

MIDWIVES: CRITICAL IN EVERY CRISIS



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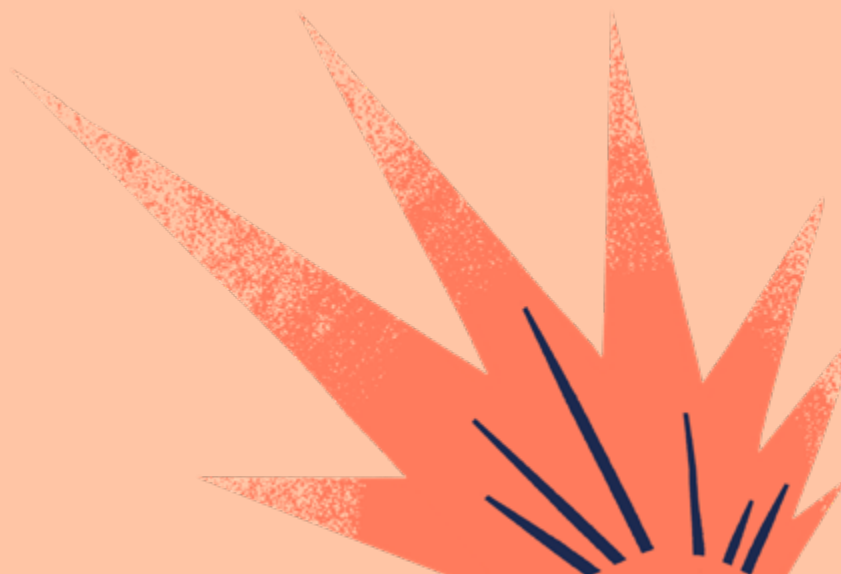
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WELCOME TO THE #IDM2025 DIGITAL TOOLKIT

The world is facing an unprecedented number of compounding crises - natural disasters, conflict, and the ongoing impacts of climate change. These emergencies disproportionately affect women, girls, and gender diverse people, exposing them to heightened risks such as pregnancy complications and sexual violence, while also limiting their access to essential health services.

At the International Confederation of Midwives (ICM), we recognise that midwives are in these challenging times. Midwives are trusted first responders within their communities, who can strengthen health systems to be resilient to crises. They can provide up to 90% of sexual, reproductive, maternal, newborn, and adolescent health (SRMNAH) services, even in the most complex humanitarian settings. For this reason, the theme for this year's International Day of the Midwife (IDM) is **Midwives: Critical in Every Crisis.**

CRITICAL IN EVERY CRISIS



To learn more about why midwives are critical in every crisis, watch our powerful advocacy video. It highlights the urgent need to include midwives in crisis preparedness and response planning processes.

Share this video with fellow midwives, on social media, and with policymakers to amplify the message. Midwives are critical in every crisis, and they need to be included in preparedness and response!

WATCH VIDEO

A MESSAGE FROM ICM PRESIDENT, SANDRA OYARZO TORRES

This year as we celebrate IDM, we turn our focus to one of the most pressing global issues: the increasing number of crises affecting communities worldwide. Natural disasters, conflict, and climate change are disproportionately affecting women, girls, and gender diverse people.

As midwives, we play a critical role in responding to crises and preparing health systems to protect the health and rights of our communities, even in the most challenging situations. We work in the communities we live in, and are trusted by those we serve. When crisis strikes, we are among the first to respond, delivering lifesaving care with minimal resources, distributing essential supplies, and ensuring continuity of care for crisis-induced complications like sexual violence, pregnancy loss, and sexually transmitted infections.

Too often, however, we are excluded from crisis planning, limiting our ability to advocate for the sexual and reproductive health needs of our communities. When

included, we ensure these needs are prioritised and services like menstrual health, contraception, safe births, and comprehensive abortion care are accessible.

Midwives also face immense challenges during crises, including unsafe working conditions, shortages of equipment and supplies. By including us at preparedness and response planning discussions, we can better advocate for protection, resources, and preparation, for us and the health systems we work in.

As we celebrate #IDM2025, let's honour midwives' contributions and commit to advocating for our inclusion in crisis preparedness, planning and response. Together, we can ensure midwives are enabled to deliver care and protect the health and rights of women, newborns, and communities in every crisis.

Happy IDM!

SANDRA OYARZO TORRES
ICM PRESIDENT

JOIN US TO ADVOCATE FOR MIDWIVES AS CRITICAL IN EVERY CRISIS

This year, we're highlighting the essential role midwives play in crisis preparedness planning and response, advocating for them to be included in every step of this work. To support this effort, we've created a toolkit with social media messages, graphics, templates, and a new background section to help you learn more about this critical and timely topic.

Copy, customise, translate and share these resources before, during, and after 05 May 2025. Special templates are available to add messages in your own language, making it easier than ever to participate.

We invite our member midwives' associations, individual midwives and partners to join us in advocating for stronger health systems that recognise, include, and enable midwives to deliver lifesaving care when it's needed most.

#IDM2025



SHAREABLE MESSAGES AND GRAPHICS

DOWNLOAD THE GRAPHICS AND COPY AND PASTE THE MESSAGE TO YOUR PREFERRED SOCIAL MEDIA PLATFORM

MESSAGE 1:

INSTAGRAM / FACEBOOK / LINKEDIN

🚨 In crises, women face life-threatening risks: pregnancy complications, sexual violence, and reduced access to care.

💡 Midwives are the solution.

👉 It's time to include them in crisis response plans.

#IDM2025

🔗 <http://idm2025.internationalmidwives.org/>

BLUESKY

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#IDM2025

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DOWNLOAD IMAGE

MESSAGE 2:

INSTAGRAM / FACEBOOK / LINKEDIN

Midwives are trusted and have the knowledge and skills to ensure women receive the health services they need, no matter the crisis. They need to be included and valued in every crisis response plan.

#IDM2025

🔗 <http://idm2025.internationalmidwives.org/>



DOWNLOAD IMAGE

BLUESKY

Midwives are trusted and have the knowledge and skills to ensure women receive the health services they need, no matter the crisis. They need to be included and valued in every humanitarian response plan. #IDM2025


MESSAGE 3:

INSTAGRAM / FACEBOOK / LINKEDIN

When midwives are included in preparedness and response plans, they can:

- ✓ Advocate for SRMNAH needs
- ✓ Prepare families to protect their health during crises
- ✓ Pre-position lifesaving SRH supplies
- ✓ Ensure women, gender diverse people and newborns get the care they need

#IDM2025

 <http://idm2025.internationalmidwives.org/>

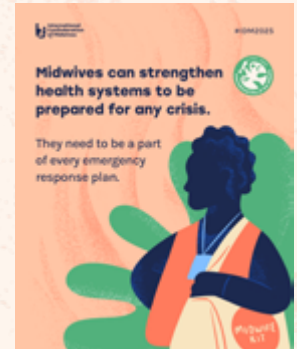
BLUESKY

When midwives are included in crisis planning, they can:

- ✓ Advocate for SRMNAH needs
- ✓ Prepare families for emergencies
- ✓ Pre-position lifesaving supplies
- ✓ Ensure essential care for women, newborns & gender diverse people

#IDM2025

 <http://idm2025.internationalmidwives.org/>



DOWNLOAD IMAGE

Message 4:

INSTAGRAM / FACEBOOK / LINKEDIN

Everyone has the right to manage their sexual and reproductive health, even in the most challenging circumstances.

👉 Midwives must be valued and included in every crisis response plan.

#IDM2025

🔗 <http://idm2025.internationalmidwives.org/>

TWITTER

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👉 Midwives must be valued and included in every crisis response plan.

🔗 <http://idm2025.internationalmidwives.org/>



DOWNLOAD IMAGE

Message 5:

INSTAGRAM / FACEBOOK / LINKEDIN

In crises, breastfeeding provides newborns with safe, clean, and reliable nutrition—essential for growth and survival.

Including midwives in crisis response plans protects mothers and babies.

#IDM2025

🔗 <http://idm2025.internationalmidwives.org/>

TWITTER

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DOWNLOAD IMAGE

Message 6:

INSTAGRAM / FACEBOOK / LINKEDIN

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DOWNLOAD IMAGE

TWITTER

In crises, breastfeeding provides newborns with safe, clean, and reliable nutrition—essential for growth and survival.

Including midwives in crisis response plans protects mothers and babies.

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Download assets



Printable Posters

DOWNLOAD



Social Media Tiles
and Covers

DOWNLOAD

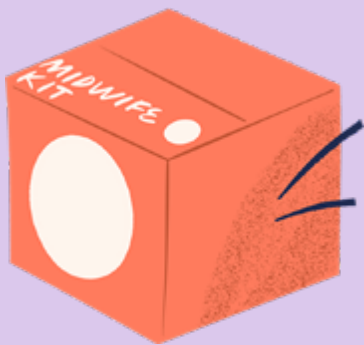


Illustration
Elements

DOWNLOAD



Editable
Templates

ACCESS



JOIN IDM EVENTS AROUND THE WORLD

ICM represents over 135 midwives' associations (MAs) across more than 115 countries. From parades to pop-up midwifery clinics, many of our associations host their own IDM celebrations and we're excited to provide our community with a platform to promote their fantastic events and initiatives.

If you're an ICM midwives' association, fill out our form to share your IDM event!

SUBMIT YOUR EVENT



OUR IDM EVENT

MIDWIVES: CRITICAL IN EVERY CRISIS • DATE: 5 MAY 2025 • TIME: 2:00PM CEST
LOCATION: ONLINE

Join us for an immersive and inspiring 4-hour IDM event! Midwives are essential first responders in humanitarian crises—providing care even in the most challenging conditions. This online event invites midwives, experts, and the public to explore their critical role through powerful documentaries, live discussions, and interactive activities.

WHAT TO EXPECT:

- Eye-opening real-life stories from midwives on the frontlines
- Thought-provoking discussions with global experts
- Engaging activities to deepen your understanding
- Opportunities to connect, collaborate, and celebrate midwives' impact

With flexible entry points throughout the 4-hour event, you can join from anywhere in the world at a time that works best for you. Whether you stay for the full event or drop in for a session, you'll leave with new insights, connections, and a renewed appreciation for midwives' dedication in times of crisis.

Mark your calendar and stay tuned for more details about our IDM event!

LEARN MORE



WHAT DOES IT MEAN TO BE AN ICM MEMBER ASSOCIATION?

Becoming an ICM member association entitles you to a long list of exclusive benefits. These benefits offer opportunities for professional development, networking, leadership, association support , and much more.

Find out how to take advantage of these diverse benefits to enhance the knowledge of your association and your members, advance the midwifery profession, and champion evidence for improved sexual, reproductive, maternal, newborn and adolescent outcomes.

REVIEW THE ICM MEMBERSHIP BENEFITS



THANK YOU FOR JOINING US TO CELEBRATE #IDM2025

Stay tuned to our latest updates and
subscribe to our newsletter.

SUBSCRIBE TO “THE MIDWIVES’ VOICE”

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