

MIDWIVES:

A Vital Climate Solution

Advocacy toolkit and resources pack



#IDM2024

#MidwivesAndClimate

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Welcome to the #IDM2024 digital toolkit

Climate change is the greatest health challenge of our time. Our warming planet is experiencing more heatwaves, more floods, and more natural disasters, significantly impacting the health of women and babies. Putting resources and efforts into addressing the climate crisis is a matter of extreme urgency.

At the International Confederation of Midwives (ICM), we recognise that midwives are a vital solution in adapting health systems to climate change, and lowering carbon emissions overall. Midwives deliver safe and environmentally sustainable health services, help communities adapt to climate change and are first responders during climate disasters. For this reason, the theme for this year's International Day of the Midwife (IDM), is **Midwives: A Vital Climate Solution**.

A message from ICM President, Sandra Oyarzo Torres



It's the time of the year when we celebrate the work of midwives everywhere. IDM is a day of celebration, but also of highlighting how important the work of midwives is globally. This year, we are shining a light on the role midwives play in addressing the greatest health challenge of our time - climate change. #IDM2024 is both a celebration and a call to action for our planet and for midwifery.

As midwives, we might not always see ourselves as climate champions, but the evidence is clear. Continuity of midwife care enhances health outcomes and contributes to environmental sustainability and adaptability by reducing the carbon footprint of health services and making them more climate resilient. As midwives, we also play a crucial role in responding to the climate crisis, providing essential care in times of climate-related disasters.

For midwives to become the workforce that our warming world needs, we need investment, resources, autonomy, recognition, and a seat at every decision-making table. It's essential that our contributions are acknowledged, and our voices are heard in shaping policies and practices that support midwives to provide quality, accessible sexual, reproductive, maternal, newborn and infant health, that are also sustainable for our planet.

As we celebrate #IDM2024, let's applaud midwives and advocate for the changes needed to ensure a sustainable future for midwifery our planet. Join us to call for a future where continuity of midwife care is integral to climate-resilient health systems.

Happy IDM!
Sandra Oyarzo Torres
ICM President

Join us to advocate for midwives as a vital climate solution

We have prepared a set of social media messages and graphics to support our collective advocacy and celebrate the role of midwives as a vital climate solution.

Copy our messages, download our graphics, and share before, during, and after 05 May 2024. You can also download all the illustrations and social media banners to use on your social media, webpage or IDM materials. We have also prepared templates where you can enter the messages in your own language.

We encourage all midwives and partners to join us in this celebration and to advocate for action towards a healthier planet and healthier communities.

Together, we can create a more sustainable future.

#IDM2024 #MidwivesAndClimate

Shareable messages and graphics

Download the graphics and copy and paste the message to your preferred social media platform

Message 1:

INSTAGRAM / FACEBOOK / LINKEDIN

Midwives deliver environmentally sustainable health services and play a key role in making health systems more climate resilient. 🌍💪 During climate crises, midwives can adapt to ensure safe, respectful, and quality care for women and gender diverse people.

Put simply, midwives are a vital climate solution.

Join #IDM2024 to champion investment, resources, autonomy, recognition, and representation for midwives. #MidwivesAndClimate

TWITTER

#IDM2024: Midwives, a vital climate solution! 🌍🌱

We deliver environmentally sustainable health services, making health systems more climate resilient.

In a warming world, we can adapt to ensure women and gender-diverse people get safe, respectful & quality care.

Message 2:

INSTAGRAM / FACEBOOK / LINKEDIN

Midwives provide climate-friendly #SRMNAH. 🌍🌱

By providing services in communities where people live, we reduce the need for travel to health facilities. Having access to the care of a midwife ensures that the time and expertise of obstetricians is more available to women with complex care needs. This reduces the carbon footprint of health services and making them more sustainable and accessible for everyone.

#IDM2024 #MidwivesAndClimate



DOWNLOAD IMAGE



DOWNLOAD IMAGE

TWITTER

Midwives provide climate-friendly #SRMNAH

By working in communities, we reduce travel to health facilities.

Continuity of midwife care also ensures OB-GYNs can focus on complex health needs, reducing carbon emissions & promoting sustainable health services.

#IDM2024

Message 3:

INSTAGRAM / FACEBOOK / LINKEDIN

Healthcare services are responsible for 5% of greenhouse gas emissions globally. 🌿🌍⚠️

Continuity of midwife care improves maternal health outcomes and ensures more babies are born alive, on time and healthy.

Better health outcomes mean mothers and babies are less likely to need medical care in the short- and long-term. This reduces the use of medical resources and limits medical waste.

#IDM2024 #MidwivesAndClimate

TWITTER

Health services are responsible for 5% of carbon emissions. ⚠️🌍⚠️

Midwife care enhances maternal and newborn health, leading to better health outcome in the short and long term.

We use less resources and create less waste.

#IDM2024 #MidwivesAndClimate



[DOWNLOAD IMAGE](#)

Message 4:

INSTAGRAM / FACEBOOK / LINKEDIN

Midwives help mothers meet their breastfeeding goals - usually breastfeeding for longer. 🧑🏻‍🍼

Breastfeeding doesn't require packaging or shipping, saves water and improves the health of women and babies.

Midwives supporting women to breastfeed successfully is good for babies, women and the planet!

#IDM2024 #MidwivesAndClimate

TWITTER

🧑🏻‍🍼 Midwives help women meet their breastfeeding goals, saving resources like packaging, shipping, and water.

This supports the health of mums, babies, and the planet! 🌍

#IDM2024 #MidwivesAndClimate



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Message 5:

INSTAGRAM / FACEBOOK / LINKEDIN

Midwives are sexual and reproductive health champions. 💪

We provide education, contraception, comprehensive abortion care and support, enabling women to manage their own reproductive health. This promotes women's rights and economic resilience, while and reducing their vulnerability to the impacts of climate change.

TWITTER

Midwives are #SRH champions!

We offer education, contraception, comprehensive abortion care, & support, empowering women to manage their reproductive health. 💪

This not only promotes women's rights, economic resilience, it reduces vulnerability to climate change impacts.

#IDM2024 #MidwivesAndClimate



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Message 6:

INSTAGRAM / FACEBOOK / LINKEDIN

Community-based midwives can more easily reach areas affected by climate disasters 🦵👶, and quickly provide essential reproductive and maternal health services. We are a valuable network for evidence-based information and supply distribution, ensuring that women and babies have access to care during the worst consequences of our warming world. 🩺🩸

By resourcing midwifery services, funders and healthcare systems are supporting providers capable of coordinating effective crisis response plans.

#IDM2024 #MidwivesAndClimate 🌿

TWITTER

Community midwives can play a vital role in reaching areas hit by climate disasters, swiftly offering essential reproductive & maternal health services.

If enabled we can deliver care, information & supplies during climate emergencies. 🌿🩺🩸

#IDM2024 #MidwivesAndClimate 🌿



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Download assets



Printable Posters

DOWNLOAD



Social Media Tiles
and Covers

DOWNLOAD



Illustration
Elements

DOWNLOAD



Editable
Templates

ACCESS



Join IDM events around the world

ICM represents over 140 midwives' associations (MAs) across more than 120 countries. From parades to pop-up midwifery clinics, many of our associations host their own IDM celebrations and we're excited to provide our community with a platform to promote their fantastic events and initiatives. If you're an ICM midwives' association, fill out our form to share your IDM event.

SUBMIT YOUR EVENT



Our IDM events

We're thrilled to be hosting two events on Friday, 03 May, and Monday 06 May, to honour and celebrate IDM and midwives. Given that IDM falls on a Sunday this year, our events will be held just before and just after IDM.

Go to next page
and register online!

Stories of (Climate) Resilience

FRIDAY, MAY 3RD, 12 TO 1 PM CET • ONLINE

Celebrating midwives as a vital climate solution, this hour-long session offers an exploration of midwives' crucial role in addressing climate-related challenges.

During this event, you'll hear from diverse midwives who have worked directly with communities facing climate-related crises like extreme heat, drought, flood, and fire. Hear how these passionate, adaptable midwives empowered communities and inspired others to act to address the climate crisis.

We will also screen a short documentary film showcasing the work of a midwife first-responder. Neha showcases the remarkable work of midwife Neha Mankani, who took maternal and newborn health services to communities facing devastating flooding in Pakistan. This powerful film highlights the resilience and importance of midwives and their contributions to communities in crisis.

Don't miss this opportunity to celebrate midwives and their resilience in the face of climate challenges.

[REGISTER](#)

Midwives: the workforce we need for a warming world

MONDAY, MAY 6TH, 3 TO 4 PM CET • ONLINE

This event will offer a unique opportunity to explore how midwives, are not only first responders to climate catastrophes but also integral contributors to health systems striving to become more sustainable.

In this webinar, you will hear from global leaders, experts, and midwives who have worked as first responders of the climate crisis. Don't miss this insightful conversation and discover how midwives are involved in planning and preparation, but also contribute to building climate-resilient communities by providing community-based care, promoting sustainable practices, and swiftly responding to climate-related crises.

[REGISTER](#)



What does it mean to be an ICM member association?

Becoming an ICM member association entitles you to a long list of exclusive benefits. These benefits offer opportunities for professional development, networking, leadership, association support and funding, and much more.

Find out how to take advantage of these diverse benefits to enhance the knowledge of your association and your members, advance the midwifery profession, and champion evidence for improved sexual, reproductive, maternal, newborn and adolescent outcomes.

REVIEW THE ICM MEMBER BENEFITS

Thank you for joining us to celebrate #IDM2024

Stay tuned to our latest updates and subscribe to our newsletter.

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