



Canadian Association of Midwives
Association canadienne des sages-femmes

STRATEGIC PLAN 2016-2018

MISSION

The Canadian Association of Midwives (CAM) is the national organization representing midwives and the profession of midwifery in Canada. CAM supports the National Aboriginal Council of Midwives (NACM) as the voice of Aboriginal midwifery. The mission of CAM is to provide leadership and advocacy for midwifery throughout Canada as an autonomous, self-regulated, publicly funded and vital part of primary maternal and newborn care. CAM promotes the development of the profession in the public interest and contributes the midwifery perspective to the national health policy agenda.

VISION

The vision of the Canadian Association of Midwives (CAM) is that midwifery is fundamental to maternal and newborn health services, and that everyone in Canada will have access to a midwife's care for themselves and their baby.

VALUES

The Canadian Association of Midwives believes that:

1. Midwifery care promotes and facilitates the normal, healthy process of pregnancy, childbirth and breastfeeding and supports the client's confidence in their own abilities.
2. Midwives are experts in low-risk pregnancy and birth, and can improve the childbirth experience and health outcomes for individuals at all risk levels.
3. Partnership with clients, continuity of care, informed choice, evidence-based care, choice of birthplace and community-based services are fundamental to midwifery care in Canada.
4. Midwifery care should be universally accessible in Canada, regardless of socio-economic circumstances.
5. All maternity care providers must respect and embrace human dignity, diversity and equity in every facet of their work with clients and colleagues.
6. Effective, sustainable maternity care must centre on the self-determined needs of individuals, families and communities and support birth close to home.
7. Midwives must be full partners in developing and implementing the public policy agenda on maternity and newborn care and health human resource planning.
8. Research, especially midwife-led research, is an important component of ensuring best practice and evidence-based care.
9. Midwives globally play an essential role in promoting health and reducing maternal and infant morbidity and mortality.
10. The potential of midwifery to enhance the wellbeing of individuals, families and society should be valued and promoted.

STRATEGIC OBJECTIVES

Provide advocacy for midwifery as an autonomous, regulated, publicly funded profession in Canada.

1. Advocate for the inclusion of midwifery in federal health policy and planning initiatives.
2. Advocate for midwifery regulation, public funding and growth of the profession in all provinces and territories (unregulated, newly regulated and others).
3. Strengthen alliances and advocacy strategies among midwifery associations, regulators, educators, students and consumer groups.
4. Strengthen strategic partnerships with national health organizations.

Support the growth and development of the midwifery profession.

1. Promote and support the development of midwifery policy and position statements at a national level.
2. Develop and support strategies to address midwifery human resource and development issues in all jurisdictions.
3. Facilitate communication within the Canadian midwifery community.
4. Promote and provide opportunities for professional development and continuing midwifery education.

Support Aboriginal midwifery and the return of birth to Aboriginal communities.

1. Promote the National Aboriginal Council of Midwives (NACM) as the national voice for Aboriginal midwifery.
2. Share appropriate administrative and organizational support for the autonomous development of NACM.
3. With the support and direction of NACM, advocate for the necessary educational, policy, research and regulatory structures to support the growth of Aboriginal midwifery and the return and reclamation of birth to Aboriginal communities.

Advocate for normal childbirth, the Canadian midwifery model and primary maternity care close to home.

1. Promote public awareness of the role and expertise of midwives in pregnancy and normal childbirth.
2. Promote and uphold essential principles and practices that support normal birth and confidence in the birthing process.
3. Develop and promote resources to support normal birth and the midwifery model of care.

Develop and strengthen partnerships and programs to improve global reproductive, maternal, newborn and child health.

1. Continue to work with, and grow opportunities to collaborate with other national and international midwifery and related health associations and like-minded NGOs on global maternal and newborn health.
2. Promote fundraising campaigns to support capacity-building projects with Southern partner midwifery associations.
3. Partner with CAN-MNCH to educate and advocate for the recognition of midwifery as a key component of maternal and child health.
4. Collaborate with ICM and other international maternal, newborn and child health (MNCH) stakeholders to guide global program development and to address issues of common concern.
5. Provide a platform for global midwifery dialogue and knowledge exchange through hosting the ICM Triennial Congress in 2017.
6. Leverage the success of CAM's global program and partnerships to advance CAM's domestic advocacy work.

Strengthen the organizational capacity of CAM.

1. Maintain and continue to improve organizational effectiveness.
2. Secure increased and diversified funding to support CAM operations and projects.
3. Increase CAM's capacity for political advocacy, policy development, and media communication on emerging midwifery issues.
4. Increase CAM's visibility through marketing and communications.
5. Facilitate broader involvement of midwife members, students, and supporters in CAM activities and advocacy work.
6. Ensure the CAM Board of Directors is actively engaged in the achievement of the strategic plan.