

# MIDWIFE-LED ABORTION ADVOCACY ROAD MAP

## 1 CURRENT CONTEXT

**Understand the current abortion care context** in your province or territory. This includes understanding how abortion services are delivered (care settings and by which health professionals) and who does (or doesn't) have access. Identify the challenges to midwife-led abortion care with a focus on regulatory and administrative barriers.

## 2 STAKEHOLDER MAPPING

**Power mapping** to assess the power and influence of each stakeholder. Those who hold the power most often have decision-making authority, are a respected voice or have a large reach, holders of information and resources, have connections to authority, and may be known for eliciting fear or intimidation.

## 3 COALITION BUILDING

**Bring together stakeholders** to mobilize on a common goal. Abortion advocacy coalitions can include groups representing women, trans, and nonbinary folks, specialize in priority areas (midwifery, Indigenous midwifery, health, law, human rights, etc.), and have access to funding to cover advocacy-related costs.

## 4 OPPOSITION MONITORING

**Knowing the opposition is important** to identify the groups or individuals that are most likely to oppose your advocacy efforts. Understand the opposition's beliefs, strategies, resources, and reach so that you can anticipate their tactics and neutralize their effectiveness.

## 5 COMMUNICATIONS STRATEGY

**Develop a communications plan** that clarifies your coalition's goals and objectives. For example:

Advocacy goal: Improve sexual and reproductive care in Canada through midwife-led abortion care.

Communications goal: Build support for midwife-led abortion care through communications targeted at key audiences.

Communications objective: 1) Bring the debate into public dialogue, and 2) build the support of government officials.

## 6 DEVELOP A WORKPLAN

**Identify activities** that need to happen in the next 3 months (member engagement, consultations, and capacity building), 6 months (work backwards from where you want to be in 6 months to develop activities), and 12 months (aligning with political developments and election cycles).

Adapted from: Ipas. 2018. Roots of change: A step-by-step advocacy guide for expanding access to safe abortion. Chapel Hill: Ipas.

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