



## International Day of the Midwife May 5, 2018

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### OVERVIEW

Launched on April 11<sup>th</sup>, [What Women Want: Demands for quality healthcare for women and girls](#), aims to hear directly from one million women and girls worldwide about their top request for quality reproductive and maternal healthcare. The findings will be aggregated for a global picture of what women want and disaggregated by country, ultimately distilled to reflect the top asks along with specific recommendations about how to drive tangible improvements for women's and girls' health. With [partners spanning 25 countries and six continents](#), we are using key global and country-level moments to raise awareness of the campaign, and more importantly, to get the survey to as many women and girls as possible.

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### INTERNATIONAL DAY OF THE MIDWIFE



Less than a month into the [What Women Want](#) campaign, we are already hearing from women that they want more midwives! It's long been known that educated, trained and qualified midwives are vital to improving reproductive and maternal health services for women and girls. In fact, as the video to the left shows, women and midwives want the same things. One example: for women to receive and midwives to provide quality care in clean, well-stocked health facilities.

International Day of the Midwife provides a terrific opportunity to align the messages of both campaigns while getting the surveys out to women, girls and (female) midwives.

In addition to the [full resource pack provided by the International Confederation of Midwives](#), a member of the What Women Want steering committee, here are some sample social media messages that integrate the two campaigns to make it easy to share.

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### SAMPLE SOCIAL MEDIA MESSAGES

#### Twitter/Instagram

- Today, on #IDM2018, we are calling on all #midwives to take the #WhatWomenWant survey and have your voices heard! Together, we can provide quality healthcare to all women. [www.whatwomenwant.org](http://www.whatwomenwant.org)

- Today is International Day of the Midwife! Let's unite to provide quality care for all women. Tell us what quality means to you by taking the #WhatWomenWant survey [www.whatwomenwant.org](http://www.whatwomenwant.org) #IDM2018
- #Midwives Leading with Quality Care! Join us in celebrating International Day of the Midwife #IDM2018 #WhatWomenWant [www.whatwomenwant.org](http://www.whatwomenwant.org)
- Celebrate the International Day of the Midwife by taking the #WhatWomenWant survey - [www.whatwomenwant.org](http://www.whatwomenwant.org). Take the survey and ask others to do the same. Together we can provide #qualitycare to every woman, everywhere. #IDM2018
- Have you heard? Women want more midwives! Celebrate International Day of the Midwife by taking the #WhatWomenWant survey at [www.whatwomenwant.org](http://www.whatwomenwant.org) #IDM2018
- What women and #midwives want is simple: quality care for everyone. Watch: <http://bit.ly/WhatIWantisSimple> #IDM2018 #WhatWomenWant

#### Facebook:

- More than 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth. Most of these deaths would be prevented if there were enough qualified midwives, whom are skilled to provide up to 87% of pregnancy-related services. What is your top priority for reproductive, maternal healthcare services? Take the #WhatWomenWant survey and have your voice count! [www.whatwomenwant.org](http://www.whatwomenwant.org)
- Midwives are at the heart of Quality, Equity and Dignity in healthcare. Governments must invest in midwives. Calling all #Midwives to take the #WhatWomenWant survey and have your voices heard! #IDM2018 [www.whatwomenwant.org](http://www.whatwomenwant.org)
- Just as we are all committed to the highest quality care for all women, newborns and their families, so must we be united to ensure that the midwifery workforce is supported. Calling all #Midwives to take the #WhatWomenWant survey and have your voices heard! #IDM2018 [www.whatwomenwant.org](http://www.whatwomenwant.org)
- #Midwife-led care is a vital solution to challenges of providing high quality #maternal & #newborn care for women & newborns in all countries. What is your priority for #RMH? Take the #WhatWomenWant survey at [www.whatwomenwant.org](http://www.whatwomenwant.org) #IDM2018
- DYK: More than 340,000 women and over 3 million infants around the world die each year from preventable complications from pregnancy and childbirth? Most could be prevented with quality healthcare. On this #IDM2018, take the #WhatWomenWant survey and let us know what quality healthcare means to you. [www.whatwomenwant.org](http://www.whatwomenwant.org)
- DYK: Midwives are skilled to provide up to 87% of childbirth-related services, making them the ideal health professional to support women through the maternity continuum of care. #IDM2018 Tell us what your top priority for RM health is by taking the #WhatWomenWant survey. [www.whatwomenwant.org](http://www.whatwomenwant.org)
- What women and midwives want is simple: quality care for everyone. Watch: <http://bit.ly/WhatIWantisSimple> #IDM2018 #WhatWomenWant

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**IMAGES TO SHARE**

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Download images [HERE](#) or make your own with the What Women Want template [HERE](#).

