AMPLIFY MIDWIFERY: SOCIAL MEDIA AS TOOL FOR ADVOCACY

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WHAT'S A MIDWIFE?

"Midwives are licensed health care providers who offer a wide range of essential reproductive and sexual health care services, from birth and newborn care to Pap tests and contraceptive care." *Commonwealth fund (2023)*

BENEFITS OF MIDWIVES

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- ❯ **Reduced Maternal Mortality and Morbidity**

- ❯ **Decreased c-section rates**

- ❯ **Improved respect and patient autonomy**

- ❯ Protection of normal physiological birth
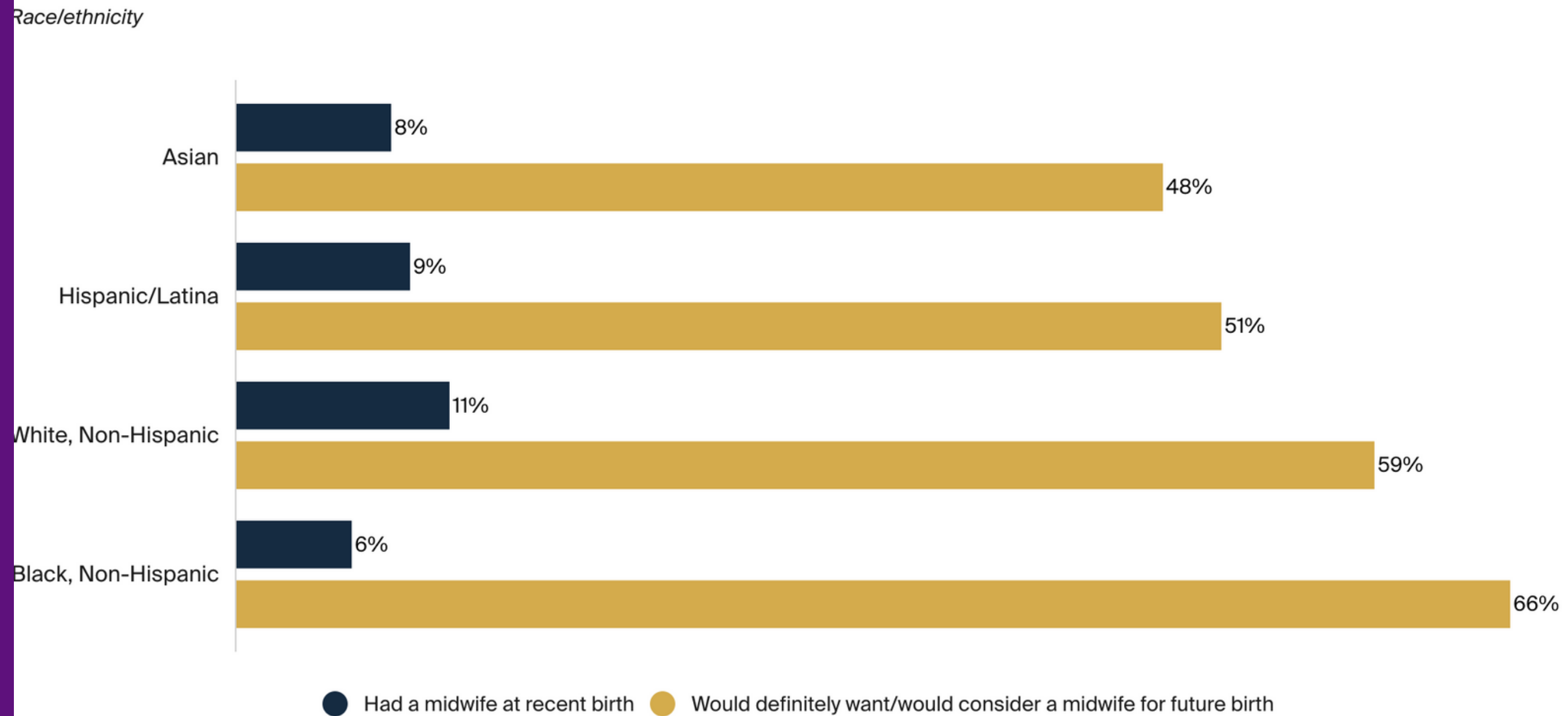
- ❯ **Address gap in OB providers**

BRIEF HISTORY

- Granny Midwives brought the practice of traditional midwifery from West Africa
- White men took an interest in Midwifery and launch the field of obstetrics in the 1800s
- Granny midwives continued to do black births and the practice became criminalized (Unclean)
- Licensure was launched as a form of gate keeping
- Black midwives were blamed for maternal and infant death
- Hospital births were incentivized
- Workforce of midwives declined
- 80% of Black births were attended by midwives in the 1930's, compared to only 9% in 2020.

PEOPLE WANT MIDWIVES

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Actual Midwife Use and Desire for a Midwife, by Race/Ethnicity in a California Sample, 2016

Race/ethnicity

Asian
- Had a midwife at recent birth: 8%
- Would definitely want/would consider a midwife for future birth: 48%

Hispanic/Latina
- Had a midwife at recent birth: 9%
- Would definitely want/would consider a midwife for future birth: 51%

White, Non-Hispanic
- Had a midwife at recent birth: 11%
- Would definitely want/would consider a midwife for future birth: 59%

Black, Non-Hispanic
- Had a midwife at recent birth: 6%
- Would definitely want/would consider a midwife for future birth: 66%

● Had a midwife at recent birth   ● Would definitely want/would consider a midwife for future birth

CURRENT LANDSCAPE OF MIDWIFERY

- 95% of all midwives work in a hospital setting
- Three types of midwives
  - certified nurse-midwives (CNMs),
  - certified midwives (CMs)
  - certified professional midwives (CPMs)
- Lack of full practice autonomy
- Midwives are not fully accessible to all
- 90% of U.S. midwives identify as white/non-Hispanic
- Inequitable Medicaid reimbursement rates

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DIGITAL ADVOCACY

- Massive platform for networking
- Its where our audiance is
- Cost effective
- Puts a spot light on the cause
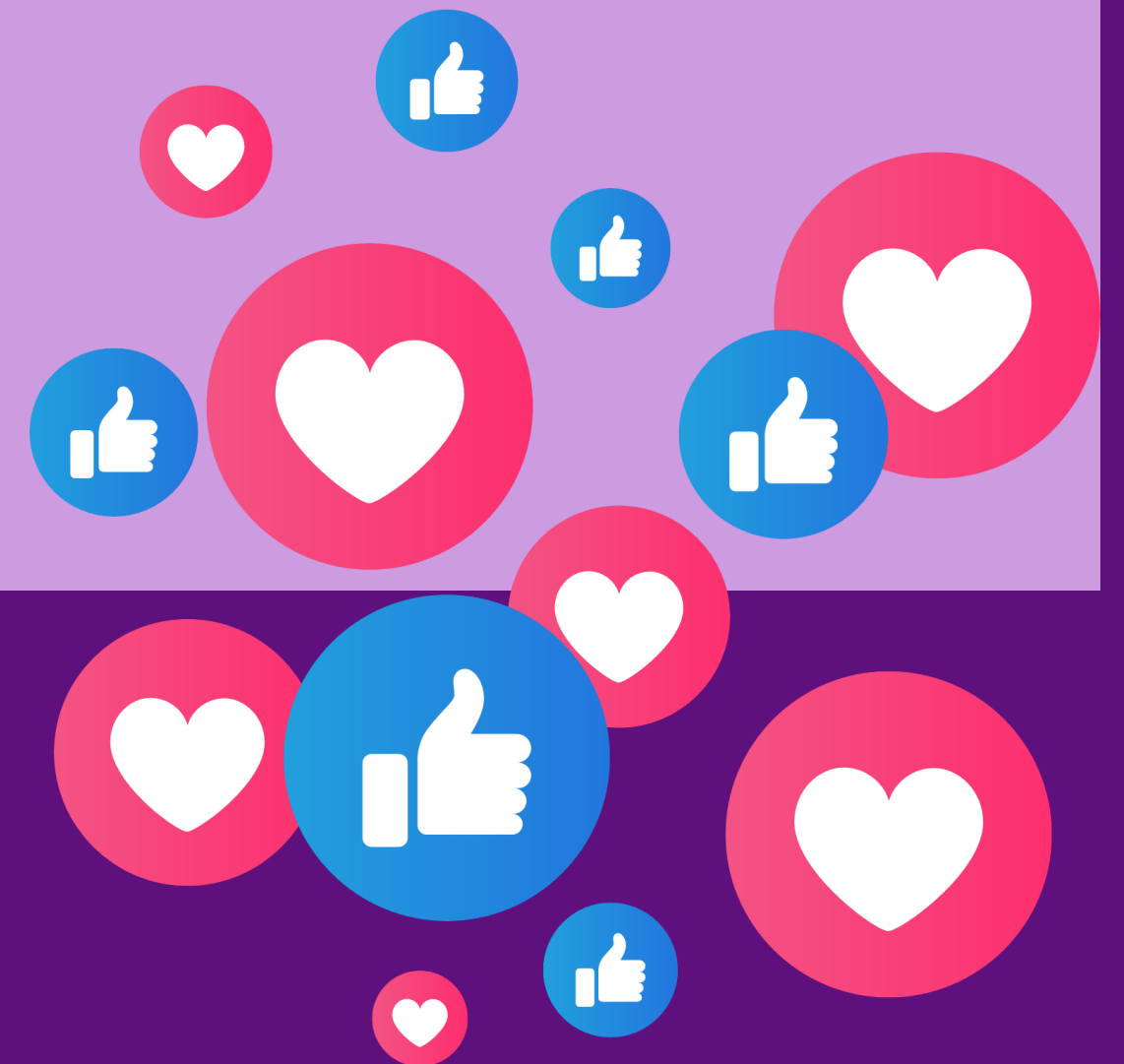- Helps broaden the reach of potential supporters
- Connect with influencers
- Builds community

SUGGESTED STRATEGIES

- Like & follow policymakers on the various platforms
- Use Video
- Set SMART Goals
- Develop and track matrix
- Consistency is key
- Helps build trust
- Enage with the post

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