



Dear Colleague,

ACNM is pleased to announce the results of important work that has been recently completed to re-envision the mission and future of ACNM.

First, some context. ACNM is preparing a significant public relations campaign to compel US women to understand and value midwifery. At the same time, we are engaging in crucial conversations with other midwifery organizations following a series of landmark events that occurred in 2011: 1) the release of the International Confederation of Midwives Global Standards for Education, Regulation, & Association, 2) the Home Birth Summit and resulting consensus statements, and 3) the publication of a major ACOG study revealing a steadily diminishing obstetrical workforce. As these remarkable events converged, we believed that it was imperative that our leadership be clear in our vision, mission, and the core values that unite us and must guide us as we move forward strategically with consumers, as well as with our midwifery and obstetric colleagues.

We have not done this work in a vacuum. Our work builds on literally decades of ACNM history and policy, as well as optimism about our ability to impact the future. It honors our past while also holding the door open to evolution. In addition to our senior staff and our communications consultants who worked closely with us in this process, nearly 450 members signed up to be on a “Rapid Reactor Panel” to provide input on this work. We received tremendously positive responses from our panelists, and we carefully considered their suggestions.

I am extremely proud of the process we utilized in this work and am honored to have been able to participate. I am more hopeful than ever about our vision for the future of ACNM and midwifery in the United States and globally.

Our vision: **Advancing the health and well-being of women and newborns by setting the standard for midwifery excellence.**

Our mission: **ACNM works to establish midwifery as the standard of care for women. We lead the profession through education, clinical practice, research, and advocacy.**

Our core values are drawn from our vision, mission, philosophy, and practice standards:

Excellence

ACNM values excellence in midwifery education, clinical practice, and research. We are committed to upholding the highest clinical and ethical standards, professional responsibility, accountability, and integrity.



Evidence-Based Care

ACNM evaluates, publishes, and showcases scientific evidence to improve professional practice. We are committed to upholding the most rigorous clinical practice standards in the midwifery profession and applying this knowledge and clinical expertise to help women make the best health decisions. We strongly support the use of quality measurement to improve care.

Formal Education

ACNM promotes certification of midwives based on completion of nationally recognized, accredited midwifery education programs in accordance with the International Confederation of Midwives global standards for education. We support interprofessional education of midwives with other health professionals to improve maternity care and women's health services.

Inclusiveness

ACNM celebrates and supports a diverse midwifery profession. ACNM embraces those prepared dually in nursing and midwifery and those prepared directly in midwifery.

Woman-Centered Care

The woman is at the core of our practice. ACNM and its members respect a woman's lifecycle events. We approach life events, such as puberty, birth, and menopause, as physiologic transitions that are best supported by education and midwifery expertise.

Primary Care

ACNM members provide primary and maternity care services to help women of all ages and their newborns attain, regain, and maintain health. We emphasize health promotion and education, disease prevention, and informed decision-making.

Partnership

Our members build partnerships with women and their families by listening and providing information, guidance, and counseling in a shared decision-making process. We partner with other members of the health care team through collaboration and referral to provide optimal care and to advance the integration of midwifery care into the health care system.

Advocacy

ACNM amplifies women's voices on health issues. We advocate on behalf of women and families, our members, and the midwifery profession to eliminate health disparities and increase access to evidence-based, quality care. This includes the promotion of standards for entry to practice and continuing competency; funding for education and reimbursement for services; and increasing the visibility and recognition of the value of midwifery care.



Global Outreach

ACNM promotes the profession of midwifery globally. We foster quality and innovation in midwifery education and support the strengthening of the profession worldwide through education, regulation, and association-building as keys to improving maternal and newborn health.

We also commissioned a comprehensive brand analysis of the ACNM name. While we often look at the name of our organization as a statement of our personal identity as midwives, it is important that we also consider how best to strategically position ACNM and our members. Our brand analysis suggests that ACNM has amassed significant “brand equity” that would be lost in a name change, diverting precious resources at a critical time of opportunity. Thus, our public relations firm has strongly recommended that **ACNM should retain its current name at this point in time.** Our upcoming consumer campaign will leverage our current good name to advance our core values and enhance the visibility and stature of midwives and midwifery in the United States. This includes working with ALL of our members and across all affiliates to use that enhanced visibility to foster regulation and policies supportive of accessible and high quality midwifery care for all women. We need to work together to build that future and at that point, we should revisit our name.

I hope you will join me at the Opening General Session of the ACNM 57th Annual Meeting & Exposition in Long Beach, CA, on Monday, June 4 at 9:30AM, where we will unveil our consumer campaign. Look for more information and discussion about ACNM’s new vision, mission, and core values in the spring issue of *Quickening!*

Sincerely,

Holly Powell Kennedy, CNM, PhD, FACNM, FAAN
President
American College of Nurse-Midwives