

ABOUT

The Big Push for Midwives Campaign



THE BIG PUSH FOR MIDWIVES is a nationally coordinated campaign to advocate for regulation and licensure of Certified Professional Midwives (CPMs) in all 50 states, the District of Columbia, and Puerto Rico, and to push back against the attempts of the American Medical Association Scope of Practice Partnership to deny American families access to legal midwifery care.

Our goals are to fully integrate the Midwives Model of Care into the health care systems of our states, to highlight the importance of family healthcare choices and to defend the ability of CPMs to provide legal and safe prenatal, birth and postpartum care to families in every state. Childbirth activists from the campaign's participating states are pooling their collective resources and experience to coordinate and optimize advocacy efforts.

The mission of the Big Push for Midwives is to build winning, state-level advocacy campaign efforts in every participating state through a continuing partnership with policy makers, professional staff and supporters. The Big Push for Midwives serves as an integral part of the efforts towards successful regulation and licensure of CPMs through public education and advocacy in 24 states, the District of Columbia, and Puerto Rico.

The Big Push for Midwives works with national and local partners and engages with policy makers and allies in each state to employ state-specific strategies to advocate for CPM legislation in all regions of the country. We provide access to important tools, such as media advocacy and communications support, policy initiative support, regulatory and policy analysis, and legal counsel.

We are unique in that we don't dictate the message. In each state we work with local consumers and midwives, who know their districts well, to develop effective messaging operations and to encourage them to work for the regulation and licensure of CPMs using locally appropriate messages.

The Big Push for Midwives Campaign was officially launched in Chicago on January 24, 2008, now forever known as "PushDay." Just months earlier in November 2007, the campaign was initiated by the National Birth Policy Coalition (NBPC), both of which were formed when 70 birth activists, consumers and midwives from 22 states and Canada met in Chicago for a legislative summit on midwifery licensure. The intent of the convening was to discuss opportunities for coordinating broad efforts related to increasing access to the Midwives Model of Care and supporting legislative initiatives to this end. The NBPC has since coalesced around the following organizing statement:

"Increasing access to the Midwives Model of Care in all settings is essential to the health and well-being of childbearing women and their babies. The National Birth Policy Coalition supports legislative initiatives that promote the autonomous practice of Certified Professional Midwives and Certified Nurse-Midwives, and that ensure the availability of safe, evidence-based care during pregnancy, labor, birth and postpartum."

The **Midwives Model of Care** is based on the fact that pregnancy and birth are normal life processes.

The Midwives Model of Care:

- Monitors the physical, psychological, and social well-being of the mother throughout the childbearing cycle
- Provides the mother with individualized education, counseling, and prenatal care, continuous hands-on assistance during labor and delivery, and postpartum support
- Minimizes technological interventions
- Identifies and refers women who require obstetrical attention

The application of this woman-centered model of care has been proven to reduce the incidence of birth injury, trauma, and cesarean section.

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The Big Push for Midwives Campaign is fiscally sponsored by Sustainable Markets Foundation, a not-for-profit organization recognized as tax-exempt under Internal Revenue Code section 501(c)(3). The mission of the Big Push is to build winning, state-level advocacy campaigns towards successful regulation and licensure of Certified Professional Midwives (CPMs) in all 50 states, D.C., and Puerto Rico.

Learn more about the Big Push for Midwives Campaign on the Web at www.TheBigPushforMidwives.org.

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