

**5 May
2021**

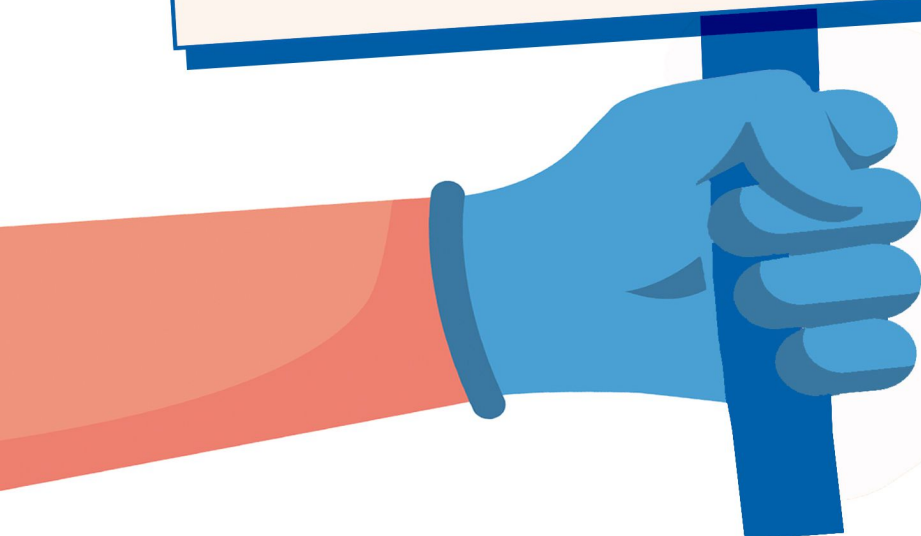
INTERNATIONAL DAY OF THE

MIDWIFE

GUIDE FOR MEMBERS

FOLLOW THE DATA:

**INVEST IN
MIDWIVES**



**THE ROYAL
COLLEGE OF
MIDWIVES**

WHAT CAN I DO?

As local RCM branches we would encourage you to begin planning your celebratory event for this years IDM. As you begin to organise your event contact your RCM organiser who can provide support and register the event. This year we are actively supporting our members who wish to celebrate IDM2021 to use your branch funds to purchase items to support your event that suits your specific needs.

ACTIVITY IDEAS

SOCIAL DISTANCE: Please adhere to Government advice regarding social distancing and PPE at all time

Virtual lunch and learn

Virtual workshop

Breakfast meeting

Mindfulness event

Create an IDM celebration

Zoom fitness hour

Virtual tea party

Socially distanced walk

Benevolent fundraiser

IDM PACKS

TOP TIPS: Shop local to support local business and shop sustainable to support our planet

Learning pack

Hosting a lunch and learn or workshop?

Why not send your attendees a brand new notepad and pen?

Care pack

Putting together an event around Caring for You?

What about a journal, massage kit or self care pack?

Event pack

Hosting a tea party?

You could use your branch funds to purchase a tea package for your attendees

We advise that merchandise is confirmed and ordered at least six weeks prior to event to take into account any specific print and delivery requirements. If you are stuck for ideas or need further assistance please contact us via IDMevents@rcm.org.uk and we can provide additional assistance.

Get involved on social



Connect with branches, communities and women and families on social media to share in the celebration of midwives. Or you can send your pictures into us with a line or two about your event and we will share to our channels. Please note we will only share pictures that adhere to social distancing rules.

Twitter

Post your key messages using the hashtags *#IDM2021*, *#Midwives* and *#Midwifery* *#MSWs*

Announce your celebration

Share live updates and photos from your event or activity

Post links to IDM articles and coverage

See, retweet, comment and like what others are saying about *#IDM2021*

Retweet RCM's tweets from the account *@MidwivesRCM* and tag the RCM in to your own messages

Retweet ICM's tweets from the account *@world_midwives*

Facebook

Post your key messages

Share the IDM message visuals

Upload photos and video of your celebration

Get your followers involved in IDM by asking questions or starting conversations around the theme of Invest in midwives

Share and like RCM's posts about the day from www.facebook.com/the_royalcollegeofmidwives

Share and like ICM's posts about the day from www.facebook.com/InternationalConfederationofMidwives

Instagram

Promote your celebration in advance through engaging photos

Share some photos and videos from your event or activity

Get your followers involved in IDM by running polls or asking questions around the theme of Invest in midwives

Post your key messages using the hashtags *#IDM2018*, *#Midwives* *#Midwifery* *#MSWs*

Don't forget to follow the RCM and other branches to share and like IDM content

Branding guide

Please see the RCM branding guidelines if you would like to use the RCM logo on any of your celebratory products. To download the RCM logo please log into your branch resources page.

Register your event: www.rcm.org.uk/IDM2021