

PRESS RELEASE
For immediate Release

***The Canadian Way* – Canadian Association of Midwives Supports Health Action Lobby's Call to Action on Health Care**

Montréal, Québec (September 22, 2015) – The Canadian Association of Midwives (CAM) joins other members of Canada's Health Action Lobby (HEAL) to remind federal leaders that Canadians want government to make the challenges facing our health-care system a priority. Public opinion research consistently reveals that Canadians care deeply about finding the sustainable and cost-effective options that will enhance our national health. And healthy Canadians make for a healthy and competitive economy. Yet, to date, policy debates associated with the 2015 federal election have rarely focused on health care.

Through its Consensus Statement entitled *The Canadian Way – Accelerating Innovation and Improving Health System Performance*, HEAL has issued a call to action to governments at all levels, contending that an effective health system depends on enhanced collaboration among all levels of government. HEAL also expects the federal government to re-assert its legitimate and facilitative leadership role.

About Midwifery in Canada

There are just over 1400 registered midwives in Canada. Midwives are primary health care providers who work as part of the health care system in most provinces and territories in Canada. They provide care to clients during pregnancy, birth and the postpartum period.

The Canadian Association of Midwives (CAM) is the national organization representing midwives and the profession of midwifery in Canada. The mission of CAM is to provide leadership and advocacy for midwifery as a regulated, publicly funded and vital part of the primary maternity care system in all provinces and territories.

For more information about CAM, visit our website at www.canadianmidwives.org

About Health Action Lobby (HEAL)

HEAL is a coalition of 39 national health and consumer associations and organizations dedicated to protecting and strengthening Canada's health system. Created in 1991, and representing more than 650,000 health-care providers and Canada's largest health organizations, the major focus of HEAL's activities has been on the federal role in health and health care. *The Canadian Way* Consensus Statement calls for health sector reform and funding initiatives grounded in compassion, consensus, and collaboration.

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Read *The Canadian Way* at <http://tinyurl.com/q3c7gyl>

For the Canadian Association of Midwives

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