



# NEWS RELEASE

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## **ACNM HIRES NEW COMMUNICATIONS MANAGER YOLANDA LANDON**

**Silver Spring, MD** – The American College of Nurse-Midwives (ACNM) is pleased to announce that Yolanda Landon has joined the organization as Communications Manager. With more than 10 years of communications experience, Landon will lead ACNM's communications team, which includes the organization's efforts to increase public awareness of midwifery services.

ACNM's current communications offerings include its primary professional website [www.midwife.org](http://www.midwife.org), as well as two consumer websites—[www.mymidwife.org](http://www.mymidwife.org) and [www.gotmom.org](http://www.gotmom.org). ACNM also publishes a quarterly newsletter and monthly email broadcast to members, and develops resources to promote midwifery, maternity care, and women's health with consumers, state and federal policymakers, health plans, and other stakeholders in the health care system.

“Yolanda's experience in health care communications and public relations will be an asset in helping ACNM promote women's health and maternity care to the public and manage internal communications efforts for staff and our members,” says ACNM Executive Director Lorrie Kline Kaplan. “We are thrilled that she has joined us in this key position.”

In her most recent position as a Senior Communications Specialist for DeKalb Medical in Atlanta, Landon was responsible for developing and executing communication plans, managing publications, providing support for individual hospital service lines and departments, and also managed operations, maintenance and content development of hospital web sites and intranet. As a Senior Account Executive at Porter Novelli, she provided social marketing support for two Centers for Disease Control and Prevention campaigns, garnering awards from the Association of Healthcare Marketers as well as the Public Relations Society of America. She specializes in media relations, grassroots outreach and publication management. She earned her bachelor's degree in journalism at Miami University (Oxford, Ohio), where she also minored in women's studies.

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With roots dating to 1929, the American College of Nurse-Midwives is the oldest women's health care association in the U.S. ACNM's mission is to promote the health and well-being of women and infants within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives. Midwives believe every individual has the right to safe, satisfying health care with respect for human dignity and cultural variations. More information about ACNM can be found at [www.midwife.org](http://www.midwife.org).