



# 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.