Dear Midwife,

Family Care International, in partnership with the International Confederation of Midwives and Johnson & Johnson, are pleased to invite you to attend a workshop entitled, “Making the Case for Midwifery: A Toolkit for Promoting Key Messages from the State of the World’s Midwifery 2014 report at the Country Level” at the ICM Asia Pacific Regional Conference 2015 in Yokohama, Japan in July 2015.

During this interactive workshop exclusively for midwives, we will share a toolkit that has been developed to support national midwives associations to use the findings from the State of the World’s Midwifery 2014 report (SoWMy 2014) to make the case for strengthening midwifery and supporting the health workforce at the country level. You are being invited to participate in this workshop because you have been identified by ICM and other partners as a midwife who is well positioned to use the messages from the report to help bring about improvements in midwifery in your country.

As you may already know, the State of the World’s Midwifery 2014 report, which was launched during the ICM Congress in Prague, describes the current state of midwifery, focusing on the dimensions of Availability, Accessibility, Acceptability and Quality. The report highlights the importance of strengthening midwifery for accelerating progress on the unmet health Millennium Development Goals (MDGs) and for ending preventable maternal and newborn deaths. The report also includes country briefs featuring updated data for 73 of the 75 countries that account for over 95% of maternal and newborn deaths globally and explores the challenges facing midwifery and maternal and newborn health services over the next two decades. Your national midwives association may have contributed to the report through participation in data collection or a national policy dialog.

Participants in the workshop will:

- Learn about key messages and how to interpret findings of the newly launched State of the World’s Midwifery 2014 report
- Share ideas with other midwives from your region about how to conduct effective outreach using these messages and findings to change policies and practices in your country
- Be prepared to play a key role in country level launches of the State of the World’s Midwifery 2014 report, ensuring that the voices of midwives are heard at these important national events

The session will be held on **Wednesday, 22 July, 08:40am - 10:10am, in Room 7 (503).**
We look forward to seeing you!

Amy Boldosser-Boesch  
Interim President, Family Care International

Frances Ganges  
Chief Executive, International Confederation of Midwives

Joy Marini  
Director, Corporate Contributions, Johnson & Johnson