

# MAKING THE CASE FOR MIDWIFERY

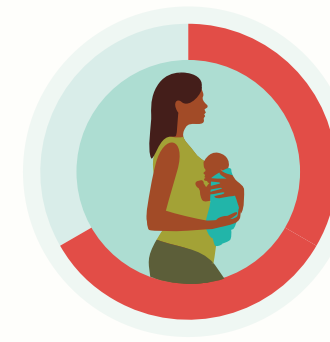
*Improving Health, Saving Lives*

73 COUNTRIES IN AFRICA, ASIA, LATIN AMERICA, AND THE CARIBBEAN ACCOUNT FOR **92%** OF ALL MATERNAL AND NEWBORN DEATHS AND STILLBIRTHS

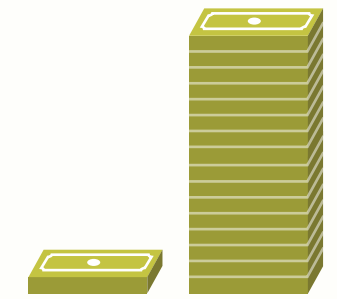
BUT THESE COUNTRIES HAVE LESS THAN **42%** OF THE WORLD'S MIDWIVES, NURSES, AND DOCTORS.



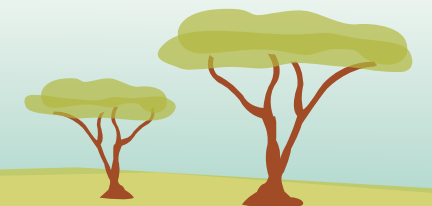
Every woman and every newborn should have access to lifesaving care from a skilled midwife.



Well-educated and regulated midwives provide essential care for women and newborns, and could prevent up to **2/3** of global maternal and newborn deaths.



Investing in midwives can yield a **16-fold return** on investment.



Midwives can use evidence and their own experience to make the case for midwifery in their countries and communities.

## MIDWIVES ARE A POWERFUL VOICE *for* CHANGE

### EFFECTIVE MIDWIFERY CARE IS:

- ✓ **Available:** enough health workers to meet the need
- ✓ **Accessible:** close to where women live, and free at point of service
- ✓ **Acceptable:** respectful and culturally appropriate
- ✓ **High Quality:** competent, skillful, knowledgeable



*Midwives improve...*



#### **AVAILABILITY**, BY DEMANDING:

- *More and better midwifery education*
- *Improved recruitment and retention*
- *Clear career development paths*
- *Less time for non-clinical tasks*



#### **ACCESSIBILITY**, BY DEMANDING:

- *Stronger workforce planning, so midwives are there when women give birth*
- *Better transportation, including waiting homes, bicycle ambulances, road improvements*
- *A minimum health package, provided free to every woman*



#### **ACCEPTABILITY**, BY ADVOCATING FOR:

- *A better working environment for midwives*
- *Incorporation of respectful care into midwifery training*
- *Mobilization of citizens and health providers to demand respectful care*



#### **QUALITY**, BY STRENGTHENING:

- *Regulation and licensing of midwives*
- *National midwives associations that can advise governments and advocate for better quality of care*

*For more information on how you can advocate for improved midwifery care, download:*

Making the Case for Midwifery: A Toolkit for Using Evidence from the State of the World's Midwifery 2014 Report at [bit.ly/MidwifeAdvocacy](http://bit.ly/MidwifeAdvocacy)

