



2019 MONTHLY GUIDE to ADVANCE MIDWIFERY

January is for AWARENESS!

ADVOCATE

Contact your national and state representatives that are new or returning. Use link to find your elected official <https://bit.ly/2CKpnjS>. Highlight maternal mortality, caring for women and families, and your role in helping, advising and assisting on key bills for 2019. Let them know you are an expert resource. Fast and simple!

Advocacy
Works!



SHARE a HANDOUT

Use a prepared handout to promote midwifery and choices in childbirth. You can download from ACNM if a member <https://bit.ly/2Vlt9l2> or use a Grow Midwives infographic free on the website. Give ONE handout to every patient, family members, colleagues, nurses, doulas, friends and ask them to pass it forward to one person that could be influenced.

LISTEN to a CONSUMER

Invite a current or past client out for coffee - and listen! Ask what they perceive can be changed to improve how women think about fear, pain and childbirth. Ask if they would help enhance community awareness about choosing a Midwife. And THANK them for their time and role in helping improve maternity care.

Listen



CONNECT with MEDIA

Ask all your contacts for connections with the media. Or, submit an editorial on maternal mortality in your community newspaper. Midwifery does not have to be the lead, but can be the messenger! Build awareness that maternal health is in crises and public awareness must be improved to save lives.