





# ULTIMATE IMPACT

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

# INTENDED IMPACT

By 2025, the Canadian Association of Midwives, in partnership with midwifery associations, midwives and relevant stakeholders, will ensure more equitable access to high quality sexual, reproductive, and newborn midwifery services in Canada and globally.



# ADVOCACY

Advocate in partnership with NACM and other midwifery associations to relevant governments for policy changes and funding to advance Indigenous midwifery; the growth, diversity, and accessibility of midwifery throughout Canada; and continued investments to strengthen midwifery globally.

PILLAR

1

## ACTIONS

A significant increase in the federal government's investment to grow Indigenous midwifery.

NACM will continue to be an expert advisor for reproductive care and Indigenous women's health for Indigenous Services Canada.

Midwives will have access to student loan forgiveness programs or other federal incentive programs for health professionals.

Global Affairs Canada will continue to invest in midwifery programming to strengthen RMNCH/SRHR in the global south.

Governments and the general public will have better knowledge of midwifery, the role of midwifery associations, and of their impacts on SRHR in Canada and globally.

Improved evidence base and increased credibility of CAM and of the profession of midwifery.

Regulated and publicly funded midwifery services in all jurisdictions.

Families will have better access to midwifery care in underserved regions.

## IMPACTS

Renewal of Indigenous Services Canada funding for Indigenous midwifery in 2022 - total 40M/5yrs (exact target to be verified with NACM).

Indigenous Services Canada's investment in Indigenous midwifery will be guided by NACM's recommendations.

Midwives will be included in the federal student loan forgiveness program or other incentive program.

CAM will implement midwifery programming funded by Global Affairs Canada (GAC) and GAC will track midwifery specific indicators within their SRHR/MNCH programming area.

Political leaders and their staff and the general public will have better knowledge of the profession of midwifery and of the role of midwifery associations.

Three research publications or policy briefs on priority topics.

Regulated and publicly funded midwives working in all 13 provinces and territories.

Increase in midwifery services in at least three (3) underserved provinces or territories.

# ASSOCIATION STRENGTHENING

PILLAR

2

Strengthen Associations to develop robust internal structures, organizational effectiveness, anti-oppressive frameworks, and financial capacity to lead RMNCH/SRHR programming and advocate for the profession.

## ACTIONS

Associations will become more relevant and credible to their members.

Associations will contribute to midwifery leadership and organizational development.

CAM will implement an anti-oppression approach to its partnerships and work.



## IMPACTS

Increase in number of members and level of membership engagement.

Association midwifery leadership will be trained in governance, advocacy, strategic planning, finance, and leadership.

Associations will have access to CAM's anti-oppression policies, frameworks and training for volunteers and staff.

Associations will be considered expert stakeholders in SRHR and their input will be sought after by policy and decision makers.

Associations will develop partnerships and initiatives to increase funding opportunities.



Increase in level of engagement of governments with associations.

Associations will receive funding to support their activities and programming.

Strong reciprocal and bilateral partnerships will be established.

Associations will be strengthened through partnerships.





# PROMOTING EXCELLENCE

Promoting Excellence in midwifery practice, reproductive justice, and anti-oppressive approaches to health care by providing resources and learning opportunities through clinical knowledge translation and global health programming.

## ACTIONS

Midwives will provide more equitable care to their clients.

Midwives will be better equipped to respond and adapt to client needs.

CAM will offer professional development that responds to member and partner needs.

## IMPACTS

Midwives will access resources and implement anti-racist and anti-oppressive approaches/frameworks that prioritize community needs.

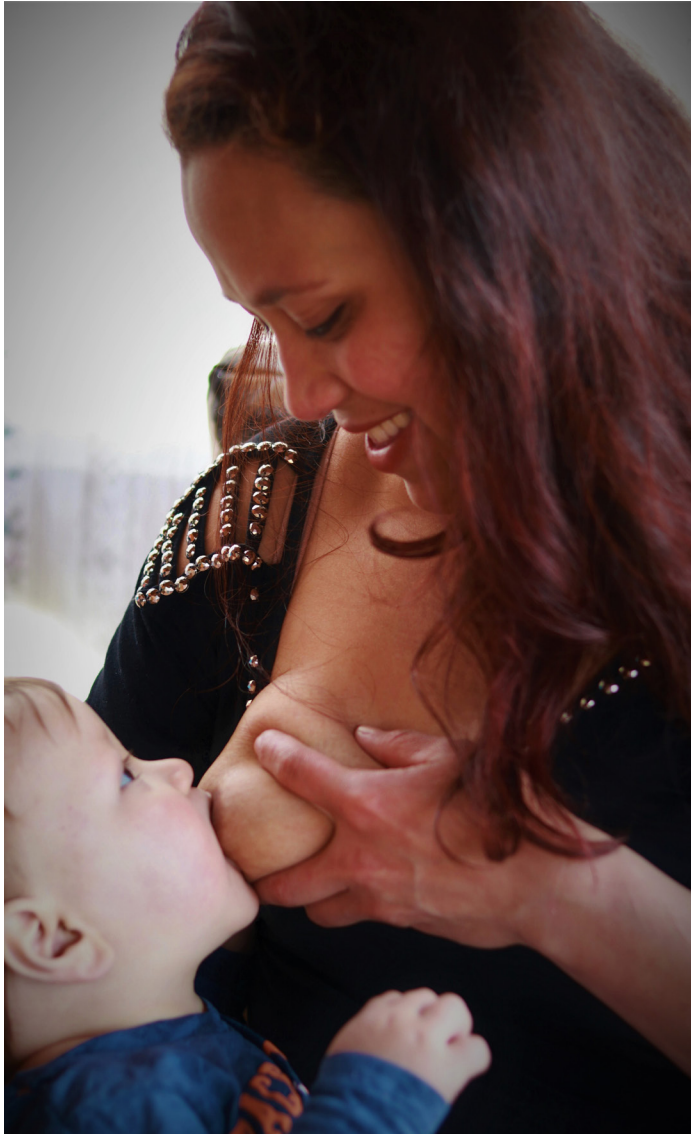
Successful implementation of clinical knowledge translation and Global programming. (i.e. GBV prevention, vaccination, RMC, MEST, ESW, etc)

Increase in member and partner satisfaction of CAM's professional development programs.



PILLAR  
3





# VALUES ●

## EQUITY

We work to eliminate policies, practices, attitudes, and cultural messages that reinforce differential outcomes by race.

## INTEGRITY

We conduct our work ethically and with honesty, transparency, and wholeness.

## RESPONSIBILITY

We are accountable to our communities, and to everyone we work and partner with.

## RESPECT

We treat people and expect to be treated in a positive, dignified manner that acknowledges people for who they are and for their contributions.