Center, Kansas City, MO
Toolkit contact	

Why "This Is Our Moment"

The theme carries a dual meaning this year, and messaging should reinforce both:

- A profession-wide moment: midwifery is having a national moment of visibility and demand, as workforce shortages, maternal health outcomes, and calls for patient-centered care put midwife-led models at the center of the conversation.
- An organizational moment: National Midwifery Week leads directly into the Annual Meeting, ACNM's largest annual gathering, making this the moment for members to connect, celebrate, and set direction together.

Suggested framing for spokespeople and writers:

> *Midwives have always shown up for the moments that matter most — birth, transition, healing, and change. This week, we turn that same attention toward midwives themselves: recognizing the evidence behind our care, the communities we serve, and the momentum carrying our profession into its next chapter.*

This language can be adapted for social captions, newsletter copy, proclamation requests, and remarks at local events.

Daily Content Calendar

Use this calendar to sequence content across the week. Each day pairs a focus area with a suggested activation; affiliates and members can adopt some or all days.

Date	Daily Focus	Suggested Activation
Sun, Oct 4	Kickoff: This Is Our Moment	Launch week with a member/public-facing message on the state of midwifery today. Post the toolkit graphic + CEO or President welcome video/quote.
Mon, Oct 5	Moment of Evidence	Spotlight outcomes data: midwifery-led care, safety, satisfaction. Share a research citation or infographic; tag @ACNM.
Tue, Oct 6	Moment of Community	Feature affiliates, students, and Uniformed Services midwives. Invite members to share a photo/story of "my moment" in practice.
Wed, Oct 7	Moment of Access	Focus on maternal health equity and access — birth centers, rural/underserved care, telehealth. Cross-promote advocacy asks.
Thu, Oct 8	Moment of Recognition	Thank-a-midwife day. Encourage employers, patients, and colleagues to publicly recognize a CNM/CM. Preview Annual Meeting awards.
Fri, Oct 9	Moment of Momentum	Annual Meeting opens in Kansas City. Live coverage, hashtag convergence (#MidwiferyWeek2026 + #ACNM2026), countdown content.
Sat, Oct 10	Our Moment, Together	Closing message tying the week to the meeting theme; thank members, partners, and sponsors; preview post-meeting content.

Social Media Toolkit

Hashtags

- **Primary: #MidwiferyWeek2026**
- Secondary: #ThisIsOurMoment | #ACNM2026 | #Midwives

Tag @ACNMMidwives (Facebook/Instagram) and @ACNMidwives (X/Twitter) where applicable; encourage affiliates to add their state/regional hashtag.

Sample Posts

Day 1 — Kickoff

It's National Midwifery Week! This week and beyond, we're recognizing the evidence, the community, and the momentum behind midwife-led care. This is our moment — join us. #MidwiferyWeek2026

Day 2 — Evidence

The research is clear: midwife-led care is linked to improved outcomes and higher patient satisfaction. Evidence has always been part of our story. #MidwiferyWeek2026 #ThisIsOurMoment

Day 3 — Community

From rural birth centers to military treatment facilities, midwives show up for their communities every day. Share a photo of your "moment" in practice and tag us! #MidwiferyWeek2026

Day 5 — Recognition

Today we say thank you. To every CNM and CM who has guided a family through one of life's biggest moments — we see you. Tag a midwife who deserves recognition. #MidwiferyWeek2026

Day 6/7 — Annual Meeting Bridge

National Midwifery Week is leading us straight into #ACNM2026! We'll be in Kansas City soaking up everything this moment has to offer. Follow along all week. #MidwiferyWeek2026 #ThisIsOurMoment

Graphics & Branding Guidance

- Use ACNM primary brand colors (navy + teal) and the official National Midwifery Week / "This Is Our Moment" graphic templates provided separately by Communications.
- Recommended sizes: 1080x1080 (feed), 1080x1920 (stories/reels), 1200x630 (web/newsletter header).
- Keep on-image text to a single line where possible; the theme lockup ("This Is Our Moment") should appear on at least one asset per day.
- Affiliates/chapters may co-brand assets with their logo in the lower third; do not alter the primary ACNM/NMW lockup.

Email & Newsletter Copy Blocks

Member Newsletter Blurb (short)

Subject line: This Is Our Moment — Celebrate National Midwifery Week, Oct. 4–10

National Midwifery Week is here! From October 4–10, join ACNM in recognizing the evidence, the communities, and the momentum behind midwife-led care and carry that energy straight into the 71st ACNM Annual Meeting, October 9–12 in Kansas City. Find the full toolkit, social graphics, and daily themes at [insert link]. This is our moment to celebrate it together.

Employer/Partner Outreach Email

Subject line: Join Us in Celebrating National Midwifery Week (Oct. 4–10)

Dear [Name], October 4–10 marks National Midwifery Week, and this year's theme, "This Is Our Moment," recognizes the growing evidence base, workforce momentum, and community impact of midwife-led care. We invite you to celebrate the midwives on your team whether through a shout-out on your organization's channels, an internal recognition event, or simply a note of thanks. A short toolkit with sample language and graphics is attached/linked here: [insert link]. Thank you for supporting the midwives who make this moment possible.

Press Release Template

FOR IMMEDIATE RELEASE

[DATE]

Contact: [Name, title, phone, email]

[Organization Name] Celebrates National Midwifery Week, October 4–10

[CITY, STATE] — [Organization] is joining the American College of Nurse-Midwives (ACNM) and midwives across the country in celebrating National Midwifery Week, October 4–10, 2026. This year's national theme, "This Is Our Moment," recognizes the growing evidence base for midwife-led care, the communities midwives serve, and the momentum carrying the profession forward.

"[Insert 1–2 sentence quote from a local leader, CNM/CM, or organizational spokesperson about the value of midwifery care in your community.]"

National Midwifery Week leads directly into the 71st ACNM Annual Meeting & Exhibition, taking place October 9–12, 2026, in Kansas City, Missouri, which will bring together certified nurse-midwives (CNMs) and certified midwives (CMs) from across the country.

[Insert boilerplate paragraph about your organization.]

###

Proclamation / Local Recognition Request Template

Use this short template when requesting a mayoral, city council, or state proclamation recognizing National Midwifery Week.

WHEREAS, midwifery is a time-honored profession dedicated to providing safe, evidence-based, and compassionate care to individuals and families throughout pregnancy, birth, and beyond; and

WHEREAS, Certified Nurse-Midwives (CNMs) and Certified Midwives (CMs) provide essential maternal and reproductive health care in hospitals, birth centers, and community settings across [City/State]; and

WHEREAS, the American College of Nurse-Midwives designates October 4–10, 2026 as National Midwifery Week, with the national theme "This Is Our Moment," recognizing the evidence, community impact, and momentum of midwife-led care;

NOW, THEREFORE, I, [Name], [Title] of [City/State], do hereby proclaim October 4–10, 2026 as NATIONAL MIDWIFERY WEEK in [City/State], and encourage all residents to recognize the vital contributions of midwives to the health of our community.

Planning Checklist

Four to Six Weeks Before (by early September)

☐	Confirm toolkit distribution to all affiliates and committee chairs.

☐	Finalize and schedule social media graphics for all seven days.
☐	Draft and route employer/partner outreach email.
☐	Identify local proclamation targets (mayor, governor, city council) and submit requests.

Two Weeks Before (by Sept. 20)

☐	Confirm CE/education programming (if offered) and registration links.
☐	Brief spokespeople on theme messaging and key talking points.
☐	Pre-schedule newsletter and email sends for Oct. 4 and mid-week.
☐	Coordinate with Annual Meeting team on Day 6/7 bridge messaging.

Week Of (Oct. 4–10)

☐	Publish daily social content per the content calendar.
☐	Monitor and engage with affiliate/member posts using #MidwiferyWeek2026.
☐	Distribute press release to local/regional media contacts.
☐	Collect member stories/photos for possible use at the Annual Meeting.

After

☐	Compile engagement metrics (reach, hashtag usage, media pickup).
☐	Archive proclamations and media coverage.
☐	Share a wrap-up recap with affiliates and leadership.

Questions & Support

For toolkit questions, additional graphics, or help adapting materials for your affiliate or organization, contact ACNM at [insert email].