



Royal College
of Midwives



International day of the **midwife**

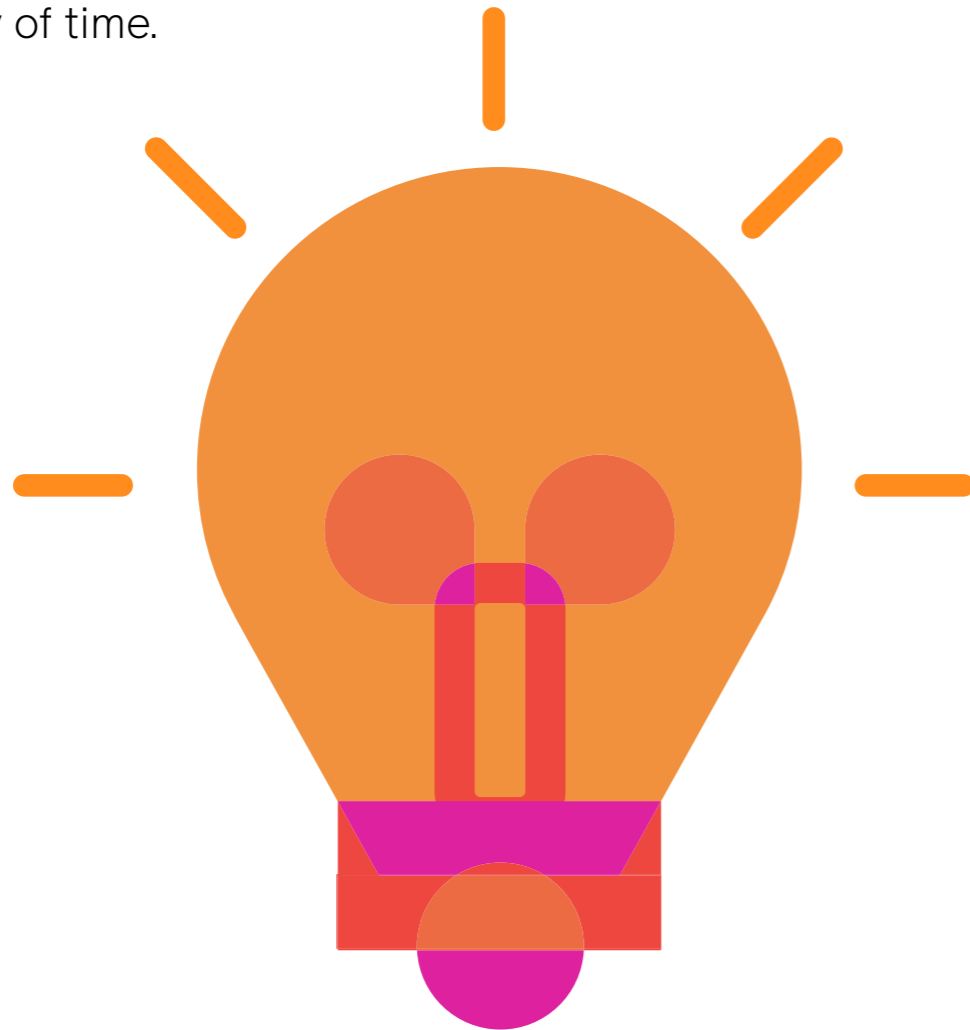
Celebration guide

5 May 2024

Sustainability

The RCM continues to look at ways to become more sustainable and reduce our carbon footprint. Therefore we will not be providing materials on storefront and encourage you to purchase materials from your branch funds. Please remember to start early with your planning so that your merchandise arrives in plenty of time.

If you are planning to hold an event we would encourage you to begin planning your celebratory event as soon as possible. There will be a dedicated tile on the RCM home page with further materials to print off and use in your celebration. If you have any ideas for your branch celebration, in the first instance speak to your RCM branch officers and workplace representatives. For further support please contact your RCM organiser who can provide support for your event.



Sustainability activity ideas

Ideas for events in line with sustainability. Choose some of these or pick your own.

- ▶ Litter pick up
- ▶ Breastfeeding workshop
- ▶ Use of terri towels or similar
- ▶ Plant a tree
- ▶ Provide seeds to branch and create a wildlife area/ garden
- ▶ Beach clean
- ▶ Virtual lunch and learn
- ▶ Virtual workshop
- ▶ Breakfast meeting
- ▶ Create an IDM celebration wall/ noticeboard

IDM gift ideas

We are encouraging RCM branches to utilise branch funds to purchase gifts to support branch activities. There won't be any IDM specific items on storefront this year.

Top tips:

Shop local to support local business and shop sustainable to support our planet

Ensure you use the new RCM brand on all products and templates

Learning

Hosting a lunch and learn or workshop?

The RCM may be able to provide a speaker for a number of different topics. There maybe local specialists, such as your research midwife, local charities and colleagues with particular interests or hobbies.

Caring for you

Putting together an event around Caring for You? What about a staff wellbeing event? You may know a local specialist (masseur, beautician, yoga teacher) who will come and support an event. Ask your local beauty college to offer support.

Event

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

Merchandise

We advise that merchandise is confirmed and ordered at least six weeks prior to your event to take into account any specific print and delivery requirements. Remember your branch will have a its own RCM logo that can be added to products that you may wish to order. For example badges or stickers that members can wear. Speak to your organiser if you want access to your branch logo.

Design and printing specification are available to access via the website.

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

Use Twitter to

- ▶ Post your key messages using the hashtags #IDM2024, #Midwives, #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 #IDM2024
- ▶ 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

Use Facebook to

- ▶ 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/starting conversations around the theme of 'together again: from evidence to reality'
- ▶ 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 facebook and twitter

Use Instagram and TikTok to

- ▶ Promote your celebration in advance through engaging and videos
- ▶ 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 #IDM2024, #Midwives #Midwifery #MSWs
- ▶ Don't forget to follow the RCM and other branches to share and like IDM content



Branding guidance

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 and access resources via www.rcm.org.uk/IDMbrandguidelines

Light up for IDM

To celebrate IDM we are asking all RCM staff, activists, members and supporters to request their local town hall, civic building or landmark to be lit up in RCM colours on the 5th May.

Share your IDM

Please can you kindly complete this short survey to let us know if you have made a request in your locality?

Finally, please do share your pictures using the hashtag #IDM2024 and tag the RCM social media accounts into any posts.

We would love to see them!

www.forms.office.com/e/3n9B64csUA

More information on IDM

www.rcm.org.uk/international-day-of-the-midwife-2024/

**Share live updates
and photos from your
event or activity on
social media**



Follow us on:



@MidwivesRCM



www.facebook.com/MidwivesRCM



@midwives_rcm

The Royal College of Midwives
10–18 Union Street
London SE1 1SZ

0300 303 0444
info@rcm.org.uk
www.rcm.org.uk