



VISION

Equitable access to excellent sexual, reproductive & newborn midwifery services for everyone.

MISSION

The Canadian Association of Midwives (CAM) and the National Aboriginal Council of Midwives (NACM) are the **national organizations representing midwives and the profession of midwifery in Canada**. In partnership, NACM and CAM provide leadership and advocacy for accessible, autonomous, and publicly funded midwifery.

We promote the vital role of midwives in sexual, reproductive, and newborn health. Our work is grounded in equity, respectful care, informed choice, self-determination, and reproductive justice. We advocate for community-responsive midwifery and contribute to progressive health policy in Canada, and internationally.

STRATEGIC OBJECTIVES 2019•2021

VOICE

Advocate for midwifery as an autonomous, regulated and publicly funded profession and contribute to the development of policy for equitable and community-responsive health care.

- **WORK WITH ALL LEVELS OF GOVERNMENT** to advance the recognition, growth, and development of midwifery.
- **REPRESENT THE PROFESSION NATIONALLY AND PROVIDE EXPERT RECOMMENDATIONS** to shape public policy related to reproductive health care, gender equality, and social justice issues.
- **ADVOCATE FOR AN EQUITABLE AND INCLUSIVE** public health care system.

EXCELLENT CARE

Support the provision of quality care.

- **SUPPORT LEADING PRACTICE** by developing and promoting midwifery-led position statements, clinical resources, professional development opportunities, research, and other resources.
- **GENERATE, RECOMMEND AND IMPLEMENT STRATEGIES** to support the sustainability of the midwifery workforce in all jurisdictions.
- **FACILITATE COMMUNICATION AND EXCHANGE** between midwives, midwifery associations and other stakeholders.

ENGAGEMENT

Promote choice, respectful care, and reproductive justice.

- **ACTIVELY ENGAGE WITH THE PUBLIC, MIDWIVES, CLIENTS, AND OTHER STAKEHOLDERS** to foster feminist, anti-racist, and anti-colonial change in reproductive care.
- **DEVELOP AND DISTRIBUTE RESOURCES TO THE CANADIAN PUBLIC AND MIDWIVES** that promote midwifery care, choice, and birth as close to home as possible.
- **STRENGTHEN POSITIVE ALLIANCES AND PARTNERSHIPS** with key stakeholders.

GLOBAL PARTNERSHIP

Build on strong partnerships and programs to improve global sexual and reproductive health and rights.

- **SUPPORT MIDWIFERY ASSOCIATIONS** to become leading advocates for midwives and reproductive health and rights.
- **INCREASE MIDWIVES' CAPACITY** to deliver respectful, quality, reproductive health services.
- **PROVIDE OPPORTUNITIES FOR MIDWIVES AND PARTNERS** to collaborate in global sexual and reproductive health initiatives.
- **PROMOTE MIDWIFERY PARTICIPATION** in global policy and research forums.