



International
Confederation
of Midwives

Strengthening Midwifery Globally

Be Bold. Be Brave: Advocacy for Midwives

with Ony Anukem - ICM Communications Consultant

Venue: Safari Court Conference Centre, Windhoek, Namibia.

Date: Friday, September 13th, 2019 14:15 - 17:45

Language: Provided in English with simultaneous interpretation to French

Midwives are the best advocates for women and their newborns



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CREATING CHANGE NEEDS A COMBINATION
OF COLLABORATION, COOPERATION, THE
STRONG VOICES OF WOMEN AND FAMILIES,
THE USE OF EVIDENCE, BEING POLITICALLY
ASTUTE AND SKILLED IN THE USE OF MEDIA.

Prof. Mary Renfrew
University of Dundee, Scotland

Goal

ICM is committed to leading the way in advocacy efforts to raise demand for midwives and to advocate for equitable access to midwife-led services for women because we know that midwives are the key to improving health outcomes for women and their newborns during childbirth. This three-hour interactive workshop will provide you with tangible tools to strengthen your advocacy on the personal, community, regional and international levels.

Who Should Attend

Whether you are a complete beginner to advocacy looking to learn the basics or an experienced advocate looking to refresh your skills — this is the workshop for you.

Objectives

By the end of the workshop, participants will have an understanding of:

- What advocacy is
- Advocacy in the context of midwifery
- The levels at which advocacy takes place
- The causes that midwives believe in and how they can best advocate for them
- How to be strategic about your advocacy
- How to frame your advocacy and resources that you can use to strengthen it
- How to best communicate your message
- The role of monitoring and evaluation in your advocacy
- How ICM, Midwives' Associations and individual midwives can work together to achieve our shared advocacy goals