



# ICM Regional Data and Advocacy Workshop: Western Pacific

Theme: *How to Leverage the State of the World's Midwifery (SoWMy)  
Report for Effective Advocacy*

**Date:** Thursday 4th November 2021

**Facilitator:** Amanda Livingstone – Advocacy Specialist

# Welcome & Introductions



Please introduce yourself in the chat box:

- Name
- Title
- Affiliation/organization/Midwives Association
- Country
- Complete the short sentence 'Midwives matter because...'

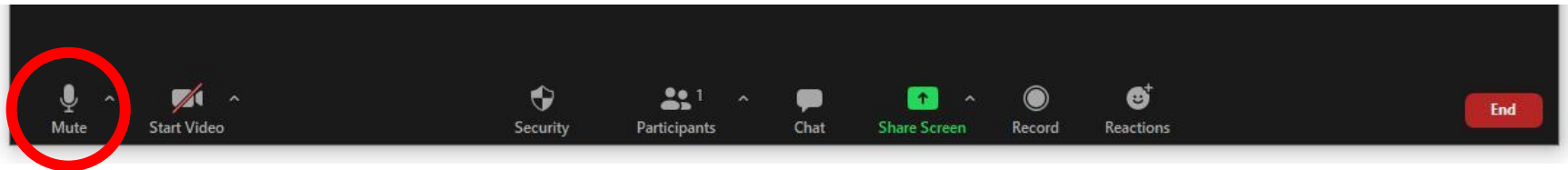
*Example; **Midwives matter because** evidence has shown that investing in midwives saves lives, improves health and strengthens health systems.*

# Before we get started: Zoom basics



## Unmute and mute:

- To unmute yourself and begin talking, click the **Unmute button (microphone)** in the bottom-left corner of the meeting window.
- To mute yourself, click the **Mute button (microphone)**. A red slash will appear over the microphone icon indicating that your audio is now off.
- **Note:** Everyone has been automatically muted upon entering the workshop.

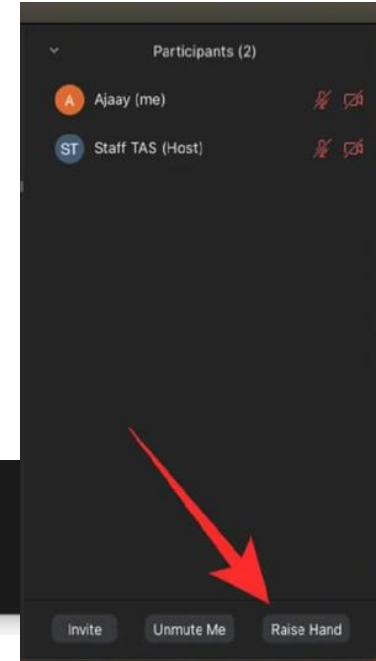
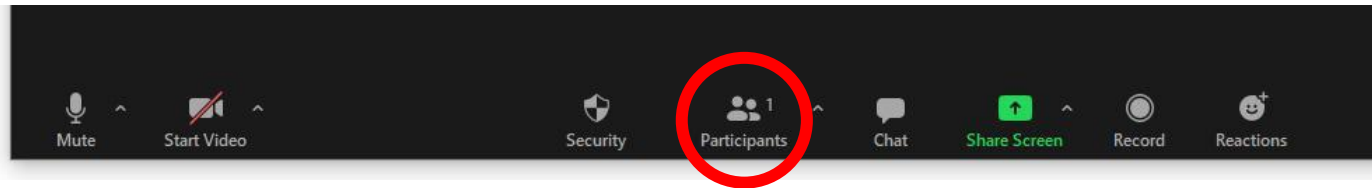


# Before we get started: Zoom basics



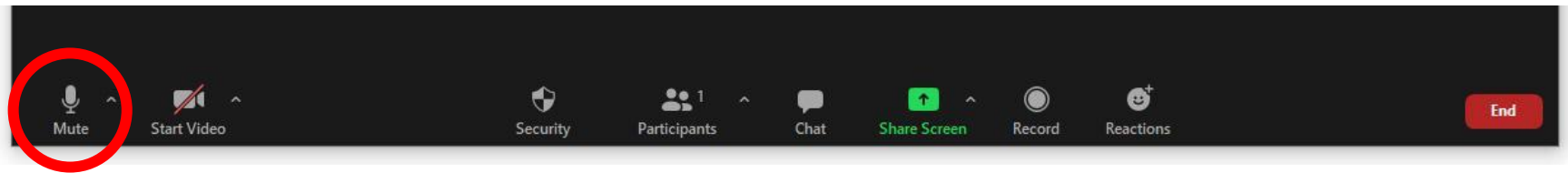
## Raise Hand:

- Use the Raise Hand function to indicate that you would like to make a comment or ask a question. This lets the facilitator know to call on you.
- To Raise Hand, go to **Participants** on bottom toolbar and then click the **Raise Hand** button.



# Virtual workshop good practices

- Keep yourself muted unless speaking.
- Identify yourself by name every time you speak.
- Use Raise Hand feature and/or chat box to ask questions and to make comments, unless otherwise specified by the facilitator.
- Contact Morgane Schmidt if you have an issue that requires technical support (email [m.schmidt@internationalmidwives.org](mailto:m.schmidt@internationalmidwives.org) or Zoom private message).



# Agenda

- Welcome, Introductions and Overview
- Opening Remarks
- Introduction to Advocacy
- Causes Midwives Believe in
- How to Read SoWMy Country Data
- Breakout sessions
- Global Midwives Hub + Tools & Resources for Advocacy
- PUSH Campaign
- Midwives Voices, Midwives Demands Survey
- Closure and next steps





# Opening Remarks

Ann Kinnear

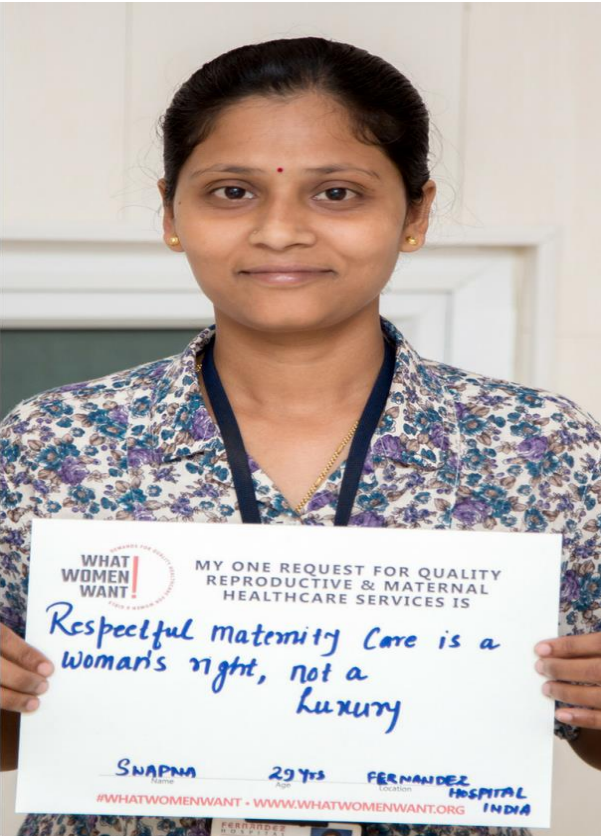
ICM Regional Board Member – Western Pacific

# WHAT IS ADVOCACY ?



Using the chat box, what word immediately comes to mind when you think of advocacy?





# Definitions

- The word advocacy comes from the Latin word *advocare* which translates as to: **add + voice**.
- *“Public support for or recommendation of a particular cause or policy.”* - Oxford Dictionary
- At its core, advocacy can be understood as **building support** for an **issue** among **decision-makers** to **create a change in attitudes, behaviours, policies, systems, or ways of doing things.**

# *CAUSES MIDWIVES BELIEVE IN*



# *POLL - CAUSES MIDWIVES BELIEVE IN*

# Issues midwives face in their work & community



- Overstretched midwifery workforce
- Lack of strong national and international policies for midwifery
- Low salary
- Limited opportunities for leadership and career advancement
- Poor education and training
- Medicalisation of maternity care
- Limited of resources in Midwifery Association
- Professional disrespect
- Unclear roles/scope of work
- Poor working conditions

# Using Evidence for Advocacy



**Evidence** is something which shows that something else exists or is true.

## Ways to gather evidence:

- Find information you need from **global reports** and **hubs**!
- **Surveys** of midwives' priorities
- **Facility Assessments** that identify where midwives work (or don't work)
- **Interviews** with midwives and individuals who have received care from a midwife
- **Scorecards** organized by community members that rate the type of care midwives provide

## Ways to use evidence for advocacy:

- Share evidence during public events that decision-makers attend
- Write an Op-Ed or policy brief
- Develop a social media campaign
- Connect with media houses to share your evidence
- Connect with audiences using storytelling
- Host a dialogue where midwives meet with decision-makers directly to discuss their challenges, evidence, and solutions

**Using the chatbox, share how you could use evidence to further your priority advocacy issue from the poll we just took!**

Advocacy is not just about identifying  
problems.

It's about sharing solutions.

**And that's what we're going to do.**

# So we know what needs to change... Now what?







Type your questions or comments into the chat box.

# *DATA AND ADVOCACY:*

- *Key messages from SoWMy*
- *How to read/interpret SoWMy country data*

*ANDREA NOVE*  
*Technical Director, Novametrics*

# *BREAK*



# *ADVOCACY TOOLS AND RESOURCES*



# Global Midwives Hub

- Collaboration between ICM and Direct Relief
- Has information about state of midwifery around the world - targets midwives and MAs
- Enables midwives undertake research and advocate for their profession and communities

# *Global Midwives Hub*

*Play video from Direct Relief*





# ***BREAKOUT GROUP DISCUSSIONS***

*Discuss potential solutions to key  
midwifery challenges*

# Activity: Discuss solutions to midwifery challenges



## Instructions:

- We will break into four groups. Each person will be automatically assigned a room. Each breakout room will have its own facilitator.
- Group facilitators will guide discussion, using a series of questions as prompts to explore actions/solutions to the midwifery challenges which can be mitigated through advocacy. This will take 15 mins.
- We will reconvene as a large group to report back on the solutions to the midwifery challenges.
- Questions?

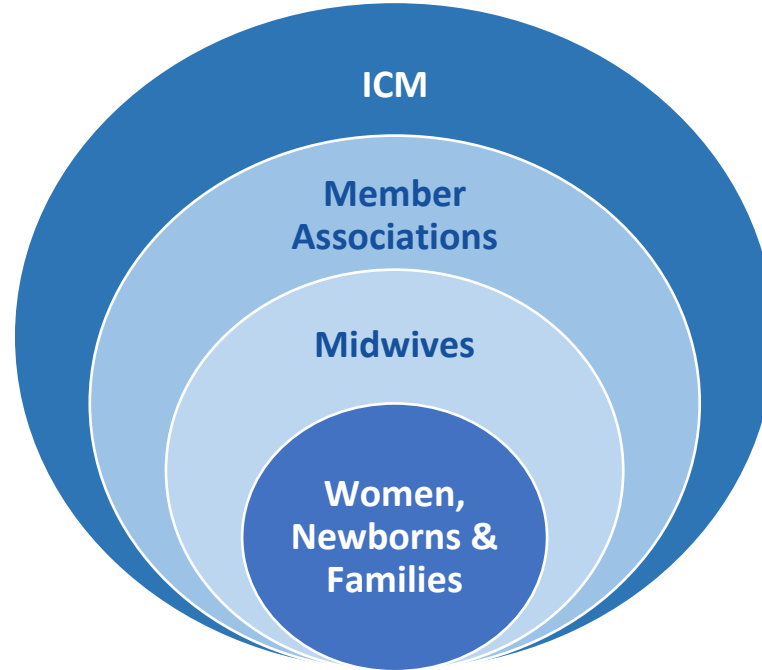
# *Highlights from the group discussions*

*Groups report back – 2 mins for each group*

# Midwives working with women



# Together we are stronger





**PUSH** FOR RIGHTS, FOR WOMEN, FOR MIDWIVES

**PUSH** FOR  
MIDWIVES

<https://youtu.be/BKwsYZJqC-w>



# WHAT IS THE PUSH CAMPAIGN ?

A global campaign that centres midwives to drive reductions in maternal and neonatal mortality, advance SRHR, address key barriers to women's leadership in the global health workforce, and shift underlying gender norms that undervalue women's rights, lives and work







# PUSH!

Join the movement and #PushforMidwives

[pushcampaign.org](https://pushcampaign.org)

# WHAT WOMEN WANT:

## *Midwives' Voices, Midwives' Demands*



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TAKE THE SURVEY NOW AND  
HAVE YOUR VOICE HEARD!

WHAT  
WOMEN  
WANT!



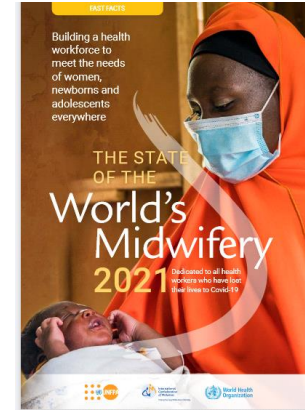
International  
Confederation  
of Midwives

Strengthening Midwifery Globally

# *MIDWIVES VOICES, MIDWIVES DEMANDS*

<https://www.youtube.com/watch?v=OOeHsfUOQcw&t=5s>

# More Tools & Resources





**International  
Confederation  
of Midwives**

Strengthening Midwifery Globally

**International Confederation of Midwives**

Laan van Meerdervoort 70  
2517 AN The Hague  
The Netherlands

Telephone: +31(0)70 3060520

<https://www.internationalmidwives.org>



# Closing Remarks

Ann Kinnear

ICM Regional Board Member – Western Pacific



# Closing

**Thank you for attending the ICM Regional Data and Advocacy workshop! Congratulations!!!**

Advocacy questions/support, email ICM Advocacy Lead, Faridah  
[f.luyiga@internationalmidwives.org](mailto:f.luyiga@internationalmidwives.org)

Have your voice heard, take the **Midwives Voices, Midwives Demands** survey here: [Link to survey:](https://www.whatwomenwant.org/midwives-voices-icm)  
<https://www.whatwomenwant.org/midwives-voices-icm>





Thank you and  
congratulations,  
advocates!