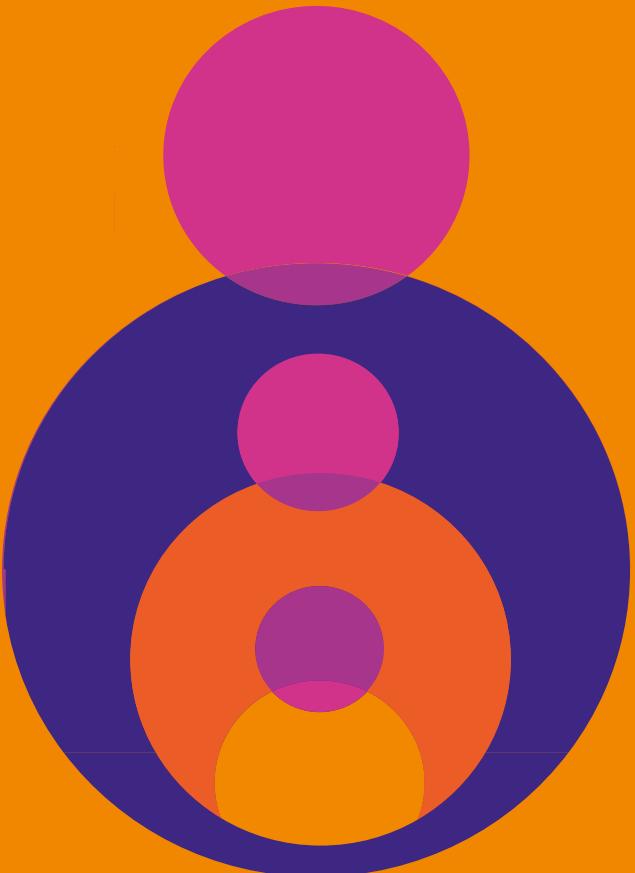




Royal College  
of Midwives



# msw week

**we are worth more**

**Guide for members**

**15 - 21 November 2021**

# What can I do?

## How to get involved and celebrate MSW week



This year the RCM is encouraging branches to develop their own celebrations for MSW Week, including using branch funds for resources/prizes for their chosen events and celebrations.



## Sharing your celebrations

The Communications and Engagement team is keen to turn unusual and interesting activity into news stories, so that the breadth and depth of activity across branches can be shared with members via the website and in our newsletters. To enable them to pool the information quickly and easily, please ensure events are logged, and that you share any photos and videos across your social channels.

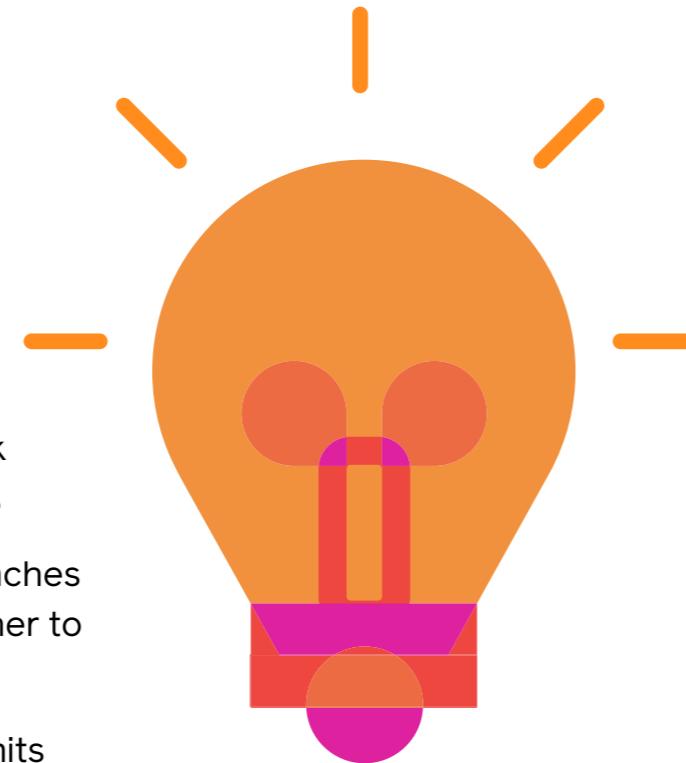
## Merchandise

If branches choose to purchase merchandise to support their event/celebration, please encourage them to use their branch funds and to buy locally in order to support sustainability and local business.

**Please apply current Government guidance when it comes to social distancing and PPE in your area.**

## Suggestions for events

- ▶ Regional webinars – organise an insightful webinar around the key work of the RCM and our current campaigns
- ▶ Collaborative events – encourage branches and midwifery societies to work together to celebrate MSW Week
- ▶ Supply gifts – send gifts to maternity units e.g. fruit baskets, tea biscuits or goodie bags
- ▶ Thank you message – through cards, emails or video messages. Please check with Communications and Engagement if you intend to use celebrity endorsements
- ▶ Photo competition – submit your digital (Jpeg) photos of your MSW Week celebrations and evnts to win prizes for RCM branches
- ▶ Top tip: when planning any events, consider the benefits to members and how this will be evaluated to demonstrate impact, awareness and recruitment and retention for MSWs.



## How you can support

The focus of this years MSW week is recruitment and retention of MSW members. You can support us by speaking to your MSW colleagues and asking them to join us. You could hold events inviting MSW members or advocates to talk about their roles and why they joined the RCM.



## What we are doing across the UK

- ▶ This year we are focusing on the development of MSWs and celebrating their integral role in maternity care. For members in England we will also be focussing on MSW banding, following the recent introduction of the MSW bands 2-4 in the National Job Profiles.



## What we have planned:

- ▶ An opening live virtual event plus recorded content from 8-9 am Monday 15 November at the beginning of MSW Week
- ▶ A suite of materials to view flexibly and to support branch events bitesize/webinar/podcasts – C4Y info – Menopause – Hydration – Banding etc
- ▶ Short bitesize clips shared before MSW week to encourage branches to recruit and retain members – role play – reasons for MSWs not joining
- ▶ Sharing messages on social media using the hashtag: #MSWWeek2021



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

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0300 303 0444  
[info@rcm.org.uk](mailto:info@rcm.org.uk)  
[www.rcm.org.uk](http://www.rcm.org.uk)