



FORGING OUR FUTURE

2015 ANNUAL REPORT

ACNM: Forging our Future

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives (CNMs) and certified midwives (CMs) in the United States. Our members are primary care providers for women throughout the lifespan, with a special emphasis on pregnancy, childbirth, and gynecologic and reproductive health.

From Our President



A midwife for every woman is our simply-stated, powerful, new vision for ACNM. As part of our 60th anniversary, ACNM put this vision into action and began forging our future with a new strategic plan and framework for 2015-2020 to guide the efforts of our passionate, mission-driven organization. We engaged numerous

stakeholders during an 18-month period that culminated in this plan, which was released at the ACNM 60th Annual Meeting & Exhibition—a truly celebratory event with record-high attendance!

With 5 core domains guided by 5 core commitments, the plan describes how ACNM will support individual members and affiliates while continuing to improve women's health in the United States by strengthening and empowering our midwifery workforce. It is also the guide to help us sustain an effective and visible engagement for US midwives in global health, and continually improve our association's organizational capacity.

We recognize, however, that we cannot do everything all at once. We set key priorities for 2016 while establishing emphasis on fundraising and business development to bring in more revenues and cut costs. Central to our continued success is an outstanding Annual Meeting every year, and continued membership growth. As I have learned in calling members over the last 3 years, and speaking in numerous affiliate and community meetings, ACNM needs you to help us encourage more midwives to join our ranks, and share why ACNM provides the foundation for a growing profession!

The report that follows is a birds-eye view of an enormous amount of work and dedication from individual members, ACNM volunteers, and national office staff. I hope you'll join me in encouraging every midwife to support the plan as we forge our future.

—Ginger Breedlove, CNM, PhD, APRN, FACNM



Back L-R: Anne Gibeau, CNM, PhD, FACNM, Region I Representative; Barbara Anderson, CNM, DrPH, FACNM, FAAN, Region VII Representative; Katie Moriarty, CNM, PhD, RN, CAFCI, FACNM, Region IV Representative; Lynne Himmelreich, CNM, MPH, FACNM, Region V Representative; Lorrie Kline Kaplan, CAE, Chief Executive Officer; Jane Dyer, CNM, PhD, MBA, FACNM, Region VI Representative; Michael McCann, CNM, MS, FACNM, Region III Representative; Máiri Breen Rothman, CNM, MSN, FACNM, Region II Representative; Front L-R: Deirdre Horvath, SNM, BSN, ACNM Student Representative; Lisa Kane Low, CNM, PhD, FACNM, FAAN, President-Elect; Ginger Breedlove, CNM, PhD, APRN, FACNM, President; Cathy Collins-Fulea, CNM, MSN, FACNM, Vice President; Joan Slager, CNM, DNP, CPC, FACNM, Treasurer; Stephanie Tillman, CNM, MS, Secretary.

To fulfill our mission & vision, ACNM targets 5 core commitments across 5 strategic domains.



Cover Photo: ©Depositphotos.com/OntalYur

Supporting Our Members

Increase the value of ACNM membership by providing high-quality resources and experiences

ACNM is the only professional association dedicated to serving and advocating for CNMs and CMs. We support midwives for the lifespan of their careers—during education, while actively practicing, beyond clinical care roles, and into retirement. In 2015, we used the new ACNM Strategic Plan as a roadmap in our efforts to provide high-quality resources and experiences for all members.

Building Our Base

We reevaluated our dues structure for students and newly certified midwives—the future of our profession and our organization. Beginning January 2015, dues between the time of graduation and full membership, were extended so they could be slowly increased over 4 years rather than 1. This gives students and new grads the opportunity for maximum exposure and support at a very low cost as they begin their careers.

Strength in Numbers

Recruiting more members makes ACNM stronger and more effective in our activities to support midwives. In 2015, ACNM grew to more than 7700 members—a 2.5% increase over 2014 and a 15.8% increase since 2010.

What does membership in ACNM do for you?

- HELPS YOU SUCCEED
- GIVES YOU A VOICE
- KEEPS YOU UPDATED
- CONNECTS YOU TO OTHERS

We continued our efforts to intentionally grow in ways that build diversity and inclusion into our organization—an imperative as we strive to strengthen our profession and effectively serve a diverse population of women and families.

The newly formed ACNM Membership and Marketing Committee, chaired by Carrie Neerland with members from 10 states, reviewed and updated the member resources on ACNM’s website. This ongoing effort saw the creation of new tools and materials for members and affiliates, such as the resource for members to educate their employers about the value of reimbursement for their ACNM membership. Access these tools at www.midwife.org/Funding-ACNM-Membership.

2 DOMAIN Supporting Our Affiliates

Support the growth and development of our affiliate organizations

Find top midwifery talent to join your team!



MidwifeJobs.com
AMERICAN COLLEGE OF NURSE-MIDWIVES

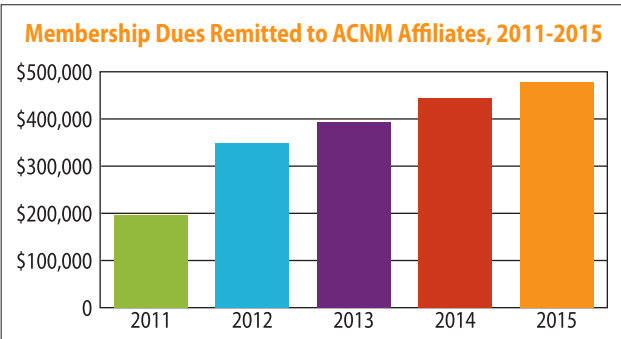
Approximately 435 employers have posted nearly 480 jobs for CNMs and CMs on ACNM’s *MidwifeJobs.com*, and a virtual career fair was contracted for 2016.

ACNM has affiliate organizations in all 50 states and the District of Columbia, the Uniformed Services, and the Indian Health Service/Tribal. Our growing network enhances our capacity to confront state-level issues related to midwifery practice.

On Track for Results

ACNM unveiled a new, online legislative tracking system to increase the affiliates’ engagement and capacity for advocacy work. Affiliates also became increasingly sophisticated in their policy activities: more affiliates worked with a lobbyist, developed legislative committees, and participated in strategic planning.

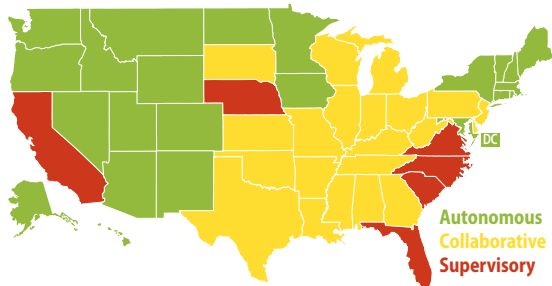
Full practice authority remains the top advocacy goal for ACNM and the affiliates. In 2015, nearly three-fourths of states without full practice authority were engaged in efforts to obtain it. California A.1306 proposed to remove the requirement for a CNM to practice under the supervision of a physician. The bill was introduced in February 2015 and passed the Assembly in May. It is expected to be considered by the Senate in early



ACNM members have invested \$1.5 million of membership dues in building their affiliate organizations since 2011.

summer 2016. Increased recognition of the CM credential continues to be a priority. Rhode Island had a legislative win in 2015 with full prescriptive authority for CMs. Delaware modernized its CM practice act, which granted full practice to CMs in 2015.

Jurisdictions That Do Not Require Physician Supervision or Contractual Practice Agreements for CNMs, 2015



Working Together for Professional Growth

ACNM affiliates are supporting certified professional midwife (CPM) licensure bills that are compliant with US Midwifery Education, Regulation, and Association (US MERA)—a collaborative comprised of ACNM and 6 other national midwifery organizations. In 2015, the group approved the Midwifery Bridge Certificate—a program designed to fulfill formal education requirements for CPMs who did not graduate from a Midwifery Education and Accreditation Council (MEAC)-accredited program. The Maryland ACNM Affiliate helped draft and testified in support of the Maryland CPM licensure law. The Maine ACNM Affiliate engaged in a lengthy stakeholder process to draft a fully compliant bill with planned 2016 introduction.

Thanks to the Membership and Marketing Committee, ACNM affiliates now have new tools for growing and engaging members, including scripts for reaching out to lapsed members and potential members as well as membership toolkits. We look forward to continued growth and development of ACNM affiliates in the coming years.

Our members actively supported our vision with 600 midwives participating in Lobby Day on the Hill at the ACNM 60th Annual Meeting & Exhibition. Their efforts dramatically increased the number of cosponsors to the Improving Access to Maternity Care Act. ACNM President Ginger Breedlove later testified before a House subcommittee on the importance of the proposed legislation, which would instruct the Health Resources and Services Administration to identify areas of the country with a shortage of full-scope maternity providers.



600 midwives participated in Lobby Day on the Hill.

Articulating the Value of Midwifery Care

Midwives are poised to play an important role in addressing both our nation's maternity and primary care provider shortages. In 2015, ACNM developed a presentation articulating the place of midwifery in the maternity care workforce and specific policies that can help increase the supply of midwives. We began working with offices on Capitol Hill to turn these recommendations into legislation. We also produced significant data resources, including a summary of

key data impacting the environment for midwifery in each state and a chart for every state showing the percentage of midwife-attended births from 1993-2013.

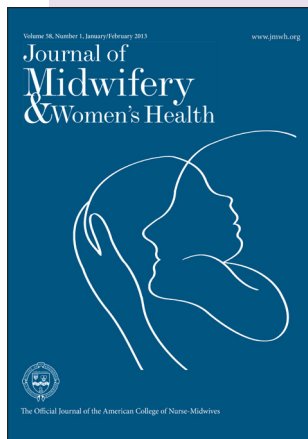
Inter-professional Engagement and Quality Improvement

In 2015, ACNM's work on the Alliance for Innovation on Maternity Care (AIM) expanded. New safety bundles designed to reduce maternal morbidity and mortality were co-published by ACNM and other women's health professional associations, and are being piloted in target states in the HRSA-funded AIM

ACNM Benchmarking Project, 2014 Selected Outcome Measures

OUTCOME	PRACTICE VOLUME				
	ALL Practices N=296	<50 Births/Year (n=35)	51-199 Births/Year (n=62)	200-499 Births/Year (n=94)	500+ Births/Year (n=62)
Spontaneous Vaginal Birth	83.5%	93.7%	85.2%	83.2%	78.1%
Successful Vaginal Birth after Cesarean	78.0%	90.4%	83.0%	77.0%	73.0%
Total Induction of Labor	16.3%	3.4%	12.8%	20.5%	21.1%
Episiotomy	5.7%	2.3%	2.2%	3.0%	3.1%
Exclusive Breastfeeding on Discharge	83.3%	96.7%	84.0%	82.2%	76.8%

Learn more about ACNM's popular benchmarking initiative at www.midwife.org/benchmarking.



A Top-Valued Member Benefit

The *Journal of Midwifery & Women's Health* remains one of the top-valued ACNM member benefits. The *Journal* published 2 continuing education theme issues on Innovations in Midwifery, describing a wide range of creative, exciting work by midwives. To celebrate the 60th anniversary of ACNM and its journal, *JMWH* published special editorials, commentaries, articles, and columns highlighting midwifery researchers. The *Journal* also published 2 multi-organizational documents in 2015: "Transforming Communication and Safety Culture in Intrapartum Care: A Multi-Organization Blueprint," sponsored by ACNM,

the American College of Obstetricians and Gynecologists, the Association of Women's Health, Obstetric and Neonatal Nurses, and the Society for Maternal-Fetal Medicine, and "National Partnership for Maternal Safety Consensus Bundle on Obstetric Hemorrhage," co-published in the *Journal of Obstetric, Gynecologic, & Neonatal Nursing*, *Obstetrics & Gynecology*, *Anesthesia & Analgesia*, and *JMWH*.

program. The ACNM Healthy Birth Initiative and interactive online toolkit BirthTOOLS.org are key resources for the AIM bundle focusing on Safe Reduction of Primary Cesarean Births: Supporting Intended Vaginal Births. The AIM program, along with the ACNM Benchmarking Project and the Reducing Primary Cesarean (RPC) initiative, funded by the Transforming Birth Fund and with fiscal sponsorship by the A.C.N.M. Foundation, will provide new data to further the efforts for improving health outcomes for women.

ACNM worked with the American Registry for Diagnostic Medical Sonography (ARDMS) to develop the ARDMS Midwife Sonography Exam. In conjunction with this certification, the Midwifery Ultrasound Assessment ExamSim Program, a joint product of ACNM and Pegasus Lectures, Inc., was developed to prepare candidates for the exam.

ACNM's expertise was secured in domestic grant opportunities with



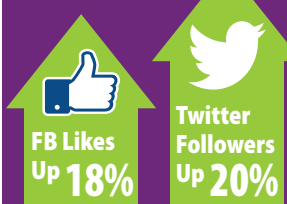
Ask a Midwife is one of the new interactive features available at ACNM's public awareness initiative website www.ourmomentoftruth.com.

the Centers for Disease Control and Prevention (CDC), Association of State and Territorial Health Officials (ASTHO), and The Arc to address women's health topics such as Fetal Alcohol Spectrum Disorder, smoking cessation, and immunizations among vulnerable populations.

Enhancing Public Awareness

Promoting heightened awareness, understanding, and acceptance of midwifery care among consumers is of utmost importance in advancing the profession. Through the platform established by our public awareness initiative *Our Moment of Truth™: A New Understanding*

ACNM SOCIAL MEDIA 2015



Highest Post Reached

50,000 People

@ACNMmidwives on Twitter grew from 8419 in 2014 to more than 10,000 followers in 2015—a 20% increase. The ACNM Facebook page ended the year with nearly 14,000 likes—an 18% increase compared to 2014. We saw significantly more engagement in 2015 with the highest post reach climbing to more than 50,000 people, compared to just over 30,000 people in 2014.

of *Midwifery Care*, ACNM released 2 additional videos about midwifery care: "Midwives in Hospitals: A Great Choice for Childbirth" and "Healthy Birth with a Midwife." We also revamped www.ourmomentoftruth.com, adding interactive resources like Ask a Midwife.

Midwifery Education: Trending Strong!

ACNM and the Accreditation Commission for Midwifery Education (ACME) worked together to create Midwifery Education Trends Report 2015. The number of midwifery education programs remained stable at 39, and the number of newly certified CNMs/CMs leveled off at a solid 558 after 7 years of consecutive growth. For the first time, we were able to describe diversity within the student population, showing 19% of the student population self-identifying as being from diverse backgrounds in 2013 and 22% in 2014. The report continued to show that positions for eligible candidates at some midwifery programs are unfilled, with verification that the majority of unfilled

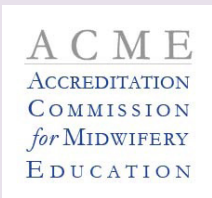
spaces occur at programs that require a nursing degree prior to admission.

The ACNM/ACOG Interprofessional Education Workgroup met at the ACNM 60th Annual Meeting & Exhibition, with midwife and physician representatives from 11 medical centers and from both ACOG's and ACNM's affiliated educational accreditation organizations. Subgroups are developing descriptions of innovative inter-professional education demonstration programs for graduate midwifery students and OBGYN residents, and plans for obtaining funding for such projects are underway.

ACME Releases Strategic Plan

The Accreditation Commission for Midwifery Education (ACME) has been recognized by the US Department of Education as a programmatic accrediting agency for midwifery education programs since 1982. ACME is part of ACNM's corporate structure but is administratively and financially autonomous from the College.

ACME accredits 39 programs offering nurse-midwifery and midwifery education programs. The Board of Commissioners created a 3-year strategic plan to guide ACME's efforts. As part of their strategic goal to provide fee-based expert consultation to projects supporting those interested in development or expansion of midwifery accreditation systems, ACME successfully offered a week-long intensive accreditation training to the Nursing and Midwifery Council of Ghana. Learn more about ACME at www.midwife.org/acme.



The grant-funded Department of Global Outreach (DGO) and

volunteer-driven Division of Global Health (DGH) partnered with global stakeholders, including USAID, International Confederation of Midwives (ICM), American College of Obstetricians and Gynecologists (ACOG), American Academy of Pediatrics (AAP), Laerdal Global Health, Save the Children, Abt Associates, Averting Maternal Death and Disability (AMDD)/Columbia University, and Jhpiego. DGO also engaged in numerous high level discussions and events around clinical education and training, community engagement, quality improvement, and midwifery as a global intervention to improve maternal and newborn health and survival. ACNM was represented at key

global meetings, such as Family Planning 2020 in Indonesia, International Federation of Gynecology and Obstetrics (FIGO) in Vancouver, the Global Maternal Newborn Health Conference in Mexico City, the UNFPA Midwifery Symposium/Call to Action, and World Prematurity Day in partnership with Every Preemie SCALE/USAID, in Washington, DC. In addition, DGO has been successful in initiating other projects and grants around the world which will begin in 2016. Those grants range from a project focused on prematurity, the maternal conditions which lead to prematurity, and the care for premature infants; a project in Zambia which will support midwifery schools to integrate simulation centers within their educational framework; and a global project which targets the private sector to improve and expand on quality reproductive health services.



TAZA midwife Bupe Mwamba, RM, of Zambia

We continue to seek expansion of opportunities for ACNM members to engage in and develop leadership in global health through the USAID Survive and Thrive Global Development Alliance. Mentors from ACNM membership participated in visits to Malawi, Burma, and Tanzania to support work in topics such as Essential Care for Every Baby, professional association strengthening, and development of clinical skills checklists for simulation centers in midwifery schools. We look forward to members' continued involvement in global health and invite you to learn more about ACNM's work at www.midwife.org/Global-Outreach or by submitting an application to be a member of the Division of Global Health at www.midwife.org/dgh.

Partner with global stakeholders to advance the health of women and newborns



Under the Survive and Thrive GDA, ACNM works with midwives in Myanmar to strengthen essential newborn care.

Ensure the availability of resources and expertise to fully support our strategic plan

ACNM is a vibrant

community committed to strengthening the midwifery profession and advancing women’s health. To accomplish our ambitious goals, we are working to ensure availability of resources and expertise.

We continued to nurture relationships with key stakeholders whose goals are in alignment with our strategic plan, including the American College of Obstetricians and Gynecologists; American Nurses Association; Association of Women’s Health, Obstetrics and Neonatal Nurses; National Quality Forum; and US MERA.

We incorporated diversification and inclusion throughout the organization. The Diversification and Inclusion Task Force published its report, “Shifting the Frame: A Report on Diversity and Inclusion in the American College of Nurse-Midwives” which is available at www.midwife.org/Diversification-and-Inclusion. The Task Force encourages further conversation about diversity within the profession.

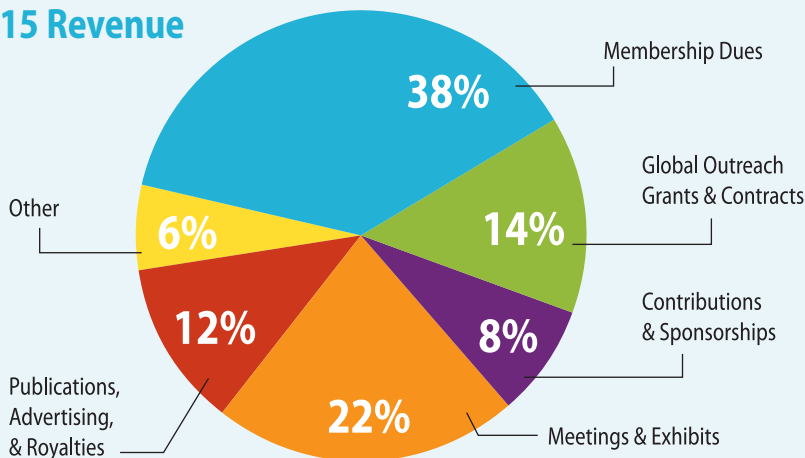
To ensure adequacy of resources, we have been closely examining our finances. Over the past several years, ACNM has experienced significant financial challenges. Recent revenue growth has not kept pace with expenditures and, during 2015, expenses exceeded revenue by more than anticipated.

This has provided an opportunity to gain new insight into fiscal and business operations. The Board of Directors, in collaboration with ACNM staff, is committed to rebuilding financial reserves and achieving goals set forth in ACNM’s strategic plan.

Membership and meeting revenues continue to grow. However, this has been

FINANCIAL SUMMARY (in \$thousands)	2015 (Unaudited)	2014	2013
Revenues	\$5,379	\$5,862	\$6,165
Expenses	\$6,485	\$6,772	\$6,614
Net Loss	\$(1,106)	\$(910)	\$(449)
Assets	\$3,380	\$4,992	\$6,067
Liabilities	\$1,888	\$2,394	\$2,559
Net Assets	\$1,492	\$2,598	\$3,508

2015 Revenue



OPERATING EXPENSES	2015	2014	2013
Member Services & Programs	93%	92%	91%
Management & General	5%	7%	9%
Development	2%	1%	—

offset by reduced revenue from grants and contracts. Consequently, we are putting new emphasis on fundraising. We are working with business development consultants and actively seeking new partnerships to diversify revenue streams and increase capital. We are assessing

our organizational structure and better aligning costs with revenue.

The majority of efforts continue to be devoted to member services and programs. Audited financial statements are available for members on the website at www.midwife.org/fac.

The A.C.N.M. Foundation

The A.C.N.M. Foundation, Inc., a 501 (c)(3) nonprofit organization, fulfills its mission and helps ACNM achieve its strategic goals by supporting midwifery education, research, practice, and leadership activities that advance the provision of high quality maternal, newborn, and well-woman health care services worldwide. Our efforts are closely aligned with 2 ACNM core commitments: Diversification and Inclusion through scholarships for students and midwives of color, and Leadership Development funded by the Frances T. Thacher Midwifery Leadership Endowment.

In 2015, the Foundation distributed a record-breaking \$60,000 in scholarships and awards, which allowed us to:

- *Strengthen Our Future* through scholarships for basic midwifery students, fellowships for doctoral education, and funding for midwifery researchers
- *Support Midwives as Global Leaders* through fellowships for practice and business leaders, international midwifery awards, high-impact community grants
- *Recognize Excellence in Our Profession and Beyond* through Pioneer Midwife Awards, MD Partnership Awards, and Excellence awards for teaching and clinical Practice

In 2015 the Foundation also embarked on endeavors to:

- *Honor our Remarkable Legacy with Midwifery Legacy Project and Senior Midwife Interviews* as well as *Midwifery Legacy Circle* expansion for donors with estate gift plans.
- *Invest in Our Organizational Capacity* by strengthening our management and finance infrastructure through a legacy gift from Teresa Marsico for this purpose, and developing strategic fundraising plans to support our mission well into the future.

2015 Scholarship and Award winners can be found at www.midwife.org/2015-Award-Recipients.

The 2015 Annual Report of The A.C.N.M. Foundation, Inc. is available at www.midwife.org/ACNM-Foundation.

ACNM thanks the Foundation for their generous

contributions, including through their role as fiscal agent in 2015 for 2 New Hampshire Charitable Foundation Grants from the Transforming Birth Fund and a Community Foundation Grant. These funds allowed ACNM to accomplish 2 important projects: (1) Measuring the Impact of Physiologic Birth Practices: Reducing First Cesarean Births in Healthy Low-Risk Women; and (2) United States Midwifery Education Regulation and Accreditation (US MERA).

The ACNM Team

The success and progress of ACNM are largely due to the vision, commitment, and hard work of the ACNM Board of Directors and our dedicated staff and members who serve on divisions, committees, task forces, as representatives to other organizations and initiatives, and in other volunteer positions within the College. View the full team, including national office staff and 2015 award winners at www.midwife.org/ACNM-Annual-Reports.

ACNM Affiliates

View officers for 50 states, District of Columbia, Puerto Rico, Uniformed Services, and Indian Health Service/Tribal health settings at www.midwife.org/state-affiliate-map.



Honoring Our Past
Celebrating Our Present
Forging The Future

60th
Anniversary

1955–2015

American College
of Nurse-Midwives