The Framework for Action to strengthen Midwifery Education is a guide to develop high-quality, sustainable pre- and in-service education to save lives.

- The Framework has been developed by WHO, UNFPA, UNICEF and ICM
- The framework includes a seven-step action plan for use by all stakeholders in maternal and newborn health

1. **Main website:** [bit.ly/MidwiferyEd4SDGs](https://bit.ly/MidwiferyEd4SDGs)
   Or
   [https://www.who.int/topics/midwifery/en/](https://www.who.int/topics/midwifery/en/)

2. **Social Media**
   - **Main hashtag:** #HealthForAll #WHA72 #MidwiferyEd4SDGs
   - **Additional hashtags:** #Quality=Midwiferycare#WHA72
   - **Main Twitter accounts:** @ICM@UNICEF @WHO@UNFPA@PMNCH@WRA@HRIC

**Suggested Posts:**

- Launched at WHA72: Framework for Action to Strengthen Midwifery Education for #UHC. Read the report here [bit.ly/MidwiferyEd4SDGs](https://bit.ly/MidwiferyEd4SDGs)#MidwiferyEd4SDGs #HealthForAll#WHA72
• Time to address stark under-investment in midwifery education to transform the quality of MNH Read the report here bit.ly/MidwiferyEd4SDGs #HealthForAll #WHA72 #MidwiferyEd4SDGs

• Access to quality midwifery care can avert 80% of maternal and newborn deaths and stillbirth Read the report here bit.ly/MidwiferyEd4SDGs #HealthForAll #WHA72 #MidwiferyEd4SDGs

• We can’t achieve SDGs without transforming the quality of maternal and newborn care Read the report here bit.ly/MidwiferyEd4SDGs #MidwiferyEd4SDGs #HealthForAll

• To leave no one behind we need quality midwifery education! The Framework for Action to Strengthen Midwifery Education Read the report here bit.ly/MidwiferyEd4SDGs #HealthForAll #WHA72 #MidwiferyEd4SDGs

• Midwives: defenders of women’s and children’s rights and critical to achieve UHC! Read the report here bit.ly/MidwiferyEd4SDGs #HealthForAll #WHA72 #MidwiferyEd4SDGs

• Working together to ensure quality care for all mothers and newborns. Read the report here bit.ly/MidwiferyEd4SDGs #HealthForAll #WHA72 #MidwiferyEd4SDGs

Tweet this:
• Quality midwifery can avert 80% deaths
• Midwifery education 4 transforming quality care!
• 1st UN Framework 4 Midwifery Education
• Go to: bit.ly/MidwiferyEd4SDGs

Social media tiles:
**Photos:**

Link to photos with credits and captions: [https://www.dropbox.com/sh/xfb3uw9elwnfjiq/AAA2jq9ZIrmm1gR5pGM7_CZza?dl=0](https://www.dropbox.com/sh/xfb3uw9elwnfjiq/AAA2jq9ZIrmm1gR5pGM7_CZza?dl=0)

**Video recorded by Elizabeth Iro**

Sets out report and asks invites people to join the launch: [https://wetransfer.com/downloads/17aad1f0602904470386eb1ae6e89c9720190514154928/5b1e8f53d419d0c68558fa35932163420190514154928/714b07](https://wetransfer.com/downloads/17aad1f0602904470386eb1ae6e89c9720190514154928/5b1e8f53d419d0c68558fa35932163420190514154928/714b07)

### 3. Key messages

- When midwives are educated to international standards, and midwifery includes the provision of family planning, it could **avert more than 80% of all maternal deaths, stillbirths and neonatal deaths**. Achieving this impact also requires that midwives are licensed, regulated, fully integrated into health systems and working in interprofessional teams.

- Beyond preventing maternal and newborn deaths, **quality midwifery care improves over 50 other health-related outcomes**, including in sexual and reproductive health, immunization, breastfeeding, tobacco cessation in pregnancy, malaria, TB, HIV and obesity in pregnancy, early childhood development and postpartum depression.

- **Midwives are uniquely able to provide essential services to women and newborns in even the most difficult humanitarian, fragile and conflict-affected settings.** This means that midwives will make a significant contribution to delivering on the commitments made in the Astana Declaration on Primary Health Care and the Global Action Plan on Healthy Lives and Well-Being.
• *Educating midwives to international standards is a cost-effective investment* as it saves resources by reducing costly and unnecessary interventions
• Yet there is a *startling lack of investment in quality midwifery education*, despite the evidence of impact. Now is the time to take collective action.

**Additional Messages**

1. Women and midwives are demanding more support for quality midwifery care and it is time we listen.
   • The evidence exists to support the strengthening of midwifery care
   • While improving access to care is critical, ensuring good quality of care has an even greater impact in lives saved
   • Quality midwifery care is preventive and supportive care to optimise women’s own capabilities, prevent complications, and enable rapid consultation and referral when complications occur
   • Beyond survival, quality midwifery care improves breastfeeding rates and psycho-social outcomes, and reduces the use of interventions, in particular caesarean sections.

2. Investment is needed in health systems around the world to ensure every mother has access to quality midwifery care.
   • There is a startling under-investment in midwifery education and training, despite the proven impacts of quality midwifery care for women and children in low-, middle- and high income countries.
   • Midwifery is a key solution to the challenge of providing universal and quality maternal and newborn care required to meet the SDG goals.
   • Ensuring quality midwifery through better education is transformative for every family, community, and society, everywhere
Findings from global consultations

1. Three strategic priorities for strengthening quality midwifery education.
   - Every woman and newborn to be cared for by a midwife, educated and trained to international standards and enabled to legally practice the full scope of midwifery. The title “midwife” should only be used for providers who are educated to international standards.
   - Midwifery leadership to be positioned in high-level national policy, planning and budgeting processes to improve decision-making about investments for midwifery.
   - Coordination and alignment between midwifery stakeholders to align education processes, knowledge, research, evidence-based materials, indicators and investment.

2. Innovations and radical thinking for strengthening quality midwifery education.
   - “Rethink” evidence-informed midwifery education and training to focus on both clinical and theoretical competency, including a philosophy of respect and dignity, the prevention of unnecessary interventions and the strengthening of women’s own abilities.
   - Engage women and communities in the development of midwifery education, to prepare midwives to provide with cultural competence what women want and need to survive, thrive and transform.
   - Focus on faculty to ensure that teaching achieves international standards.

3. What will the impact be in countries and how will we measure it?
   - Averting over 80% of all maternal deaths, stillbirths and neonatal deaths.
   - Development of new indicators to measure, monitor and demonstrate progress in health outcomes, rational use of resources and the economic value of midwifery.

4. How will we strengthen quality midwifery education?
   - Establishing national midwifery task forces for a multi-stakeholder focus on midwifery.
   - Review the current system, base future education on research and evidence.
   - Address sociocultural, economic and professional barriers to quality midwifery education and address social and institutional gender-based hierarchies of power.

5. How is this relevant to conflict and humanitarian settings?
   - Embed “emergency preparedness and response” within the curriculum.
   - Position midwifery leadership in the national emergency cluster, or where most useful.
   - Promote research into midwifery education led by researchers who are also midwives.
The seven steps act as a guide to help build high-quality, sustainable, pre-service and in-service midwifery education and training systematically. Rather than focusing primarily on the curriculum, the action plan encompasses all the activities needed and presents them in sequence.

The action plan can be used to develop and/or strengthen a national midwifery education plan, embedded within the national human resources for health plan.

Women and newborns are at the centre of all actions.

This action plan recognizes the wide variation in midwifery education provided across many countries and acknowledges that whereas some countries can rapidly move to a high-quality cadre of midwives, other countries will have more investment to make before this strategic priority can be reached.

The action plan supports implementation of the Global Strategy’s Accountability Framework, moving through a cycle of act–monitor–review. At each step, monitoring and evaluation of change takes place. In the seventh step, typically taking place annually, a regular time-bound evaluation is made of all progress, allowing for adjustments before continuing with implementation and monitoring.

The action plan is a “live” document, ready for further consultation, as well as implementation, monitoring and updating as needed.
References

WHO Midwifery Website https://www.who.int/topics/midwifery/en/

The International Confederation of Midwives website
https://www.internationalmidwives.org/

https://www.unfpa.org/sowmy


Newborn mortality estimates (UNIGME 2018)

Addressing Critical Knowledge Gaps in Newborn Health; Healthy Newborn Network, 2019:
https://www.healthynewbornnetwork.org/

The Lancet Stillbirth Series. 2016:
https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(15)00954-X/fulltext

Midwifery Advocacy Toolkit: http://www.bitly.com/MidwifeAdvocacy