



**International
Confederation
of Midwives**

ICM Strategy 2017 - 2020

Quality

Equity

Leadership



**International
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of Midwives**

Who We Are

Professional associations of midwives

- 132 Midwives Associations
- representing 113 countries across every continent

ICM is organized into six regions

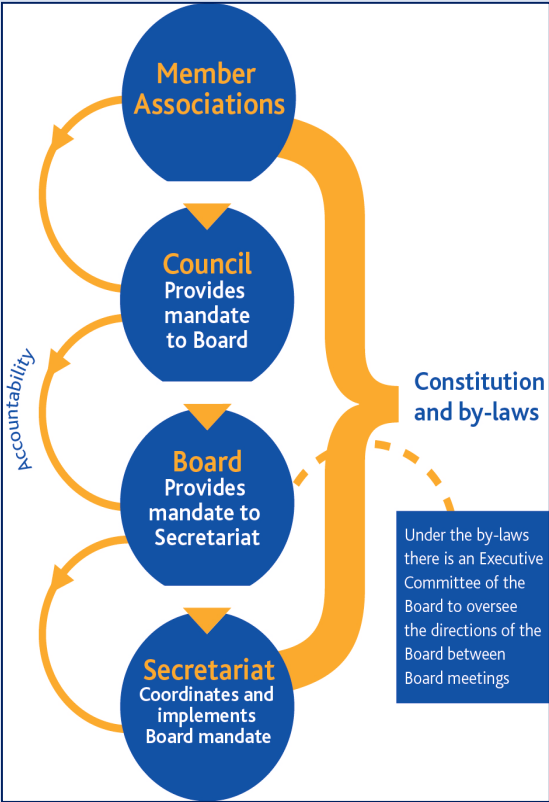
- Africa
- Eastern Mediterranean
- Europe
- South East Asia
- The Americas
- Western Pacific





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Governance







Vision

ICM envisions a world where every
childbearing woman has access to a
midwife's care for herself and her
newborn





Mission

To strengthen Midwives Associations and to advance the profession of midwifery globally by promoting autonomous midwives as the most appropriate caregivers for childbearing women and in keeping birth normal, in order to enhance the reproductive health of women, and the health of their newborn and their families





- ICM is a key stakeholder and partner towards the achievement of the Sustainable Development Goals (SDGs) by 2030
- ICM's work impacts on all 17 goals but in particular we focus on SDG 3 – Good Health and Wellbeing and SDG 5 – Gender Equality
- ICM recognises the strategic importance of advocating for midwives to work close to where women live if women and their families are to equitably access quality midwifery services as a key component of achieving Universal Health Coverage.



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How we work



LOCALLY with
our Midwives
Associations in
countries



REGIONALLY
within the six ICM
regions, through
collaboration with
all of our Member
Associations



GLOBALLY on
behalf of the more
than 500,000
midwives
represented by
our Member
Associations



COLLABORATIVELY
with our partners at
local, regional and
global levels



EQUITABLY by
harnessing the
diverse representation
of our Board, midwife
experts and our
Member Associations



RESPONSIBLY
and
ACCOUNTABLY
and with
INTEGRITY



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What we do

- ICM *works* with MA's to improve maternal and newborn health outcomes by strengthening midwife-led services
- ICM *advocates* for the health, wellbeing and human rights of women, newborns and the midwives who serve them
- ICM *speaks* for more than 500,000 midwives in 132 Member Associations in 113 countries across 6 regions of the world
- ICM *demand*s and *delivers* programmes and resources to strengthen midwifery education, regulation & association
- ICM is an *advocate*, an *implementing partner* and a *global influencer*, working to achieve the United Nations Sustainable Development Goals





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ICM 2017-2020

- ICM represents the interests of midwives and the women, newborns and families they serve
- ICM will demand and deliver **quality, equity & leadership** for midwives & the women they serve
- Through the pillars of education, regulation and association ICM works to strengthen midwifery associations globally &
- In partnership with the development community, towards the achievement of the UN Sustainable Development Goals





ICM 2017-2020 Strategic Directions

- **Quality**
- **Equity**
- **Leadership**





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Quality

- High-quality work, reputation of expertise & excellence
- Respectful care, competent midwives, upholding human rights
- Midwives working in an enabling environment are recognised, valued, educated & regulated to global standards





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Equity

- Geographically, culturally and socially diverse membership
- ICM operates with equity at its core





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Leadership

- Bold and brave
 - promoting best outcomes
 - advocating for midwives and midwife-led services
- Strong, stable organization
 - flexible, proactive
 - engaged and supportive of members





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ICM 2017– 2020 Strategic Objectives

- **Demand** an enabling environment through which midwives can provide quality midwifery services
- **Deliver** global standards, resources and tools for education, regulation and association to build the capacity, competence and professionalism of midwives
- **Deliver** as the experts on midwives and midwifery, quality advice to stakeholders
- **Demand** equitable access for midwives to midwifery education, regulation and continuing professional development





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ICM 2017– 2020 Strategic Objectives (Cont.)

- **Demand** equitable access to midwife-led midwifery services for women
- **Deliver** equitable access to services and facilitate equitable opportunities for participation in ICM for Member Associations
- **Demand** participation of midwives at the highest level of policy and decision making at global, regional and local levels
- **Deliver** effective midwifery leadership and expertise





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QUALITY

1

MAINTAIN our high-quality work as the global representative organisation for midwives and their associations, and continue to build a reputation of excellence

2

ENSURE unity in our messaging and programming in alignment with the Strategic Directions and Objectives.

3

REVIEW, update and expand our resource materials and programmes to support midwives to practise in alignment with global standards of best practice

4

STRENGTHEN midwifery education and accreditation, continuing education programmes and the role of the midwife as an educator.

5

ENCOURAGE governments and support Midwives Associations to utilise ICM's global standards, resources and tools for education, regulation and association strengthening

WHAT WE WILL ACHIEVE



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EQUITY

1

ADVOCATE for all midwives globally in alignment with priorities established by the diverse perspectives of Member Associations, the Board, staff and stakeholders

2

STRIVE to make all our services and materials available and accessible to all our associations in the three ICM languages

3

ENGAGE with partners at national, regional and international levels to achieve common goals

4

DEVELOP and implement a youth-focused narrative, promoting midwifery as a valuable career for young people

5

MANAGE and deliver regional meetings and events within each of the six ICM regions each triennium and promote communication and collaboration between associations

WHAT WE WILL ACHIEVE



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LEADERSHIP

1

LEAD the way in a global advocacy efforts to raise demand for midwives

2

REINFORCE a leadership position as the expert on midwives and midwifery by engaging in strategic alliances and relationships, including with other professional associations

3

GENERATE leadership, training and mentoring opportunities for ICM Board members, Standing Committees, Member Associations, Head Office staff and other ICM representatives

WHAT WE WILL ACHIEVE



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Thank You

International Confederation of Midwives

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