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MOTHERS AND FAMILIES SHOW THANKS FOR GOLD STANDARD MATERNITY CARE

May 5 is the International Day of the Midwife and in this, the International Year of the Midwife and the Nurse there is no more appropriate time to thank Australian midwives for the important work they do every day.

The first four months of 2020 have been unlike any other. First bushfires, and now COVID-19 have rightly been making headlines and capturing our collective attention. Throughout it all, the importance of midwives and nurses has been brought to the fore worldwide.

ACM would like your help to further spotlight the amazing life-changing (and sometimes life-saving) work that Midwives do daily, to show them all how much we value them and to thank them for taking care of us at our most vulnerable.

Most women in Australia are fortunate enough to be cared for by a midwife, achieving the best possible birth outcomes and the best possible start to life for their children. In comparison, many women around the world aren't so lucky, and experience childbirth alone or without the expertise of a professional. Mortality and morbidity rates are subsequently higher.

ACM Midwifery Advisor Ruth King said she became a midwife because after having a child of her own, she realised just how important it is to be guided through the experience and to be prepared for welcoming your baby to the world.

"Midwifery isn't a job; it's a passion. At its heart it is working with a woman as she navigates her pregnancy and then parenthood. It's about providing the advice and information she needs to feel empowered to safely bring her baby into the world and make decisions for its future", King said.

This IDM we want everyone's help sharing in the positivity and thanking midwives for the incredible impact they have on the lives of women and families. We're urging all new parents to tag @midwives_acm on their Facebook or Instagram announcement posts to share their joy. #lovemymidwife2020.

For comment, please contact:

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Additional information: The Australian College of Midwives

The Australian College of Midwives (ACM) is the peak professional body for midwives in Australia who are registered with, and regulated by, the Nursing and Midwifery Board of Australia (NMBA). ACM's position is that women be attended during pregnancy, birth and postnatally by a midwife who is registered with the NMBA.